

Chelsea Jordan

Graphic Designer

10+ years of experience

Multidisciplinary graphic designer helping brands build cohesive, conversion-focused design across digital, print, and retail. Known for adaptability, strategic thinking, and end-to-end creative execution in fast-paced environments.

EXPERIENCE

Freelance Graphic Designer | Dec 2019 - Present

Provide full-spectrum creative support to startups and emerging brands.

- Customized and designed websites on Shopify and Wix, optimizing user experience, ecommerce flow, and visual storytelling
- Designed and optimized Amazon product listings, storefronts, and A+ content for multiple sellers, with a focus on conversion-driven layouts, custom infographics, and mobile-first shopping experiences
- Built and extended visual identity systems across packaging, digital campaigns, social media, and retail environments to ensure cohesive brand presence
- Developed email marketing flows and campaigns in Klaviyo and Mailchimp to support product launches, seasonal promotions, and retention strategies
- Designed static and video ad creative and organic content for social platforms
- Led storyboarding and creative direction for brand photo and video shoots, collaborating with photographers and production teams
- Created 3D product renderings, mockups, and merchandising visuals
- Built UI/UX wireframes and flows for web and mobile applications
- Produced product packaging, retail displays, and event materials that reflect brand positioning and drive shelf appeal
- Collaborated directly with founders, marketing teams, and developers to align creative execution with business goals, product timelines, and budgets

Notable Clients: Gr8nola, Bumpas, Uglydoll, OPN Sound, Water.io, Nuun, Bibrave, Brooks, American Red Cross Training Services, Strava, Voice of America

Creative Director - Shokz | Jun 2014 - Dec 2019

Led all creative efforts for a fast-growing consumer tech company.

- Directed concept-to-delivery production of all creative assets across digital and physical channels
- Managed and mentored a multidisciplinary in-house creative team
- Developed and evolved brand strategy and visual identity guidelines
- Managed and executed the creative strategy for Amazon, including brand storytelling, product page design, A+ content, and storefront graphics—optimized for mobile shopping and conversion
- Defined creative workflows to ensure timely, high-quality output in a fast-paced environment

SOFTWARE & TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, SketchUp, KeyShot, Shopify, Wix, Klaviyo, Mailchimp, Hubspot, Trello, Asana, Monday, Zendesk, Microsoft Office, G Suite, Sora, VEO

EDUCATION

SUNY University at Buffalo, June 2014 – BFA, Graphic Design (Magna Cum Laude)



cejordan



cejcreative.com