



JORDAN D. GUM

DESIGN
OF ALL
FLAVORS

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Qualifications

- Over 20 years of professional experience in all areas of the graphic design field.
- Expert design, concepting and related technical skills.
- Experienced in mentorship, creative direction, and collaborative team management.
- Experienced in the instruction and mentoring of graphic design students at the university level.
- Passionate and dedicated work ethic, driven to meet deadlines and exceed client expectations.
- Consistently organized, with straightforward and clear communication skills.

Creative and Technical Skills

- Unique creative sensibilities, shaped by a wide and varied professional experience, and a passion for all good design.
- Extensive experience running the wide gamut of design including motion design, interactive design, print, and packaging.
- Extensive professional experience and expert-level skills with many design applications, including the full Adobe CC suite, Figma, Sketch, InVision, SketchUp, Blender, and many, many others.
- Technically proficient in front-end web development utilizing HTML, PHP, CSS, jQuery and WordPress.
- Extensive woodworking and dimensional design experience. Skills include CNC router and laser cutter fabricating techniques, as well as traditional carpentry and metalwork.

Education

- MFA in Graphic Design from Georgia State University in Atlanta, GA, **2022**
- BFA in Graphic Design from Georgia State University in Atlanta, GA, **2003**

Employment History

Limited Term/Visiting Lecturer (previously PTI/Adjunct), Georgia State University **February 2017 - May 2023**

Responsible for the instruction, mentoring, and evaluation of undergraduate and BFA-level graphic design students. Courses taught have ranged from Intro and Survey level to Junior BFA-level Motion and Interactive Design.

Duties include:

- » Creation of curriculum, including syllabi, assignments, and lectures
- » Guiding students through all stages of the design process, from research to final concept execution
- » Leading pin-ups and final critiques, fostering the development of students' critical evaluation and discussion skills
- » Guiding students through technical troubleshooting, aiding in building their own skillsets
- » Creation of software demo videos
- » Final evaluation and grading

Full-time Freelance Design/Owner & CEO, Imperial Werewolf Octopus, Inc.

March 2012 - Present

Responsible for the creation of both print and digital designs for a wide variety of clients, including Adult Swim, Coca-Cola, Netflix, Comedy Dynamics, Roadie, and Needles Case Management Software.

Projects have included:

- » Desktop and mobile interactive design using HTML/CSS/jQuery and WordPress
- » CD, DVD and vinyl LP packaging design and digital album art extension

- » UI/UX and Visual Design consulting for software applications
- » Video design and animation

Director of Interactive/Creative Director, Konzept Design Studio

May 2015 - May 2016

Supervised all creative and technical aspects for the full range of marketing offerings at the studio including branding, print collateral, websites, environmental touch-interactive products and video projects, for all clients.

Responsibilities included:

- » Directed staff designers and developers, as well as a stable of contractors
- » Guided the collaboration between designers and developers to ensure that creative visions were fully realized while adhering to current established best practices across all platforms
- » Directed the design and development of KDS's touchscreen offerings with an eye toward accessibility and ROI
- » Maintained communication channels between departments in order to ensure all products exceeded client goals and expectations while adhering to timelines and budgetary requirements
- » Researched and guided the implementation of emerging digital design and UI/UX trends and best practices

Visual Design and UI/UX Design at Macmillan Publishing, Digital Education March 2012 - March 2014

As part of the Requirements Team, responsible for Visual design, UI/UX design, and wireframing for various web-based learning management systems and cross-product integrations.

Projects included:

- » Visual design for the Macmillan LaunchPad supplemental content tool
- » Collaborated on Wireframing and Visual Design for the Bedford e-Portfolio
- » Identity exploration for Macmillan Labs
- » Wireframing and Visual Design direction for Macmillan integration with Blackboard and Desire2Learn

Senior Designer at AdultSwim.com and CartoonNetwork.com

July 2004 - March 2012

Chiefly responsible for the design of various online marketing for Cartoon Network and Adult Swim properties.

Projects included:

- » Logo and site design for The Foster's Adopt-a-Friend online game in 2006
- » AdultSwim.com's site redesign in 2005, and again in 2007
- » Special promotions, mini-sites, and a myriad of other smaller scale projects for each respective property
- » Art direction and motion graphic production of on-air promos for Adult Swim Games and AdultSwim.com features
- » Responsible for the selection, mentorship, and direction of seasonal student design interns from local universities

References available upon request