

# Jay A. Cordovado

## GRAPHIC DESIGNER & DIGITAL ILLUSTRATOR

### CONTACT

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### SKILLS

- ◆ **Branding & Identity:** Brand Identity, Logo Design, Visual Systems, Typography, Marketing Collateral
- ◆ **Visual Communication:** Layout & Presentation Design, Infographics, Publications
- ◆ **Digital & Creative Tools:** Generative AI Workflow Integration, AI-Assisted Creative Ideation, Digital Illustration, Social Media Content & Graphics
- ◆ **Production & Accessibility:** Print Production, Accessible Design, ADA-Compliant Document Formatting
- ◆ **Collaboration:** Client Communication, Cross-Functional Collaboration, Remote Project Coordination

### SOFTWARE

- ◆ **Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Premiere Rush, Character Animator
- ◆ **Microsoft Office:** Word, PowerPoint
- ◆ **Web & Digital:** Canva, Sprout Social, Metricool, Squarespace

### EDUCATION

#### UNIVERSITY OF GEORGIA

December 2021

Bachelor of Arts, Interdisciplinary Art & Design. Minor in English.

Summa Cum Laude | GPA: 3.94.

### OBJECTIVE

Seeking an in-house, creative design role centered on brand communications and visual engagement.

### SUMMARY

Graphic designer specializing in branding, accessibility compliance, and strategic visual communication and information storytelling across print and digital media. Experienced in translating complex ideas into clear, engaging content through cohesive visual identities, brand-aligned graphics, and illustrative infographics.

### PROFESSIONAL EXPERIENCE

#### GRAPHIC DESIGNER | SCJ ALLIANCE

Jan 2023 – Present

Graphic Designer at a 100% employee-owned Architecture, Engineering, and Construction (AEC) firm, primarily producing branded print and digital materials that support client needs, public outreach, and internal initiatives across a multidisciplinary, multi-state organization.

- ◆ Develop branded templates, visual identities, layouts, and communication materials for outreach campaigns, presentations, publications, and long-form documents.
- ◆ Translate complex technical information into clear, engaging content through infographic design, illustration, typography, and visual storytelling.
- ◆ Assist with proposal layouts, interview presentation slide decks, and leave-behind materials supporting project pursuits for city, county, state, and regional agency clients.
- ◆ Create print and digital materials including brochures, engagement boards, social graphics, email assets, flyers, and public-facing marketing and communication materials.
- ◆ Collaborate with multidisciplinary teams to maintain cohesive branding, accessible design standards, and effective communication strategies across client-facing deliverables.
- ◆ Prepare production-ready print and digital documents emphasizing readability, visual consistency, and ADA-compliant formatting.
- ◆ Support internal communications and employee engagement initiatives through branded campaign materials, event graphics, and contributions to ESOP and DEIB Committees.

#### FREELANCE GRAPHIC DESIGNER | "BLUEJAY DESIGN"

Self-Employed | Summer 2018 - Present

Freelance graphic designer providing branding and visual communication services for nonprofit, community, and independent clients. Create logos, brand assets, promotional materials, and event graphics from concept to production. Manage client communication, creative direction, revisions, and delivery across concurrent projects.