JORDAN LACKEY

Design - Graphic | Web | Motion | Print | Production
Web - Content Management and Validation | Web Banners
Film & Photography - Product | Portrait | Studio | Conceptual

EDUCATION

Graduated 2013
School: Oral Roberts University
Major: Graphic Design, School of Art
Minor: Humanities

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WORK EXPERIENCE | 8+ YEARS OF IN-HOUSE AGENCY WORK

2016-2018
Company: EnviroMedia
Location: Austin, Tx
Title: Digital Art Director/Digital Producer
Other Titles: Web Developer, Photographer

2018-Present
Company: Self-Employed Freelance
Location: Austin, Tx
Title: Web Developement & Graphic Design
Other Titles: Photographer & Digital Producer

2019-2021
Company: Proof Advertising
Location: Austin, Tx
Titles: Creative Developer
Other Titles: Motion Designer &
Digital Producer

2021-2022
Company: Mighty & True (B2B Agency)
Location: Austin, Tx (Remote)
Title: Graphic Designer/ Digital Producer,
Web Banner Producer & Booth Designer

2022-2025 (Current)
Company: TSG (The Select Group)
Location: Austin, Tx (Hybrid)
Title: Production Designer (Contractor for a top 500 Fortune Company)

Details: Create translated versions of technical specification images, marketing headlines, web banners, and product imagery with OS screens. Upload and validate all graphical changes in their staging environment, ensuring high quality results get delivered to the customer-facing environment. Identify and resolve image and video rendering issues. Maintain accurate, well-organized image and video archives. Test and implement new e-commerce enhancements. Advise on production design considerations for new marketing pages. Refine processes to improve efficiencies and quality of work. Document requirements and standards as our systems evolve. Produce Web Banner Ads for over 28 different languages in over 15 different standard and custom banner sizes (500 Plus assets per campaign).

PROFICIENCIES

Programs: Photoshop, Illustrator, InDesign, Figma, Sketch, After Effects, Premier Pro, Animate, Dimension (All of Creative Suite) Figma, Sketch, Adobe XD, HTML5 and CSS Knowledge, Squarespace,Wordpress, Webflow, Squarespace and Custom CMS, FL Studio, Luna & Pro Tools.

Equipment: 2021 MacBook Pro Max M1, Canon 5D Mark II & 3 Canon L-Series Lens, Shure SM7B, Universal Audio Apollo X4 Interface, Treated Studio Room for sound recording (Sound Panels & Acoustic Measurement)

EXTRAS

Audio: Recording, Mixing & Mastering Engineer, Producer & Songwriter, Home Studio
Photo: Photography and Photo Retouching and Editing
Video: Music Videos & Commercials with 4K Pro-Res Log Footage
AI: Design & Prompt Knowledge - Midjourney, Chat GPT, DALL-E 2, Pika Labs, Krea.ai