

work

Current / ALT Platform
Head of Creative & Brand Marketing

2021 Apple
Consultant - Art Direction Lead

2019 - 2021 / Enlitic
Creative/Design Director

2017 - 2019 / Critical Mass at Apple
Creative/Art Director

2016 - 2017 / Blast Radius
Associate Creative Director

2015 / Razorfish
Senior Art Director

2013-2015 / Cramer-Krasselt
Digital Art Director

2010-2013 / Ryan Partnership
Digital Art Director

2008 - 2010 / Design Project
Designer/Art Director

education

Columbia College Chicago
BFA in Graphic Design & Web Development
2008-2010

Rhode Island School of Design
2008 - 2009

University of Illinois at Chicago
2007 - 2008

CV

Jordan Francis

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clients

Apple

Porsche

Mercedes Benz

BMW

Microsoft

Huawei

Northface

Abercrombie & Fitch

Target

Visit Montana

Caterpillar

Purell

Wrigley

Heinz

Panera Bread

Outback Steakhouse

Famous Daves

BIC

Corona

Patron

Jim Beam

Mountain Dew

Shinola

Lavazza

comms skills

Presentation structure & delivery,
cross-department collaboration, mentorship,
team-building, writing, storytelling,
user research & planning

skillsets

Design, design systems, user research, testing,
Deployment, Concepting, Photography,
Front-End Development, 3D

business skills

Creative team management, vision & strategy,
scoping, creative budgeting & quarterly product
roadmapping, inspiration & innovation, ideation
& concepting, networking & relationship building,
leadership & problem solving

interests

Travel (6 of 7 continents), mountain, rock & ice
climbing, cycling, snowboarding & scuba diving,
hot sauce, my dog & my wife

Resume Detail

Jordan Francis

Jordan@jfrangraphics.com

ALT Platform - ALT.XYZ

October 2021 - Current / Creative/Design Director

ALT is transforming investing by unlocking the value of alternative assets, starting with trading cards. As the modern way to buy and sell investment-grade cards, ALT provides users with real-time pricing data, advanced analytics and market trends to make more informed decisions. As of September 2022, ALT has raised over \$300 million. This unique combination of offerings attracted huge names like Kevin Durant, Giannis Antetokounmpo, and Tom Brady to invest in the company founded by Leore Avidar.

I joined ALT as the Creative Director, with the ambition to develop and build the best brand in the alternative asset category. In order to make our mark in the world of trading cards, ALT needing to separate itself from the pack. To tell people what makes them different, and why they should come to ALT over other auction houses or marketplaces. During my first 6 months at ALT I led a small but mighty Creative and Brand Marketing team through a Brand Strategy journey. We went from 0-60 during that time period and emerged as the best brand in the Alternative Asset space. This role was a labor of love and has been a true pleasure.

Apple

March 2021 - Current / Consultant - Senior Art Direction Lead

Responsibilities: During an 8 month consultancy I led interactive art direction for new 2021 iPhone product launch. Collaborator and mentor design, copy, ux, and development in a group environment to bring out the best in the team.

Enlitic

February 2019 - February 2021 / Creative/Design Director

Responsibilities: In February 2019, I was the first design hire at a clinical start-up specializing in bringing AI to radiology. The software was going to be incredible, but I challenged myself to make sure that clinicians actually wanted to use it. It needed to be a seamless experience, visually appealing and easy to use. I started my crash course in radiology, deep learning and data engineering. During my first eight months, I spent over 200 hours shadowing radiologists around the world, observing behavior and identifying needs and pain points.

With this knowledge, I rebuilt the brand from the ground up to reflect these new learnings, and be able to compete with the major players in the space. Working with a group of young, ambitious engineers, we brought the first AI platform to the clinical space, just in time for the largest Radiology conference in the world. The platform was a hit, with partners and investors flying in. With new partners came deployments and with investors came expectations. In the eight months following, I built a product team of six, and developed the interface and design system that would support our efforts at scale, as well as advance the early prototypes to a commercially, deployable product. I worked with the Business Development and Sales teams to understand their unique strategy of leveraging a global distribution network to sell our product. All of these efforts have cumulated to one of the craziest years of my life, and the launch of our platform, "Curie," named after the famous Radiologist, Marie Curie.

Critical Mass @ Apple

October 2017 - February 2019 / Creative/Art Director

Responsibilities: First 8 Months: Operated as an embedded Art Director on "Launch" leading 4-6 designers, building marketing web pages for new product launches. For the next 8 months I acted as an Art Director on the Today @ Apple team managing 4 designers and working with cross functional teams to deliver a complete redesign of the Today @ Apple experience.

Blast Radius

2 Years - 2016-2017 / Associate Creative Director

Responsibilities: Led pitches for new business wins for North Face, Trunk Club, Lavazza Coffee, and Huawei. Managed and led multiple teams of Art Directors, Writers, and strategist on digital and social campaigns. Worked with CMO and client to meet business goals across social and web. I built a full studio and brought in a team to manage the in-house studio producing always content (Photo & Video) for Trunk Club and Lavazza Coffee.

Razorfish

1 Year - 2015 / Senior Art Director

Responsibilities: I operated at the Lead Art Director on the New Business team for Razorfish Chicago/Austin/New York traveling between offices for North American opportunities. I worked to match emerging technologies with the right client and project. I managed a team of designers and writers and presented work to Client leads and CMO's.

Cramer-Krasselt

2 Years - 2013-2015 / Art Director

Responsibilities: As a lead Art Director I conceptualized digital and social campaigns. I partnered with writers, strategist, and creative technologist to build and deliver digital experiences for Porsche, Corona, Heinz, and Panera Bread. I also produced TV spots for Panera Bread and Porsche working to select production partners as well as the Director and talent.

Ryan Partnership

3 Years - 2010-2013 / Digital Art Director

Responsibilities: Led design efforts for building out digital campaigns and app experiences for Wrigley and other consumer packaged goods.

Design Project

2 Years - 2008-2010 / Designer

Responsibilities: Designed campaign experience for web and product including web and web-app.