

JORDAN M CLAYTON

Creative Director, UX/UI

Jordanmclayton.com // Jordanmclayton@gmail.com // 919.360.7240

// OBJECTIVE // To spark, shape, and scale how creative teams design impactful experiences for social and economic good.

// EXPERIENCE //

Director of UX & Design // OHO Interactive Charleston SC // 2020 - present

- Serves as the executive leader for a nationally-distributed team of Researchers, UX Designers and Visual Designers
- Manages the team's organization, objectives, tasks, tools, recruiting, reviews, and performance
- *CLIENTS: Yale, Harvard, Blue Cross Blue Shield, CIEE, TIAA, ACA Global, Cornell, UPenn, USC*

Creative Director, UX/UI // Jordan M Clayton, LLC Charleston SC // 2017 - present

- Founded a remote-friendly Design Consultancy that provides creative services to cutting-edge product and marketing clients
- Prospects, scopes, and manages all projects as well as executes the consulting, strategy, ideation and design development
- *CLIENTS: TripAdvisor, Fidelity, Ryder, LoJack, Jibo, Boston Scientific, KPMG, Sunbelt Rentals*

SVP, Creative Director // Arnold Worldwide Boston MA // 2015 - 2016

- Led the global agency's User Experience Design discipline while fully integrating it into the core creative offering
- Oversaw strategy, ideation and execution of all interactive projects across our major offices
- *CLIENTS: Carnival, Jack Daniels, Progressive, Century Link, John Frieda, PUR, Santander*

Director of Experience Design // McKinney Durham NC // 2011 - 2015

- Founded and built the Experience Design department and capabilities for the agency (across all projects and clients)
- Implemented Human-Centered Design and Agile methodologies into the creative process
- Conducted design workshops and mentorship sessions for various disciplines, departments and clients
- *CLIENTS: Travelocity, Sherwin-Williams, Nationwide, Mizuno, Meijer, Gold's Gym*

Director of User Experience // Wuhu Travel Durham NC // 2011 - 2013

- Led UX strategy and conceptual development for the online travel start-up
- Developed an interactive prototype that successfully secured investors and over \$1M in start-up capital
- Successfully maintained an Agile design process while collaborating with designers, developers and stakeholders around the globe

Experience Designer → Associate Director // CP+B Boulder CO → Sweden → London // 2008 - 2011

- Created a large variety of interactive products, tools, toys, games, platforms, contests, social experiments, apps and more
- Moved to Europe to help grow the international Experience Design discipline across the Sweden and London offices
- Directed creative work that ran in over 18 countries and in multiple languages, taking into account cultural nuances and sensitivities
- *CLIENTS: Old Navy, Coke, VW, Guitar Hero, Best Buy, Ubisoft, Burger King, Discovery, P&G, Scandinavian Airlines*

Designer // Freelance San Francisco CA → Burlington VT // 2005 - 2008

- Entrepreneurially provided freelance design services; pitching, creating, and delivering all creative and production work
- Grew the design offering through successfully taking on various Interactive, Architectural, Fashion, Graphic and Identity Design works
- *CLIENTS: Burton Snowboards, Xplane, Nova Natural, Pure Wellness, Avian Resources, VWAC*

// EDUCATION // Savannah College of Art and Design, BFA in Industrial Design with Minor in Interaction Design, Cum Laude, 2005

// ABILITIES //

Creative Direction / Team Management
Human-centered Design Process
Creative Strategy / Idea Architecture
Waterfall and Agile Methodologies
Ideation / Concept Development

Rapid Visualization / Illustration
Personas / Scenario Planning
Experience Mapping / Storyboarding
Interaction Logic / Game Mechanics
Ecosystems / User Flows

IA / Wireframes
UI Design / Branding / Pattern Libraries
Infographics / Visual Explanations
Digital and Physical Prototyping
User-Testing Methods / Design Evaluation

// DESIGN SOFTWARE // Figma, Sketch, Axure, XD, Illustrator, Photoshop, Omnigraffle, InVision, Marvel, Zeplin, Abstract, Silverback

// AWARDS & HONORS //

Over 50 industry awards, including Cannes, Effies, One Show, Clios, Mixx, Webbies, LIA, FWA and aWWwards

- @McKinney - Most Effective Independent Creative Agency In The World (Effie Worldwide 2012)
- @CP+B - Interactive Agency of the Year (Cannes 2010), Agency of the Decade (AdAge 2009)