

JORDAN NABER / Digital & Brand Designer

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Digital and brand designer with over a decade of experience across in-house and independent client work, spanning social content, web design and development, packaging, and brand identity. Currently the sole designer on Premom's marketing team, leading a content strategy that reached over 2.2 million video views in the first eight months of 2026 alone.

Experience

Marketing Graphic Designer, Premom / May 2022 – Present

As the sole designer on Premom's marketing team, I lead visual and content strategy across social, blog, and web.

- From January through August 2026, content I created reached over 2.3 million impressions and 2.2 million video views across Instagram and TikTok.
- In Q2 2026, personally created content accounted for 870K of Premom's 1.6 million total TikTok views, over half the brand's entire TikTok viewership for the quarter.
- Produced Premom's top-performing progesterone-tracking TikTok video, reaching 255K+ views and 3,200+ engagements, one of the brand's best-performing organic posts of the year.
- In my first year, redesigned Premom's Instagram visual strategy, increasing engagement by 90%, and ran iOS/Google Play screenshot tests that lifted conversion rate by 12%.
- Built and run Premom's Design Intern Program: teaching design fundamentals, leading weekly check-ins, and assigning real marketing projects for a full-scope portfolio experience.

Sr. Creative Accounts Manager, PrintTek / November 2019 – May 2022

- Served as the main point of contact for all clients, managing relationships from initial estimate through final delivery.
- Provided graphic design services including logo and brand creation, print templates, and large-format print design.
- Designed marketing materials such as emails, mailers, flyers, and business cards.

Creative Director, The Arts Council of Fayetteville/Cumberland County / June 2018 – November 2019

- Led the Arts Council's rebranding initiative and directed visual concepts across advertisements, brochures, reports, presentations, websites, and campaigns.
- Designed collateral for major events, including posters, banners, advertisements, maps, and schedules.
- Designed signage, labels, and exhibit catalogues for Arts Council and Cultural Agency programs.
- Taught design fundamentals and Adobe Creative Suite to interns, involving them in the rebranding process and portfolio-building projects.

Graphic Designer, Ellery Homestyles, LLC / May 2015 – September 2017

- Created packaging standards, packaging layouts, and brand logos.
- Designed textile artwork and managed in-house photography shoots.
- Generated and maintained customer branding and style guides.

Earlier Experience: Social Media Manager, Mega Force Staffing (2018–2021) · Staffing Specialist, GrapeTree Medical Staffing (2017–2018) · Web Consultant Specialist, hibu (2014–2015) · Graphic & Web Designer, bonFire Marketing & Web Co. (2013–2014) · Graphic Designer, The Daily Iowan (2013–2014)

Skills

Adobe Creative Suite, Figma, Capcut, Claude, Gemini, ChatGPT, Higgsfield, WordPress & Elementor, Branding & Logo Design, Packaging Design, Digital Photography, UGC/Content Creation, SEO Marketing, AI Design, Meta/Social Analytics, Microsoft & Google Workspace