

JADEN GUILFORD

I INSPIRE FANS TO ENGAGE IN THEIR PASSIONS.

My unparalleled ambition and innovation seeps into every project I produce. Through careful analyzing, I find the best way to consistently craft intentional designs that reach the correct audience and meet business goals. By creating on-brand, intriguing graphic collateral, my works help evoke loyalty which translates to increased sales. *Your fans want to be inspired. I want to help.*

EDUCATION

BA IN ADVERTISING & GRAPHIC DESIGN

Grand Canyon University. Fall 2021

RELEVANT COURSES

Web Design	Public Speaking
Motion Graphics	Digital Advtg.
Media Law	Design Studio III

EXCELLENCE

INTERMEDIATE IN

Photoshop	Social Media
Illustrator	Production
InDesign	Advertising
XD	Branding
Powerpoint	Email Design

PROFICIENCY IN

AfterEffects	UX/UI Design
Copywriting	Cinema 4D
Monday	Sketch
Photography	

CONTACT

541.971.5165
Phoenix, Ariz.
jaden.g.guilford@gmail.com

EXPERIENCE

CBS SPORTS

GRAPHIC DESIGNER

Remote

Jan. 2021 - Present

Create cohesive social media graphics that average 1,000 likes

Collaborate with an internal team of 6 to help promote the UEFA Champions League, Serie A, and more

Generate motion graphic systems using AfterEffects for multiple digital storytelling initiatives

GCU ATHLETICS

CREATIVE CONTENT ASSISTANT

Phoenix, Ariz.

Jan. 2021 - Present

Produce on-brand social media graphics and optimized templates in Photoshop

Assist the internal and external promotion of varying programs

Develop marketing solutions to attract recruits

GCU INTRAMURALS

MARKETING MEDIA SPECIALIST

Phoenix, Ariz.

Aug. 2020 - Dec. 2020

Shoot and edit photography of intramural events

Craft social media templates for various marketing initiatives

HOMEKEY SYSTEMS

GRAPHIC DESIGN SPECIALIST

Phoenix, Ariz.

Feb. 2020 - Dec. 2020

Perform color correction and manipulation on thousands of photos used for app UI

Model a 3D product in Cinema 4D

Prepare marketing collateral in InDesign for print production