

## Jordan Riddle

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Portfolio: [josdesign.studio](#)

## Experience

### Cambia Health Solutions

#### Graphic Designer

August 2020–November 2024 | Portland, OR

- Developed Figma design systems for email and web, which included training the design team, creating templates, maintaining the systems, and consulting with development team
- Concepted and designed the Regence.com homepage and 50 additional sub-pages using UI design principles in a cross-functional team, enhancing user experience and site navigation
- Introduced motion design to Regence's brand and led animation efforts by creating social media, web, and video animations in Adobe After effects

### josdesign.studio

#### Freelance Graphic Designer

March 2022–Present | Portland, OR

- Developed brand concepts, logos, digital assets, and apparel for small businesses and nonprofits, enhancing their digital presence and brand identity
- Increased event attendance 118% and grew a social media following from 50 to 918 followers through cohesive brand design for Monarch's Oktoberfest and Puzzles Entertainment

### Cambia Health Solutions

#### Junior Graphic Designer

September 2018–August 2020 | Portland, OR

- Designed print and digital pieces for 7 different brands, including website UI, out-of-home advertisement campaigns, event branding and materials, and animated social media content, enhancing brand visibility
- Migrated design team from Sketch App to Figma, creating updated email and web design templates and processes within a cross-functional team

### Cambia Health Solutions

#### Graphic Design Intern

June 2018–September 2018 | Portland, OR

- Designed billboards, flyers, and social media graphics in Adobe Creative Suite to enhance brand visibility and engagement
- Improved wireframing efficiency by working with cross-functional UX and UI teams to create low-fidelity wireframes and a symbol library within Sketch App

## Programs

Figma, Adobe Creative Suite, After Effects, InDesign, Illustrator, Photoshop, C4D, Canva, Basic HTML + CSS

## Skills

Motion design, Cross-Functional Collaboration, Branding, UI, Web, Email, Logo, Print, Typography

## Education

**Portland State University**  
BA in Graphic Design

### School of Motion

Advanced 2D Animation

\*References are available upon request