

John-Erik Jordan

Berlin, Germany

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Portfolio: www.johnerikjordan.com

UX Design generalist with a background in writing, marketing, and online publishing.

Experienced in content strategy, cross-functional collaboration and team management. Skilled in synthesizing data into insightful features that enhance user experiences.

SKILLS

Design Thinking

UX Research

Information Architecture

Wireframing & Prototyping

Usability Testing

Cross-functional Collaboration

Content Strategy

Workshop Facilitation

TOOLS

Figma, Miro, Zeplin, Microsoft Office Suite (and Google equivalents), JIRA, Photoshop, Premiere, After Effects

LANGUAGES

English: Native speaker

German: B1

INTERESTS & HOBBIES

Science fiction literature

Solarpunk

Tabletop RPGs

Hiking

DIY projects

Baseball

User Experience Designer

Employment History

Parental Leave + Sabbatical. Mar 2020–Sept 2021

Looked after my son during lockdown. Then did a 10-month UX Design bootcamp once he was back in day care.

Babbel (Lesson Nine GmbH) – Berlin, DE

Senior Managing Editor. Apr 2018–Feb 2020

Led the Content Marketing channel: developed and drove the team's content strategy, analyzed content performance and visitor behavior, and collaborated extensively with external and internal developers to ensure all of our site visitors had an optimal user experience.

Managing Editor. Nov 2015–Mar 2018

Designed, implemented and managed cross-team editorial and localization processes for content creation (using JIRA, Contently, Asana, and Wordpress); developed the magazine's network of freelance writers, artists and videomakers; commissioned and edited articles, illustrations and videos; wrote the magazine's style guide and best practices.

Content Marketing Manager. Mar 2014–Oct 2015

Co-founded *Babbel Magazine* with the heads of the SEO and SEM teams and created all of its inaugural content; wrote articles, infographics and video scripts; managed content marketing campaigns.

Corbis GmbH – Berlin, DE

Video Editor. Mar 2010–June 2012

Wrote and edited internal comms videos: branding, tutorials, interviews.

Freelance

Writer. June 2009–Oct 2015

Developed content for clients like HAU Theater and the Science Talk podcast.

GreenLight LLC – Los Angeles, CA, USA

Production Specialist. Mar 2007–June 2009

Video Editor and Content Manager for clients like Sony Computer Entertainment, Hallmark, and Major League Baseball.

Education

UX Design Certificate Program

CareerFoundry. *remote*. Nov 2020–Sept 2021

10-month bootcamp taught by industry professionals covering every aspect of UX Design, including a full case study.

Bachelor of Fine Arts

The Cooper Union. New York, NY. 2001-2006

Full-tuition scholarship to the School of Art, where I studied design, sculpture, and film and video production.