

JORDAN SHEER

DESIGN | MOTION GRAPHICS | CREATIVE DIRECTION

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Creative thinker and designer that elevates brands across digital and print media .

A multidisciplinary creative background that understands creative ideas and concepts, graphic design principles, and brings them to life through meticulous art direction of branding, print design, motion graphics animation and video production.

EXPERIENCE

SENIOR VISUAL DESIGNER | 2023 - 2025

Amwell (Remote, Kansas City, MO)

Designed and produced sales materials, presentations and videos for the Marketing organization.

- Worked with Product teams to develop sales demos for the entire platform of products
- Consulted directly with executives and sales team to develop presentations and animations
- Developed motion signage and interactive presentations for tradeshow and events

SENIOR VISUAL STORYTELLER / DIRECTOR OF PHOTOGRAPHY | 2019 - 2022

Storable (Remote, Kansas City, MO)

Managed all parts of the production process for marketing videos, tradeshow signage and video productions: concepting, storyboarding, design, animation, producing, shooting, editing, audio production, and some 3D modeling and animation. Also designed various brand identity and graphic design projects for web and social.

- Concepted and developed internal and external brands for events and company initiatives
- Created the motion identity for the new Storable brand
- Oversaw external production teams for on-site testimonial shoots and post-production

SENIOR GRAPHIC DESIGNER | 2018 - 2019

Netsmart (Overland Park, KS)

Managed the concepting, design, and production for a variety of print and video marketing materials, including tradeshow booth graphics, digital/print ads, and testimonial videos.

- Designed large-format tradeshow graphics and motion signage assets
- Led the development of video and animation projects for multiple designers
- Illustrated a complete custom corporate icon library used across all media

EXPERIENCE (CONT.)

MARKETING DESIGN MANAGER | 2017 – 2018

Balance Innovations (Lenexa, KS)

Managed the concepting, design, and production of the entire visual brand across all media: print, video and web.

- Led the design for a total brand update, including new logo and identity
- Created all sales and marketing collateral templates, including animated explainer videos
- Modernized the image of the brand, positioning the company for an acquisition

SENIOR VIDEO AND MOTION DESIGNER, LEAD | 2008 – 2017

Lexmark International, formerly Perceptive Software (Shawnee, KS)

Created and edited video and motion graphics projects, touching every part of the production process: concepting, storyboarding, production, editing, and design.

- Led the design and animation for all video and animation projects, including explainer videos, conference hype videos, and customer testimonials
- Managed video and lighting equipment for an 800 sq. ft. studio space
- Developed interactive and print materials for internal and external brands, sales collateral, and advertising

ADDITIONAL EXPERIENCE

MULTIMEDIA DESIGNER

Cerner Corporation (North Kansas City, MO)

ASSISTANT ART DIRECTOR

CHRW Advertising (Kansas City, MO)

EDUCATION

BACHELOR OF FINE ARTS IN ADVERTISING/DESIGN

(EMPHASIS IN BROADCAST/MULTIMEDIA)

Oklahoma Christian University

Edmond, OK

SKILLS

Expertise in Adobe Creative Suite (including Adobe AfterEffects, Adobe Premiere, Adobe Illustrator, Adobe Photoshop, Adobe Audition, Adobe Media Encoder, Adobe InDesign), Microsoft Office Suite (Microsoft PowerPoint and Microsoft Word), and Google Apps (Google Docs and Google Slides). Experience with various prototyping design apps (Figma, Sketch, Adobe XD). Working knowledge of print production, DSLR and mirrorless camera operation and video recording, microphones and audio recording, and basic lighting techniques. Working knowledge of Cinema 4D.