

Jordan Newman

Personal Info

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Profile

Highly dedicated Regional Senior Graphic Designer in the commercial real estate industry, with a proven track record of exceptional work ethic and a passion for elevating team performance with a desire to be a leader. Proficient in crafting innovative design solutions for real estate business development pursuits, overseeing project timelines, and fostering effective communication within a dynamic work environment. Demonstrates an empathetic approach to leadership, consistently driving industry related engagement initiatives, fostering a cohesive team across the central region and giving and receiving feedback.

Experience

Senior Graphic Designer - Americas

Cushman & Wakefield

08/2021 - Current - *Austin, TX / Detroit, MI / Remote*

- Produced impactful marketing materials, infographics, research reports, and business development pitches, enhancing Cushman & Wakefield's thought leadership in diverse Americas' regional markets.
- Tailored marketing materials for occupier and agency clients, reinforcing Cushman & Wakefield's reputation as an industry innovator and supporting broker success.
- Strengthened client relationships through customized CRE materials, fostering client satisfaction and loyalty.
- Led efforts to establish a cohesive and collaborative atmosphere within the Central Region and the broader Americas, promoting effective internal communication and teamwork.
- Crafted executive-level presentations for CRE networks and corporate events, consistently meeting tight deadlines and maintaining design excellence.
- Pioneered an open communication environment, fostering idea sharing, team building activities and collaboration within and across teams to provide constructive feedback.
- Utilized innovative design systems to ensure a consistent visual identity for Cushman & Wakefield, reinforcing its reputation for excellence and thought leadership.
- Contributed to Cushman & Wakefield's global reputation as a leading CRE firm by consistently exceeding industry standards, positioning the company as an industry influencer and innovator, and actively supporting diversity and inclusion through the Employee Resource Group (ERG) PACT.

Senior Graphic Designer

Cushman & Wakefield

06/2016 - 08/2021 - *Austin, TX*

- Produced high-impact marketing materials, infographics, research reports, and business development pitches for Cushman & Wakefield in the Austin, TX market, consistently positioning the company as a thought leader in the industry and winning lucrative business deals.
- Demonstrated exceptional proficiency in graphic design, effectively conveying complex real estate data and trends through visually engaging and informative materials, enhancing Cushman & Wakefield's brand presence in the local market.
- Played a pivotal role in crafting thought-provoking research reports that showcased in-depth market analysis, influencing decision-makers and driving business growth in the competitive Texas real estate sector.
- Collaborated closely with brokers to understand their unique needs and translate their vision into compelling marketing assets, resulting in increased market share and business success.
- Acted as a key resource for design systems, ensuring a consistent and professional visual identity for Cushman & Wakefield's Austin operations, thereby reinforcing the company's reputation for excellence.
- Contributed to the local Austin, TX team's success by consistently delivering high-quality materials that exceeded industry standards, fostering a strong local market presence and enhancing the firm's credibility as a real estate industry leader.

Creative Marketing Coordinator

Cushman & Wakefield

05/2015 - 06/2016 - *Austin, TX*

- Demonstrated exceptional proficiency in creative marketing, producing high-impact materials, infographics, research reports, and business development pitches for Cushman & Wakefield's Austin, TX market, positioning the company as a thought leader in the highly competitive Texas real estate landscape.
- Earned a rapid promotion to a Senior Graphic Design role, reflecting the ability to consistently deliver outstanding marketing assets, further enhancing the company's brand presence and market position.

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Experience *Continued*

- Collaborated closely with brokers to understand their unique needs and vision, translating them into compelling marketing materials that played a vital role in securing new business deals and increasing market share.
- Assumed responsibility for crafting persuasive and insightful research reports that featured comprehensive market analysis, influencing decision-makers and contributing to the growth of Cushman & Wakefield's local operations.
- Adapted swiftly to the dynamic commercial real estate industry by consistently delivering materials that exceeded industry standards, a key factor in the firm's local market prominence and its global reputation as a top-tier CRE company.
- Played a pivotal role in bolstering Cushman & Wakefield's position as an industry leader through the production of innovative and impactful marketing assets, reinforcing the company's brand as a go-to source for thought leadership in both the Texas market and throughout the organization.

