Jordan Cowden

GRAPHIC & UX DESIGNER

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PROFESSIONAL SUMMARY

Graphic and UX designer creating brand identities, packaging, digital interfaces, motion graphics, and environmental design. Develops ideas from research and concept sketches through wireframes, prototypes, user testing, and polished print and digital applications. Brings a customer-centered perspective and close attention to typography, layout, usability, and visual consistency.

SELECTED DESIGN PROJECTS

ONYX COFFEE LAB | Brand Identity and Visual Design | RMCAD | 2026

- Developed a cohesive identity across logo exploration, packaging, responsive web layouts, print, social media, signage, and storefront applications.
- Built a consistent typography, color, and graphic system that remained recognizable across physical and digital formats.

INK & INSIGHTS | UI/UX and Visual Design | RMCAD | 2026

- Mapped the app experience through paper prototypes and a sitemap, then created digital wireframes, detailed interface screens, and a connected touch prototype.
- Used an in-person test to evaluate navigation, content hierarchy, book discovery, saved titles, reviews, and reader profiles as a complete flow.

WINTER IN MOTION | Event Identity and Environmental Design | RMCAD | 2026

- Created a flexible Winter Olympics concept across logo studies, city banners, event tickets, medals, apparel, and merchandise.
- Adapted a consistent visual language across large environmental graphics and small-format applications while keeping event information clear.

PROFESSIONAL EXPERIENCE

COWDEN FAMILY | Family Caregiver | 2023 - Present

Manage daily schedules and household responsibilities while completing full-time design coursework, strengthening organization, adaptability, time management, and problem-solving.

SEPHORA | Sales Representative | 2021 - 2023

Provided personalized recommendations and customer support while maintaining product knowledge, brand standards, and visual merchandising.

DOLLAR TREE | Stockroom Manager | 2020 - 2021

Organized weekly inventory of 1,000 to 2,000 boxes, maintained product accessibility, and supported efficient store merchandising.

KIEHL'S | Customer Representative | 2019 - 2020

Researched and presented product information, demonstrated products, and guided customers through purchase decisions.

SKILLS

Design: Brand identity, visual systems, typography, layout, packaging, illustration, visual storytelling, environmental graphics

UX and Digital: Figma, UI/UX design, information architecture, wireframing, prototyping, responsive design, design systems, user testing, research

Software: Adobe Illustrator, Photoshop, InDesign, After Effects, Animate, Procreate **Technical:** HTML, CSS, Python

EDUCATION

ROCKY MOUNTAIN COLLEGE OF ART + DESIGN | Graphic Design | Lakewood, Colorado | 2021 - Present

CITY COLLEGE OF SAN FRANCISCO | Graphic Design | San Francisco, California | 2019 - 2021