

JORDAN GAITHER

Senior UX / Visual Designer

UX/UI Design • Visual Communication • Interaction Design • Complex Systems • AI-Assisted Design

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CAREER HIGHLIGHTS

- 15 years of multidisciplinary design experience translating complex ideas, systems, and business requirements into clear, intuitive, audience-focused experiences.
- Trusted by MetroStar Systems, Cofense, the United States Navy, Yahoo!, Harbor Freight Tools, DINE Brands, California State University, Fullerton, and The Joint Chiropractic.
- Applied UX/UI principles throughout work for MetroStar, Cofense, and CodeHunter, including interface concepts, information structure, visual hierarchy, digital experiences, and iterative design.
- Extensive cross-functional collaboration with Product, Engineering, Marketing, Sales, Customer Success, and executive leadership to translate technical and business requirements into usable design solutions.
- Combine UX thinking with deep expertise in visual design, branding, multimedia, motion, presentation design, writing, and storytelling.
- Use ChatGPT and AI-assisted workflows for research, ideation, content organization, rapid concept development, iteration, problem solving, and creative exploration.

PROFESSIONAL PROFILE

Multidisciplinary UX and visual designer with 15 years of experience solving communication and design problems across technology, SaaS, government, higher education, enterprise organizations, and nationally recognized brands. While my career has never been confined to a single UX title, user-centered thinking has been integral to my work: understanding audiences, organizing complex information, establishing intuitive visual hierarchy, collaborating with stakeholders, testing ideas, and iterating toward clearer, more effective experiences.

I bring a broad creative toolkit to UX design, combining visual design, digital experiences, technical communication, multimedia, storytelling, and emerging AI-assisted workflows. I thrive in complex environments where I can learn unfamiliar systems quickly, ask the right questions, collaborate across disciplines, and turn ambiguity into something people can understand and use.

PROFESSIONAL EXPERIENCE

MetroStar Systems

Solutions-Focused Visual Designer (Go-to-Market Enablement) | March 2025 - January 2026

- Translated highly complex technical systems, workflows, capabilities, and operational concepts into clear visual experiences for technical and non-technical audiences.
- Developed UI concepts, diagrams, information structures, presentations, and digital communications using principles of hierarchy, usability, accessibility, and audience-centered design.
- Partnered across Product, Sales, Operations, and leadership to understand requirements, identify communication challenges, develop concepts, gather feedback, and refine solutions.
- Used iterative design and rapid concept development to transform ambiguous or highly technical requirements into polished, intuitive visual solutions.
- Leveraged AI-assisted workflows to accelerate research, ideation, information organization, copy refinement, and concept exploration while maintaining creative judgment and design quality.

Cofense

Creative Media Manager | December 2021 - September 2024

- Designed digital experiences and multimedia communications for a global cybersecurity SaaS company, translating sophisticated security concepts into clear, engaging experiences for customers and internal audiences.
- Collaborated with Marketing, Engineering, Product, Customer Success, and executive leadership to understand audience needs, technical requirements, business objectives, and stakeholder feedback.
- Applied information hierarchy, visual storytelling, interaction thinking, and audience-centered design across digital content, presentations, web assets, graphics, video, and customer-facing communications.
- Contributed to campaigns generating more than **1.6 million video views** and a **50% increase in YouTube subscribers**.
- Developed and iterated creative concepts based on stakeholder input, technical constraints, brand requirements, and audience needs.

CodeHunter

Creative Marketing Consultant | 2023 - Present

- Develop visual and digital experiences that translate complex technical products and concepts into clear, approachable customer communications.
- Collaborate directly with leadership to identify communication problems, clarify user and business needs, establish information hierarchy, and develop effective design solutions.
- Create interface concepts, digital graphics, presentations, web-oriented assets, and supporting content with an emphasis on usability, clarity, consistency, and audience comprehension.
- Advise leadership on visual strategy, messaging, creative direction, and AI-assisted workflows while iterating solutions in response to changing requirements and feedback.

Red8 Media

Founder | Head of Creative Services | August 2012 - January 2024

- Led multidisciplinary design and creative projects for organizations ranging from local businesses to enterprise, government, higher education, healthcare, and nationally recognized brands.
- Earned the trust of clients including the United States Navy, Yahoo!, Harbor Freight Tools, DINE Brands, The Joint Chiropractic, and California State University, Fullerton.
- Designed websites, digital experiences, visual identities, presentations, graphics, multimedia, photography, video, and interactive content around specific audience and business needs.
- Managed projects from discovery through concept, design, stakeholder review, revision, production, and final delivery while serving as creative lead and primary client partner.

Jordan the Voice

Founder | Content Creator | Digital Experience Strategist | January 2025 - Present

- Built an educational digital brand from launch to more than **5,000 engaged followers**, using audience behavior and performance data to continuously refine content and digital experiences.
- Designed and launched **24 digital products** and supporting web, marketing, educational, and customer experiences while building a coaching business serving more than **20 students**.
- Analyze audience behavior, engagement, feedback, and performance data to identify friction, refine messaging, improve content experiences, and guide future design decisions.
- Use ChatGPT daily for research, ideation, information organization, content development, rapid iteration, prompt engineering, and workflow automation.

California State University, Fullerton

Presentation Designer & Videographer | December 2015 - December 2017

- Developed visual communications, presentations, photography, video, graphics, and digital content supporting university communications and student engagement.
- Collaborated with faculty, administrators, communications teams, students, and other stakeholders to create content for audiences with widely different needs and levels of familiarity.
- Transformed institutional information into approachable visual stories while maintaining university brand standards and communication objectives.

UX & DESIGN CAPABILITIES

UX / DIGITAL DESIGN	User-Centered Design • UI Concepts • Information Architecture • Visual Hierarchy • User Flows • Interaction Design • Responsive Web Design • Wireframing & Prototyping • Iterative Design • Accessibility Awareness • Stakeholder Feedback • Requirements Translation
CREATIVE & VISUAL	Adobe Photoshop • Illustrator • After Effects • Canva • Graphic Design • Visual Storytelling • Brand Systems • Presentation Design • Motion Graphics • Photography • Videography • Information Design
STRATEGY & COLLABORATION	Cross-Functional Collaboration • Stakeholder Communication • Technical Storytelling • Creative Direction • Audience Analysis • Problem Solving • Concept Development • Content Strategy • Executive Communication
AI-ASSISTED WORKFLOW	ChatGPT • Prompt Engineering • Research & Synthesis • Rapid Ideation • Concept Exploration • Content Organization • Workflow Optimization

EDUCATION & CERTIFICATIONS: B.S. Communications, Northern Michigan University | FAA Part 107 Remote Pilot Certificate | Ongoing professional development in UX/UI design, AI-assisted creative workflows, digital design, and emerging technologies