



Jordan Francis

Design & Creative Leader

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About me

With over 16 years of industry expertise, I'm Jordan, a seasoned Creative and Design Leader based in the Bay Area. My journey spans from advertising to tech, where I've spearheaded product launches at Apple and dove pioneering AI initiatives in radiology at Enlitic. At ALT, I developed and built the best brand in the alternative asset category. As Head of Design at Sui Foundation, I crafted a globally recognized brand, fostering the growth and adoption of the premier layer 1 blockchain from its inception.

Skills

Art Direction	Leadership
Creative Direction	Blockchain
Product Design	Artificial Intelligence
Marketing	Persuasion
Branding	Collaboration
Storytelling	Presentation
Strategy	Feedback
Ideation	Budgeting
Inspiration	Roadmapping
Research	Project Management

Education

Columbia College Chicago

BFA in Graphic Design & Web Dev
2008-2010

Experience

Head of Design & Creative @ Sui.io

Mar 2023 – Present

As the inaugural Head of Design & Creative at Sui.io, I crafted a top-tier brand identity and assembled a global team of designers, creatives, and vendors. I established rigorous design standards and streamlined creative processes, ensuring consistency and excellence across all platforms. My leadership was pivotal in developing a distinctive brand and comprehensive marketing collateral that positioned Sui as the leading layer 1 blockchain in the industry.

Head of Creative & Brand @ ALT.XYZ

Mar 2021 – Feb 2023

Led brand development and strategy for ALT, pioneering alternative asset investments starting with trading cards. Directed a comprehensive brand overhaul to differentiate ALT from competitors, resulting in rapid market recognition. Championed a small but agile Creative and Brand Marketing team to establish ALT as the premier brand in the Alternative Asset space within 6 months.

Design Director @ Enlitic

Feb 2019 – Feb 2021

Pioneered AI-driven medical diagnostics at Enlitic, spearheading a comprehensive brand redesign to reflect cutting-edge technology and user-centric design principles. Led a multidisciplinary team to develop and launch "Curie," a revolutionary AI platform for radiology, driving product development, interface design, and global market expansion.

Art Director Consultant @ Apple

Oct 2017 – Feb 2019

Directed marketing web page creation for new product launches, leading a team of designers to deliver impactful digital experiences. Managed the redesign of the Today @ Apple experience, collaborating with cross-functional teams to enhance user engagement and brand perception.

Associate Creative Director @ Blast Radius

Jan 2016 – Oct 2017

Led pitch presentations securing new business wins for renowned brands like North Face and Trunk Club. Managed multiple teams of creatives to execute digital and social campaigns, aligning with client objectives and exceeding business goals.

Senior Art Director @ Razorfish

Jan 2015 – Jan 2016

Served as Lead Art Director on the New Business team, driving client engagement and project alignment with emerging technologies. Managed a team of designers and writers to deliver innovative solutions and impactful presentations to clients and CMOs.

Art Director @ Cramer-Krasselt

Jan 2013 – Jan 2015

Conceptualized and executed digital and social campaigns for high-profile clients. Produced TV spots and collaborated with external partners to ensure the seamless execution of creative projects.

Art Director @ Ryan Partnership

Feb 2010 – Jan 2013

Led the design and implementation of digital campaigns and app experiences for consumer packaged goods brands, delivering engaging and effective digital solutions.

Designer @ Design Project

Jan 2008 – Feb 2010

Designed web and product campaign experiences, contributing to the development of compelling digital assets and experiences.