

James P. Jordan

Senior Content Strategist | Web Designer/Administrator
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CAREER OBJECTIVE

Senior Content Strategist and Web Designer/Administrator specializing in content strategy, governance, and enterprise CMS execution. Experienced in designing clear, user-centered content across CMS platforms, including Adobe Experience Manager, WordPress, and SharePoint, with a solid foundation in information architecture and UX writing. Currently applying expertise in AI media detection to ensure content authenticity and risk mitigation in corporate content ecosystems.

PROFESSIONAL EXPERIENCE

Senior Content & Web Designer

(01/2025—Current)

PROSource Professional Services LLC, Minneapolis, MN

- Senior Web Designer/Administrator and consultant on all web projects.
- Content strategies for financial, healthcare, and medical business applications.
- Digital video/digital image forensic examination, data authentication, and integrity verification.
- Image enhancement and clarification for identification using specialized visual forensic software.

Senior Content Designer Consultant

(04/2023—12/2024)

Wells Fargo Financial, Minneapolis, MN

- Led content design for complex financial applications, ensuring alignment with enterprise branding, voice, and regulatory standards.
- Partnered with UX and research teams to translate user insights into clear, compliant content.
- Guided content journeys, applying established policies, design, and asset libraries.
- Established the first SME content intake procedure using Figma to facilitate the review and approval process with stakeholders, ADA compliance, and legal.

Senior E-commerce/Content Manager

(2019-2020 | 2022-2023)

Higher Dimension Research Inc., Oakdale, MN

- Designed, developed, and administered consumer e-commerce and promotional websites.
- Created and managed multi-channel content, including blogs, articles, social media posts, and product promotional and instructional videos.
- Drove measurable growth, increasing website traffic by 58% and monthly sales by 46%.

Senior AEM Content Administrator Consultant

(2021—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

(2018—2019)

Optum Health, Eden Prairie, MN

- Collaborated with product developers and business oversight teams to design and implement interactive and functional web application prototypes for healthcare management.
- Provided training and guidance on implementing UX research methodologies and testing.
- 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.

Senior Digital Content Business Analyst

(2016—2018)

Pearson Clinical Assessment, Bloomington, MN

- Collaborated with stakeholders/SMEs to produce educational and clinical assessment products.
- Established the company's first CMS platform, including metadata criteria and SEO.
- 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 digital workflow best practices.

Senior Content Manager & UX/UI Designer

(2011—2014 | 2015—2025)

Mayo Clinic, Rochester, MN

- Led a large-scale CMS migration for the Nursing Education Department, coordinating the transfer of over 30,000 digital assets and ensuring content continuity.
- Designed and maintained CMS and websites using AEM, WordPress, and Microsoft SharePoint.
- Developed CMS training programs and materials for cross-functional stakeholders, supporting adoption and governance.
- Applied Agile methodologies to identify issues, design wireframes and high-fidelity prototypes, and deliver user-centered CMS solutions.

TECHNICAL SKILLS

- **CMS Platforms:** Adobe Experience Manager, WordPress, SharePoint, Alfresco, Sitecore
- **AI:** AI Content Integration and Management
- **Content Strategy:** Senior CMS Strategist/Editor, Author Management and Training
- **UX/UI:** Figma, Axure, Balsamiq, InVision, Sketch, Adobe XD, Visio
- **Web Technologies:** Working knowledge of HTML, CSS, JavaScript, JSON, PHP
- **Design & Creative Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- **Multimedia Production:** Digital photo and video production, audio engineering
- **Project & Collaboration Tools:** Agile, Jira, CA Rally, Microsoft 365, Microsoft Project

EDUCATION AND CERTIFICATIONS

- Google Foundations of User Experience Design Certification
- Artificial Intelligence Masterclass
- Adobe Experience Manager Certification
- Sitecore Administration
- Agile Project Management, JIRA Project Management, and Rally for Administrators
- M&R Certified: MR Foundation Level 1-3, Assessment Pillars 1-4, Level 3 MR Value Proposition
- ChangeGear Change Management Certification
- Adobe Photoshop/Illustrator Certification
- Adobe Creative Suite – Advanced User Certification
- Microsoft Office 365 Certification
- Video Production Certification
- Commercial Photography Certification
- Eastfield College – Communications/Commercial Photography

RELEVANT SKILLS

AEM Administration/Authoring	UI/UX Design
WordPress Design/Admin	Prototyping & Wireframing
Enterprise Content Management	User Acceptance Testing
E-commerce Solutions	Technical/Editorial Writing
WooCommerce	Photo/Video Production
Front-end Development	Multimedia Production
Google Analytics	Graphic Design
Project Management	Social Media Management
AI Content Strategy	Organizational Skills
Strong Communicator	Multitasking
Meticulous	Leadership
Problem-Solving	Innovation & Critical Thinking
AI CMS Integration	AI Digital Media Authentication