Freelance Graphic Designer / Owner

JN Designs

03/2014 - 05/2015 - *Remote*

- Spearheaded JN Designs, a successful self-owned freelance agency in Texas, specializing in providing small businesses with high-impact marketing materials, logos, branding packages, and websites, showcasing a talent for crafting visually engaging and effective design solutions.
- Established a strong client portfolio by delivering comprehensive design services, including copy writing, social media graphics, print materials (mailers and packaging), infographics, and research reports, meeting diverse client needs and consistently exceeding expectations.
- Actively contributed to the growth of small businesses by creating captivating branding packages, logos, and marketing collateral, effectively enhancing their market presence and helping them stand out in a competitive landscape.
- Demonstrated proficiency in tailoring design solutions to specific business objectives, aligning creative work with client goals, and contributing to the success of various marketing campaigns.
- Provided essential support to clients in business development efforts through the production of persuasive business pitches, further solidifying client relationships and contributing to their growth.
- Successfully managed the end-to-end design process, from concept to execution, while consistently meeting tight deadlines and maintaining a reputation for delivering exceptional design work, ultimately building a strong and loyal client base..

Graphic Designer

Realty Austin

06/2013 - 06/2014 - *Austin, TX*

- Produced visually engaging infographics, interactive market reports, and event collateral for Realty Austin, enhancing the company's marketing efforts and effectively conveying complex real estate data to clients and stakeholders.
- Contributed to the company's professional image by capturing and providing high-quality event photography and professional headshots for brokers and real estate agents, further reinforcing their personal branding and enhancing their online presence.
- Played a key role in local marketing by designing real estate advertisements for local publications, demonstrating meticulous attention to detail, ensuring brand consistency, and attracting potential clients to Realty Austin's property listings.
- Thrived in a fast-paced environment by consistently delivering high-quality design work on tight deadlines, maintaining exceptional organization skills, and adhering to brand standards, ultimately contributing to the company's successful marketing initiatives.

Marketing Coordinator

DHI Mortgage

01/2012 - 06/2023 - *Austin, TX*

- Successfully transitioned from Houston to Austin and joined the in-house marketing team at DHI Mortgage, where I played a key role in promoting the company's mortgage rates and home specials within the Central Texas region, contributing to the company's market presence and growth.
- Produced a wide range of marketing materials, including eye-catching flyers, brochures, website graphics, email blasts, and custom infographics, effectively communicating the company's offerings to potential homebuyers and supporting sales teams in their efforts to attract clients.
- Demonstrated creativity and design skills in delivering compelling and visually appealing marketing collateral, helping DHI Mortgage stand out in a competitive market and increasing brand recognition and engagement.

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Experience

Continued

- Collaborated with cross-functional teams to ensure that marketing deliverables were consistently aligned with company objectives, thereby enhancing the effectiveness of promotional campaigns and driving business growth in the Central Texas region.

Intern to Communications Specialist II

KBR, Inc.

10/2009 - 01/2012 - *Houston, TX*

- Demonstrated rapid career progression from intern to full-time Communications Specialist II within KBR, Inc., contributing to a high-performing internal communications team dedicated to enhancing the company's global presence.
- Produced company-branded event collateral, website graphics, and infographics, ensuring consistent and compelling visual communication that effectively promoted KBR's services, values, and achievements.
- Played a pivotal role in organizing and preserving the extensive historical archives of KBR, a well-established firm with over a century of history, ensuring the accessibility and integrity of valuable historical records and information.
- Contributed to reinforcing KBR's legacy and reputation by supporting internal communications efforts and helping the company maintain a strong and consistent brand presence in the global energy, oil & gas construction, and sustainability services sectors.

Education

Bachelor of Fine Art (BFA) in Graphic Design

The Art Institute of Houston

10/2007 - 06/2010 - *Houston, TX*

- Clubs & Societies: National Honor Society, Dean's List, Photography Club
- Coursework included: Graphic Design Principles, Typography, Digital Imaging, Photography, Web Design, Motion Graphics, Illustration, Branding, Layout, Advertising, Packaging Design, Interactive Media, User Experience Design, and Portfolio Development.

Associates of Art (AA) in Fine Art

LoneStar College

05/2005 - 07/2007 - *Houston, TX*

- Clubs & Societies: National Honor Society
- Coursework included: Drawing, Painting, Sculpture, Art History, Digital Art, Printmaking, Ceramics, Photography, Visual Composition, and Portfolio Development.

Skills

Languages

English - *Fluent Native*

Spanish - *Limited, Conversational*

Computers & Operating Systems

Mac / iOS - *Fully proficient*

PC / Windows - *Fully proficient*

Programs & Technologies

Adobe Creative Suite

Illustrator

InDesign

Photoshop

Acrobat

After Effects

Premier Pro

Spark

XD

Microsoft

Office

Teams

OneDrive

PowerPoint

Word

Excel

Planner

Sway

Project Management

Asana

Trello

Basecamp

Zoom

Google Drive

Dropbox

One Drive

Other

DSLR Photography

Matterport

Wix.com

Squarespace

HTML

CSS

Keynote