

# JORDAN SCHORR

(207) 400-1371

jschorrdesigns.com

linkedin.com/in/jordanschorr

jschorrdesigns@gmail.com

## PROFESSIONAL SUMMARY

---

Strategic, big-picture creative with a strong problem-solving skill set and an art director's mindset. Experienced packaging and brand graphic designer leading projects from concept through print-ready execution. Highly skilled in brand strategy, development, and consistency across multi-platform applications, informed by trend research, marketing insights, and innovative thinking. Known for taking thoughtful, calculated creative risks to elevate visual storytelling, partnerships, and product placement. Proven leader with a strong track record of mentoring, developing, and motivating teams in large, fast-paced creative environments.

## EXPERIENCE

---

### **Creative Design Manager: Games, Crafts & Tradeshow | PlayMonster Group LLC. | Dec 2024 - Present**

- Owned and guided the creative strategy and execution for primetime packaging across million-dollar brands, aligning design vision with business, brand, and retail objectives
- Led and art-directed high-impact photoshoots for packaging, e-commerce, and instructional content, partnering with cross-functional teams and external vendors to deliver cohesive brand storytelling
- Architected and implemented a scalable comp sample process, improving operational efficiency, reducing waste, and generating significant cost savings across production cycles
- Acted as senior brand steward, defining, evolving, and enforcing brand systems and guidelines to ensure consistency, quality, and long-term brand equity
- Spearheaded trade show concepting and execution, leading end-to-end creative development—from ideation through installation—to elevate brand presence and audience engagement

### **Packaging & Brand Graphic Designer: Play-Doh® | Hasbro, Inc. Pawtucket, RI | May 2022 - Oct 2024**

- Overseeing total exclusives segment ranging from 15-20 projects, a multi-million dollar segment initiative for the Play-Doh portfolio. Execution of packaging from concept to final art delivery and handing over print ready files for manufacturing, e-commerce and social media usage
- Maintaining strong relationships with big name retail buyers, in addition to gaining alignment on brand and package development with buyers, leadership and cross-functional team members
- Art direct photo shoots overseeing photography style, providing shot lists, set & wardrobe styling, and approval of photo selections for packaging, e-commerce, and social media
- Assisted with brand direction conceptualization for the Play-Doh future and how that is reflected through all platforms (packaging, toolkits, e-comm, social media, etc.)

### **Packaging Graphic Designer: Monopoly® | Hasbro, Inc. Pawtucket, RI | Nov 2018 - May 2022**

- Independently carried graphic development for the Core Monopoly portfolio, including primetime products & key initiatives, which are multi-million-dollar drivers for the Hasbro Gaming sector
- Personally ensured projects ran smoothly according to timelines and budgets, whilst bringing in creative, trend-driven design opportunities and styles based on consumers and market insights
- Finding and flagging process development issues and providing top tier solutions for improvements across the team

## EDUCATION & CERTIFICATIONS

---

### **Bachelor of Science, Graphic Design & Digital Media**

Johnson & Wales University, College of Design, Summa Cum Laude - Providence, Rhode Island

### **8-week Study Abroad Program**

Florence University of Arts - Florence, Italy

## SKILLS & INTERESTS

---

**Skills:** Adobe Creative Suite, Package Design, Art Direction, Team Leader, Problem Solver, Detail-Oriented

**Interests:** Thrifting, Foodie, Beach Bum, Avid Traveler