

JORDAN ROBERTS

Senior Art Director • Creative Leader • Brand Builder

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SUMMARY

Award-winning Senior Art Director with 15+ years of experience developing high-impact creative across advertising, branding, packaging, digital, social media, and video. Recognized for conceptual thinking, cross-functional leadership, and elevating brands through smart strategy and compelling visual storytelling.

CORE STRENGTHS

- Creative Versatility across print, digital, TV, packaging, and experiential media
- Brand & Cultural Relevance through simple, memorable, culturally resonant systems
- Inclusive Leadership fostering collaboration, innovation, and team growth

SKILLS

Creative Leadership

Brand Strategy

Concept Development

Art Direction

Graphic Design

Copy/Headline Writing

Client Presentation

Trend Awareness

Problem Solving

Visual Communication

AWARDS & RECOGNITION

- Top Art Direction Honors (UNT)
- Silver AAF Addy – Reata Restaurant
- Gold AAF Addy – Bonnell's Cookbook
- Gold AAF Addy – Fairmont Tour of Homes
- Gold District Addy – Fairmont Poster
- IDEA Gold Award – Intel
- Published in Lüzer's Archive Vol. 5/06

EXPERIENCE

Senior Art Director | Infinite Agency | 2022–2024

Led creative for national brands including Twin Peaks and Smoothie King. Developed branding that secured \$450k+ in new business, directed nationwide campaigns, and guided RFP development for major clients.

Creative Director | Kyser Musical Products | 2011–2021

Executed full brand redesign and packaging overhaul for 30+ SKUs. Directed Fender x Kyser collaboration producing \$4M+ annual revenue and oversaw development of Kyser Instruments mobile app.

Senior Art Director | TIGI Haircare | 2009–2017

Supported distributor promotions generating \$2M+ monthly. Redesigned packaging driving \$8M+ annual revenue per brand, streamlined production costs, and led a 4-person design team.

Co-Founder & Creative Director | Blue & Yellow Project | Ongoing

Created full brand identity for a sustainable fashion initiative. Designed investor decks securing \$750k+ and directed high-budget photoshoots under budget.

EDUCATION

Bachelor of Fine Arts – Communication Design

Minor: Marketing

University of North Texas