



JORDAN DYKSTRA

GRAPHIC DESIGN

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jordandykstra.co

EXPERIENCE

Art Director
Ozarks Food Harvest
Springfield, Mo. | fall 2021– present

Lead designer in charge of visual communication for the company as a whole, working with multiple teams and a variety of audiences.

Assists in managing the communication team, including the Communication Specialist, creative interns and overall project management.

Increased role in marketing strategy including, social media, e-blast and website management.

Graphic Designer
Ozarks Food Harvest
Springfield, Mo. | summer 2018– fall 2021

Sole designer focused on brand strategy, event and social media design, print and digital advertising, marketing plans, logo design, e-blast design, web design and photography.

Assistant Art Director
Noble Communications
Springfield, Mo. | fall 2015–spring 2018

Worked as part of a team to create advertisements for many major foodservice companies. Lead Art Director on Crowne Plaza, PURE Bioscience, Smith & Wollensky and Plugra European Butter. Assist on projects for Smucker Foodservice. Create, edit and update new and existing ads, aid in creating new campaigns and promotions for clients, attend and assist on photo shoots, help with a variety of logo, print, digital and web design.

Creative Intern
Noble Communications
Springfield, Mo. | summer 2014–fall 2015

Worked as part of a team to create advertisements for many major foodservice companies including MARS, Smucker Foodservice, Smith & Wollensky and Ventura. Edit and update previous ads, aid in creating new campaigns for clients, attend and assist on photo shoots for clients, help with logo, print and web design.

Freelance Designer
Springfield, Mo. | spring 2013–present

Completed a wide variety of design needs for multiple clients including brand design, portfolios, logo design, invitation design, illustration, fine art, print and digital design.

EDUCATION

Missouri State University | Springfield, Mo.

BFA in Graphic Design

Minors in Art History,

Advertising and Promotion

Cumulative GPA: 3.53 | Major GPA: 3.81

Graduation December 2015

PROFESSIONAL SKILLS

Software: Macintosh and PC

Adobe Creative Suite: Illustrator,

InDesign, Photoshop, Premiere, Acrobat Pro

Website management: Wordpress

Social media management: Hootsuite, Meta Business Suite

E-blast management: Mailchimp

Illustration software: Procreate

Microsoft Office: Excel, PowerPoint, Word

Knowledge:

- Typographic hierarchy
- Strategic branding
- Color theory
- Visual communication
- Presentation design
- Photography
- Video production
- Web design
- App design
- Content creation
- Food styling
- Digital Marketing
- Graphic production

Fine Arts Experience:

- Charcoal
- Graphite
- Pastel
- Oil
- Acrylic
- Watercolor
- Plaster
- Clay
- Textile arts