



# Hi, I'm Jordan Syer.

## Graphic & Digital Designer

### ABOUT ME

I'm a senior level Graphic & Digital Designer based near Norwich in Norfolk, with seven years experience in the creative industry. I graduated in 2015 with a BA (Hons) in Graphic Communication at the Norwich University of the Arts. Since graduating, I've been developing my skills as a client-focused designer specialising in brand design and corporate promotion, and also website design and UI/UX Design.

My versatile skill-set and ability to understand clients needs has enabled me to create inspiring designs for branding from logos to social media graphics, all sorts of print design such as brochures, magazines, posters and flyers, including large format and exhibition design.

### WORK EXPERIENCE

#### DIGITAL DESIGNER

NU IMAGE / Norwich / April 2022 - Present

I'm currently a Digital Designer for Nu Image, a leading marketing and design agency in Norwich. Working with cross-functional teams to take ideas from concept to execution, my role involves working closely with project managers, design teams, developers, and digital marketing experts. I'm responsible for creating, managing and producing digital design solutions for a variety of uses: websites, brand campaigns, social media graphics and email templates.

#### SENIOR DESIGNER

CREATIVE LIFE, ARCHANT / Norwich / April 2019 - April 2022

Working as a Senior Designer for the in-house creative agency of Archant, leading the development of client-initiated projects. I was responsible for the design and production of a project from start to finish, including pitching of the concepts to clients, account managers, art directors and other stakeholders, to discuss their business objectives and presenting ideas back to them.

#### GRAPHIC DESIGNER

ARCHANT / Norwich / July 2017 - March 2019

Being in a very well structured company, with clear and defined work procedures, helped me grow both personally and professionally. I initially worked in the Marketing & Promotions team at Archant, which allowed me to work across both print and digital formats. This provided the opportunity to redefine the way I work in a more intelligent way, concentrating on client needs and outcomes.

### LET'S TALK

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### QUALIFICATIONS

**BA (Hons) Graphic Communication**  
Norwich University of Arts  
2012 - 2015

**A Levels**  
Dereham Sixth Form Centre  
2010 - 2012

### TECHNICAL SKILLS

|               |                        |
|---------------|------------------------|
| InDesign      | <div><div></div></div> |
| Illustrator   | <div><div></div></div> |
| Photoshop     | <div><div></div></div> |
| After Effects | <div><div></div></div> |
| UI/UX Design  | <div><div></div></div> |
| Adobe XD      | <div><div></div></div> |
| Figma         | <div><div></div></div> |
| PowerPoint    | <div><div></div></div> |
| Coding        | <div><div></div></div> |



## AREAS OF EXPERIENCE

- » Branding
- » Logo Creation
- » Website Design
- » UX & UI Design
- » Advertising & Promotions
- » Social Media Content
- » Print/Editorial Design
- » Infographics
- » Typography
- » Animation
- » Client Presentation/Pitching

## INTERESTS

- » Football
- » Food
- » Golf
- » Travel
- » Music
- » Gym/Fitness
- » Films & TV

## REFERENCES

Available on request

## WORK EXPERIENCE / CONTINUED

### GRAPHIC DESIGNER

SERVEST UK / Bury St Edmunds / July 2015 – July 2017

As the Graphic Designer within the Marketing team, I was responsible for designing a wide range of elements for corporate services and internal communication. Creating various logos, e-shots, posters, and print materials as well as formatting and infographics for bids and tenders.

## EDUCATION

I spent 3 years studying graphic design at the Norwich University of the Arts, got my Bachelor's degree in Graphic Communication and then started working, initially for a large Facilities Management company to start my journey as a designer. I've progressed a lot since the early days, and I think one should never stop learning and embrace acquiring knowledge.

### NORWICH UNIVERSITY OF THE ARTS (NUA)

2012 – 2015

BA (Hons) Graphic Communication 2:1

### DEREHAM SIXTH FORM CENTRE

2010 – 2012

A Levels in Graphic Communication A\*, Applied ICT B, Media Studies C

### DEREHAM NEATHERD HIGH SCHOOL

2006 – 2010

GCSEs in 10 Subjects, including Maths & English

## ACHIEVEMENTS

I love a challenge and throw myself 100% into everything I do! These are a few stand out moments I'm proud of, but I'm always eager to add more.

- » Personally selected by the CEO of Servest UK to lead the design of collateral for a company merger
- » Whilst with Creative Life, leading and winning pitches for new business in excess of £100k in one month alone
- » Part of the winning Design Team responsible for rebranding Archant's in-house Creative Agency
- » Finalist for the Newcomer of the Year award, in my first year at Archant
- » Team of the Year winner, at the 2021 Archant Awards