

Asha Jordan

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PROFESSIONAL SUMMARY

Junior Graphic Designer with a strong foundation in digital media, visual communication, and brand storytelling. Experienced in creating graphics for web, print, and digital platforms while collaborating with clients and stakeholders to translate ideas into clear, compelling visuals. Proficient in Adobe Creative Suite and design fundamentals.

DESIGN SKILLS

- Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Layout & Composition •
- Typography • Brand Identity • Digital & Print Design
- Social Media Graphics • Web Graphics & Asset Creation • Production File Preparation •
- Client Collaboration • Time Management
- Branding & Visual Identity • Environmental & Signage Design • Large-Format Print Design
- Production File Preparation • Color Systems (Pantone)

PROFESSIONAL EXPERIENCE

Jordan Nik Art - Detroit, MI

Graphic Designer / Visual Artist

July 2022 – Present

- Designed branding assets, marketing graphics, digital content, and presentation layouts.
- Collaborated with clients to translate concepts into cohesive visual solutions.
- Created print-ready and digital files while maintaining visual consistency.
- Managed multiple projects and deadlines in a client-facing environment.
- Developed visual assets for websites and social media platforms.
- Designed a complete brand identity and environmental signage system for a residential property, including logo development and large-format exterior signage.
- Created a custom monogram and Art Deco-inspired visual system emphasizing clarity, balance, and architectural scale.
- Selected and applied a refined color palette using Pantone spot colors to ensure production accuracy and consistency.
- Developed production-ready vector files and specifications for signage fabrication.
- Ensured legibility, contrast, and visual impact for real-world, large-scale installation environments.

Thomson Reuters – Ann Arbor, MI

Product Services Associate

May 2022 – Sept 2023

- Developed internal training materials and documentation with clear layouts and visuals.
- Applied visual organization and clarity to improve usability of guides and resources.
- Collaborated with cross-functional teams to support content accuracy.

Bodman Law Firm / Canon – Ann Arbor, MI

Office Assistant (Contract)

Apr 2017 – June 2020

- Assisted with document formatting, scanning, and organization.
- Ensured accuracy and consistency across printed and digital materials.

EDUCATION

Washtenaw Community College – Ann Arbor, MI

Associate of Applied Science – Digital Media Arts

Advanced Certificate – Business Enterprise Essentials (Expected)

Bachelor of Applied Science – Graphic Design (Expected 2027)

PORTFOLIO

jordannikart.netlify.app

REFERENCES

-Upon request-