

# Jordan Caron

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## 01. Work Experience

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### Venmo

Product Designer

Dec 2016 - Nov 2018

Design and launched Venmo Instant Transfers, QR Codes, and Venmo Debit Card. I worked closely with our PM's and engineers to explore design solutions, animations, illustrations and user testing throughout the entire process.

### R/GA- Nike

Experience Design Apprentice

June 2016 - Sept 2016

Develop best-in-class user experiences for mobile, web and social platforms for **Nike, Jordan and NBA** clients, in collaboration with visual designers, and developers. I create user interface sketches, wireframes, and prototypes.

### Livestock Canada

Designer

Mar 2014 - Oct 2015

Lead discussions on rebranding, social media strategies, store presentation, and our in-house clothing brand, illustrated Example. My work was focused on the presentation of the brand, creating consistency throughout each medium, and digital strategy through creative concepting & usability testing.

### Adidas Global HQ

Originals Creative Intern

Feb 2013 - Nov 2013

My primary role throughout my internship was to assist the creative team in facilitating the ideas/concepts to the different creative agencies. For the "Originals 2013" campaign I was tasked to research and ideate on how we could combine interactive media into the physical stores across the globe during the final roll out.

### Second Narrow

Co-founder

Nov 2013 - Dec 2015

Second Narrow is an urban techwear brand based in Vancouver. Second Narrow was created from inception by myself and two other partners. The campaign went viral, gaining over 300,000 pageviews, a 200% boost on our social media channels, and resulted in 300 pieces sold before we even launched.

## 02. Skills

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Communication - verbal and in writing

Collaboration

Critical Thinking / Problem Solving

Well Organized / Efficient

Reliable and Motivated

Action / Result Oriented

Observant / Self aware

Photography

## 03. Education

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### Simon Fraser University

Joint major, Marketing & Design

BBA & BA - August 2016

## 04. Values

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### Experimentation

I really think the best way to get going is to just do it and see where it takes you.

### Authenticity

I'm interested in designing products and experiences that feel genuine to who is using it.

### Collaboration

I try and spend my time around people who are way more talented than me and hopefully it rubs off on me too.

## 05. Tools

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Digital

Framer, Principle, Sketch, Photoshop, Illustrator, After Effects, Final Cut Pro, Excel

Physical

Prototyping, User Testing, Wire framing Scenarios, User Mapping, Heavy Lifting