

JORDAN SCHORR

GRAPHIC DESIGNER & BRAND ADVOCATE

LET'S CHAT!

-  (207) 400-1371
-  jschorrdesigns@gmail.com
-  linkedin.com/in/jordanschorr
-  www.jschorrdesigns.com
-  Rhode Island

EDUCATION

Johnson & Wales University, 2018
Graphic Design & Digital Media
Bachelor of Science, Summa Cum Laude

Florence University of the Arts, 2017
8-week Study Abroad program in Florence, Italy

TECHNICAL SKILLS

- Adobe Creative Suite
- Microsoft Office
- ESKO & ESKO Studio Designer
- JetPack/Webcenter
- SketchUp

CORE/PERSONAL SKILLS

- Package Layout / Design
- Product / Lifestyle Photoshoot / Art Direction
- Creative & Innovative Thinker
- Global Print & Digital Design Processes
- Strong Presentation Skills
- Multimedia Brand Advocate
- Risk Assessor & Problem Solver
- Highly Detail Oriented
- Effective Verbal & Written Communicator
- Trend Research & Case Studies
- Advocate for Improving Process Development

HEY, HI, HOW YA DOIN'?

Creative big-thinker matched with strong problem-solving skills and an art director mindset. Enthusiastic package / brand graphic designer taking projects from concept to print ready assets. Passionate towards brand strategy, development, consistency and multi-platform execution backed by trend research, marketing insights, and innovative thinking. Avid believer in taking calculated risks through graphic style, partnerships, product placement, and day-to-day tasks. Successful track record teaching, growing, celebrating, and inspiring team members in a large, creative, fast-paced environment.

Think big... Then think bigger!

WORK EXPERIENCE

Hasbro, Inc., Pawtucket, Rhode Island

Play-Doh® Brand | May 2022 to Present

Franchise Packaging & Brand Graphic Designer

Overseeing total exclusives segment ranging from 15-20 projects, a multi-million dollar segment initiative for the Play-Doh portfolio. Execution of packaging from concept to final art delivery and handing over print ready files for manufacturing. Additional achievements include:

- Maintaining strong relationships with big name retail buyers, in addition to gaining alignment on brand / package development with buyers, leadership and cross-functional team members
- Art direct photoshoots overseeing photography style, providing shot lists, set & wardrobe styling, and approval of photo selections
- Assisted with brand direction conceptualization for the Play-Doh future and how that is reflected through all platforms (packaging, toolkits, e-comm, social media, etc.)

Monopoly® | November 2018 to May 2022

Packaging Graphic Designer

Independently carried graphic development for the Core Monopoly portfolio, including primetime products & key initiatives, which are multi-million-dollar drivers for the Hasbro Gaming sector.

Additional achievements include:

- Personally ensured projects ran smoothly according to timelines and budgets, whilst bringing in creative, trend-driven design opportunities and styles based on consumers and market insights
- Finding and flagging process development issues and providing top tier solutions for improvements across the team

Hasbro Gaming® | June 2018 to November 2018

Brand Graphic Designer (Contract)

Created and conceptualized strategic designs for tradeshow booths, brand packaging, and retail merchandising / brand asset toolkits, and more. Used the Hasbro Gaming brand to create a cohesive, strong look for the Hasbro's gaming business throughout e-comm, social media, packaging, and consumer facing products. Assisted with the development of a rebrand for Hasbro Gaming, including character development, packaging architecture and brand guides.

International Gaming Technology (IGT), Providence, Rhode Island

Marketing Design Intern | September 2017 to May 2018

Tasked with designing marketing materials for gaming retailers including brochures, booklets, single sheets, infographics and PowerPoint decks / templates. Followed brand guides for jurisdictions across the globe, developed strong networking skills, targeted and hit deliverable deadlines whilst learning the process of the "real world" graphical development and applications needed, i.e. Microsoft Office.

BRANDS & PROJECTS

