

# JORDAN SCOTT JOHNSON

Design as storytelling

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## SKILLS

### DESIGN

Ideation  
Graphic Design  
Brand Design  
Wireframing  
Prototyping  
Motion Graphics

### RESEARCH

Interviewing  
Usability Testing  
Competitive  
Analysis  
Surveying  
Synthesis

### TECHNICAL

Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere  
Microsoft Office  
HTML5, CSS3

## ACHIEVEMENTS

### YMCA

National "30 Under 30" '19  
Work featured on CNN  
Launched 1st national  
media strategy

## EDUCATION

**GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE** Jan-Sept 2022  
GOOGLE CERTIFICATES & COURSERA

**Design process:** empathizing with users, defining pain points, ideating solutions, wireframes, prototypes, testing and iterating

**Applying foundational UX concepts:** user-centered design, accessibility, and equity-focused design

**Understanding UX Research:** planning research studies, conducting interviews and usability studies, and synthesizing research

**Portfolio Projects:** 3 end-to-end projects including a mobile app, responsive website and cross-platform experience.

**NORTHWESTERN UNIVERSITY** June 2013  
BACHELOR OF ARTS | GPA 3.69, Deans List

## EXPERIENCE

**YMCA OF THE USA** 2014-Present

**VIDEO & MULTIMEDIA PRODUCER** | 2018-Present

Oversee and execute all aspects of video production for the \$8 billion nonprofit, working solo, supervising in-house, and collaborating with third-party producers and agencies.

**VIDEO & MULTIMEDIA ASSOCIATE PRODUCER** | 2016-2018

Produce video content and motion graphics from conception through post-production.

**PROJECT ASSISTANT (ARTS & VIDEO)** | 2014-2016

Assist Video Producer and manage projects for Arts Specialist

**FREELANCE** 2017-Present

**FULL-SERVICE VIDEO PRODUCTION** | 2017-Present

Lead end-to-end video projects for clients including NowThis/Immigrant Defense Project, Resilience (Formerly Rape Victims Advocates), Chicago Coalition for the Homeless, Imagination Theatre

