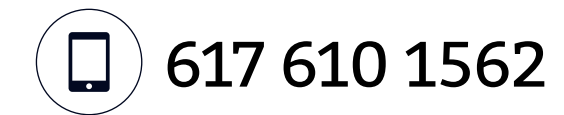


Jordan M. Tavenner



Career

InVision

Design Leadership Forum Member Aug 2018–Present

- Advancing the practice of design leadership by fostering a community where the world's best can learn from one another

Cambridge BioMarketing

Group Digital Art Supervisor Jul 2017–Present

- Lead, promote, and grow company performance in digital design strategy, scale, efficiency, and work-flow
- Manage and mentor multi-disciplinary teams in product development process
- Pilot efficient, elevated models of data-driven iteration, building smarter products faster
- Identify + improve ecosystem touch-points, delivering more memorable, cohesive brand experiences

Senior Art Director, Digital Jun 2016–Jun 2017

- Drive the collaborative process, linking insights between content strategy, UI, UX, and development
- Lead the growth of digital design culture and best practice with in-house training workshops
- Steer creative brainstorming, and pilot whiteboarding sessions, advancing quality and efficiency for design teams

Art Director, Digital Feb 2015–May 2016

- Launch award-winning products while managing and improving the execution of others
- Build and connect multi-device, native + web experiences, owning all brand creative output

Spin350 Creative

Art Director Sep 2012–Oct 2014

- Supervise team designers in building initial concepts, layouts, and final art for clients
- Facilitate new business directives and company-wide process changes

[See more](#)

Philosophy

Design is not a free expression of visuals. Good design has a purpose. It is user-centric. I want people to enjoy using your product, ordering from your site, clicking your content, and sharing it online; or have excitement when learning more about what you do and how your brand can help them.

Me

I've helped brands tell their stories in many ways, and my goal is always simple—deliver a unique visual language that fuses content, form and usability in a beautiful, captivating way.

Focus

Product Development

Design System Management

Data-Driven Design

Digital Production

Method

Atomic design

User-centered design

Agile development

Design at scale

Distinction

- 2019 | Launch award-winning Rare Disease Day campaign, [FacesOfRare.com](#)
- 2019 | Lead product development on award-winning campaign, [InsideCTCL.com](#)
- 2018 | Pilot, launch, and oversee the InVision Enterprise platform for Cambridge BioMarketing
- 2018 | Launch *Emmy*-nominated documentary and podcast series, [RareInCommon.com](#)
- 2018 | Launch award-winning rare disease campaign, [UnderstandingZSD.com](#)
- 2017 | Launch award-winning orphan product campaign, [Welcome to Your World](#)
- 2017 | Awarded PM360's Elite 100 Award for [Best Marketing Team](#)
- 2016 | Launch award-winning patient app, [PBC Living®](#)
- 2016 | Awarded PM360's Disruptor Award for [Innovation in Digital Marketing](#)
- 2015 | Launch *Webby*-award-winning disease campaign, [LivingWithPBC.com](#)