

JORDAN ROBERTS

Senior Art Director

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Austin, Texas

oldebonez.com

SUMMARY

Disciplined Senior Art Director with over 15 years of experience, adept in advertising, branding, packaging, illustration, social media, and video production. Committed to team collaboration, inspiring innovation, and fostering excellence in others. Demonstrated track record of published work and award-winning creative, showcasing thoughtful, conceptual thinking, and the ability to craft compelling solutions that consistently surpass expectations. Dedicated to elevating brands through dynamic visual storytelling.

EXPERIENCE

Senior Art Director | Infinite Agency | 2022 — 2024

Spearheaded creative initiatives for esteemed clients such as Twin Peaks and Smoothie King while also developing branding strategies for emerging upstart clients.

- Directed the branding and naming initiatives for Mohawk Zero Turn Mowers, Empirian Attachments, and Bostail Trailer Parts, showcasing exceptional strategic vision and creativity. This effort resulted in securing over \$450k in new projects for Infinite.
- Successfully orchestrated social media campaigns, video production, and out-of-home advertising for Twin Peaks, aligning with high-profile events such as the Super Bowl, Fantasy Draft, and March Madness resulting in increased return customer engagement and spending at all 120+ Twin Peaks locations.
- Took charge of leading new client Request for Proposals (RFPs) for Ziegenbach, Broadway Bank, and Dennys, showcasing adeptness in client acquisition and relationship management.
- Collaborated closely with account managers and led creative teams to ensure seamless client satisfaction and communication throughout campaign pitches and execution.

Creative Director | Kyser Musical Products | 2011 — 2021

Creative lead for the foremost name in capos among musical instrument manufacturers, orchestrating strategic creative direction that yielded distributor retention and consistent annual sales exceeding \$10m.

- Executed a complete brand re-design.
- Championed and executed a comprehensive packaging redesign for over 30 SKUs.
- Directed a successful cross-promotional product campaign and design collaboration between Fender Guitars and Kyser Capos, resulting in sustained sales exceeding \$4m for both brands.
- Initiated and managed the development of the Kyser Instruments iOS and Android app, collaborating closely with developers to ensure precise execution of all aspects and functionalities according to specified requirements.

STRENGTHS

Creatively Versatile

Proficient in leveraging my diverse skill set and experience to generate and execute impactful creative assets across various mediums including print, television, digital, packaging, and more, ensuring alignment with brand identity and guidelines.

Brand & Cultural Relevance

Developing brands that resonate with people and culture, staying simple, memorable, and seamlessly fitting into everyday life while offering tangible benefits.

Inclusive Team Leadership

Skilled at working both independently and in teams, collaborating across disciplines to develop successful marketing strategies and creative output. Encourages input from all team members and supports new talent. All voices are of value.

SKILLS

Creative Leadership
Art Direction
Strategic Thinking
Graphic Design
Copy/Headline Writing
Client Presentation
Collaboration
Trend Awareness
Problem Solving
Visual Communication

PUBLISHED

Print Ads for Carnivale featured in Vol 5/06 issue of Lüzér's Int'l Archive

AWARDS

Graduated with top Art Direction honors from the Communication Design program at The University of North Texas
Silver AAF Addy Award for Reata Restaurant print ads
Gold AFF Addy Award for Bonnell's prototype cookbook
Gold AFF Addy Award for Fairmont Tour of Homes poster
Gold District 11 AFF Addy Award for Fairmont Tour of Homes poster
Indiegogo launch of PATH[Funded]
IDEA Gold [Consumer Electronics, Intel]

EXPERIENCE

Senior Art Director | TIGI Haircare | 2009 — 2017

Lead Senior Art Director for the worlds most renowned professional hair care brand resulting in monthly revenue boosts of upwards of 30%.

- In collaboration with the marketing managers I helped to develop monthly distributor deals that saw sales regularly exceed \$2m.
- Revamped communication between marketing and printers to streamline costs saving the brand \$10k in unnecessary setup fees and printer additions.
- Designed and devolved new packaging for legacy brands Catwalk and Bed Head resulting in renewed excitement for those brands while increasing sales by roughly \$8m annually for each.
- Oversaw and managed a design team of four that fostered an environment of listening and encouragement.

Creative Director | Blue & Yellow Project | Ongoing

Co-founder and Creative Director of a sustainable clothing brand, deeply committed to revolutionizing the fashion industry's approach to fast fashion and combating the prevalent issue of green-washing in clothing production.

- Created the naming, branding, and artistic direction of the entire brand, overseeing everything from logo design and packaging to product catalogs, investor pitch decks, and website development.
- Art directed and designed all investor pitch decks resulting in over \$750k in first round investments.
- Helped source materials and sustainable manufacturers of recycled thread and deadstock that would have otherwise wound up in landfills.
- Organized and art directed photoshoots with upwards of \$30k in budget, often coming in under budget.

REFERENCES

Misty Locke

President of the Americas
Global Chief Marketing Officer
iProspect
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Jonathan Ogle

Owner
Infinite Agency
469.569.7353
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Vick Drabicky

CEO/Owner
January Digital
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EDUCATION

School: University of North Texas
Degree: Bachelor of Fine Arts
Major: Communication Design
Minor: Marketing

CURRENT TRACKS

SEGO, Yah

BIG BLACK DELTA, Dreary Moon

TOBACCO CITY, America

SHARON VAN ETTEN, Mistakes

WILLIE NELSON, Somebody Pick Up My Pieces

CONOR OBERST, Cape Canaveral