

# JAMES P. JORDAN

Senior Content Designer/Web Designer  
612-217-4006 - jpjordanconsulting@gmail.com

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## CAREER OBJECTIVE

I am a dedicated and consistent Senior Content Administrator and Web Designer with a proven track record of completing tasks efficiently and on time. I am seeking a position that reflects my experience and personal attributes, including leadership, quick learning, goal achievement, creativity, and strong follow-through.

I possess extensive experience in Enterprise Content Management, eCommerce Design and Administration, UI/UX Design, WordPress, Adobe Experience Manager, Adobe Creative Suite, and SharePoint, as well as Microsoft Office 365. I am data-driven, with a highly creative mindset and exceptional technical abilities.

## PROFESSIONAL EXPERIENCE

### Senior Content Designer Consultant

April 2023 – Current

Wells Fargo Financial, Minneapolis, MN

- Led content design for the most complex, industry-leading banker financial applications.
- Established content solutions for banker applications while adhering to branding/writing guidelines and maintaining the company voice throughout all designs.
- Leveraged user research to deliver design solutions to meet goals and requirements.
- Independently resolved complex issues and led the team to meet all functional deliverables.
- Advised UX Design team on maintaining process journeys based on content requirements.
- Leveraged solid understanding of content design policies, procedures, and compliance requirements in content design.
- Collaborated across channels with UX/UI designers, product designers, stakeholders, and teams.

### Senior E-commerce/Content Manager

Oct 2019-20 – March

2022 Higher Dimension Research Inc., Oakdale, MN

- Designed and developed consumer e-commerce sites.
- Ensured site content security, accuracy, and product inventory updates.
- Administrator for all company e-commerce and promotional sites.
- Increased website usability through analytics, A/B testing, and direct consumer feedback.
- Trained new stakeholders in WordPress content management.
- Authored more than 60 articles for the company's retail websites.
- Authored all posts and articles for social media.
- Produced, shot, and edited product promotional and explainer videos.
- Increased website traffic by 58% and increased monthly sales by more than 41%

**Senior AEM Analyst & Content Administrator Consultant**

Dec 2021 – Dec 2022

United Healthcare, Minnetonka, MN

- Created, maintained, and administered content using Adobe Experience Manager (AEM).
- Trained all stakeholders in using AEM to create, optimize, and assign associated SEO.
- Established web-based AEM training programs and one-on-one training sessions.
- Mentored stakeholders in creating informative and interesting content within guidelines.

**Senior UX/UI Designer Consultant**

Oct 2018 – Jul 2019

Optum Health, Eden Prairie, MN

- Collaborated with product developers and business oversight team to design and implement interactive and functional web application prototypes for healthcare management.
- Provided advice, training, and guidance on implementing UX research methodologies and testing activities for all staff.
- Verified and interpreted requirements into UX designs and coordinated with teams on design and prototypes of new interfaces.
- Maintained collaboration between designers, engineers, SMEs, and business stakeholders to establish requirements, determine user needs, and maintain UX/UI design goals.

**Digital Content Business Analyst**

Aug 2016 – Aug 2018

Pearson Clinical Assessment, Bloomington, MN

- Collaborated with authors, educators, psychologists, artists, and designers to produce educational and clinical assessment products for worldwide markets.
- Established first division-level Sitecore CMS, including metadata criteria and assignment.
- Developed CMS training modules and materials for all stakeholders and authors.
- Performed artwork design and alterations using Adobe Photoshop and Illustrator.
- Advised product development teams on best practices in digital workflows, deliverables, and technical requirements for internal and customer-facing content.

**Senior Content Manager & UX/UI Designer**

2011 – 2016 (Advisor role to 2025)

Mayo Clinic, Rochester, MN

- Successfully migrated the Nursing Education Department CMS of over 30,000 assets.
- Trained Subject Matter Experts, authors, and administrators in WordPress.
- Developed CMS training modules and materials for all stakeholders.
- Utilized Agile development to identify problems and formulate solutions.
- Designed wireframes, high-fidelity mockups, and functional prototypes.
- Designed and launched CMS platforms in WordPress and Microsoft SharePoint.
- Translated concepts into wireframes and prototypes that lead to intuitive user experiences.
- Designed and maintained Mayo-sponsored websites for emergency care providers in Minnesota.

## TECHNICAL SKILLS

- **Code:** Working knowledge of HTML, PHP, CSS, JavaScript
- **UX/UI Tools:** Figma, Axure, Balsamiq, Visio, InVision, Sketch, Adobe XD
- **Design Tools:** Adobe Photoshop, Illustrator, InDesign (Adobe Creative Suite)
- **CMS:** WordPress, Adobe Experience Manager, SharePoint, Alfresco, Sitecore
- **Multimedia:** Adobe Creative Suite, Camtasia Studio, Digital Photo/Video, Audio Engineering.
- **Project Tools:** Microsoft Office365, Visio, Microsoft Project, Asana, Agile, Rally, and JIRA

## EDUCATION AND CERTIFICATIONS

- Google Foundations of User Experience Design Certification
- Adobe Experience Manager (AEM) Certification
- Sitecore Administration Certification
- Microsoft SharePoint 2019 Certification
- Rally for Administrators
- CMRP Certified: MR Foundation
- CMRP Certified Level 2: UnitedHealthcare Assessment for Pillars 1 - 4
- CMRP Certified Level 3: UnitedHealthcare Certification Assessment
- CMRP Certified Level 3 UnitedHealthcare MR Value Proposition
- CMRP Certified Level 3: UnitedHealthcare Certification Assessment
- ChangeGear Change Management
- Adobe Photoshop/Illustrator Certification
- Microsoft Office Specialist (MOS)
- Agile Project Management Training
- Rally Administration Training
- JIRA Project Management Training
- Adobe Photoshop Certification
- Video Production Certification
- Commercial Photography Certification
- Eastfield Technical College – Communications/Commercial Photography

## RELEVANT SKILLS

AEM Administration/Authoring  
WordPress Design/Admin  
Enterprise Content Management  
E-commerce Solutions  
WooCommerce  
Front-end Development  
Google Analytics  
Project Management  
Business Analyst  
Strong Communicator  
Detail Oriented  
Problem-Solving

UI/UX Design  
Prototyping & Wireframing  
User Acceptance Testing  
Technical/Editorial Writing  
Photo/Video Production  
Multimedia Production  
Graphic Design  
Social Media Management  
Organizational Skills  
Multitasking  
Leadership  
Innovation & Critical Thinking