

# JORDAN KASAL

I'm a senior brand and graphic designer with 20+ years of experience translating strategy, market insight, and complex information into clear visual systems, executive storytelling, and polished brand experiences. Project include executive presentations, digital assets, and brand-aligned communications. Experienced in brand stewardship, design documentation, asset organization, cross-functional collaboration, and building scalable creative systems across corporate, agency, and freelance environments.

**CONTACT** +1 281 389 4083  
hello@jordankasal.co

**PORTFOLIO** jordankasal.co



## PROFESSIONAL EXPERIENCE

### SENIOR BRAND & GRAPHIC DESIGNER

2015 - Present | Cushman & Wakefield (C&W) | Remote (Detroit, Michigan)

- Lead creative strategy, brand direction, and execution for high-value business development pursuits, interactive research reports, property marketing campaigns, tenant activations, and internal brand initiatives across the U.S. and Canada.
- Translate complex market data, business objectives, broker insights, and stakeholder needs into clear visual narratives, scalable presentation systems, brand-aligned templates, digital assets, and executive-ready materials.
- Partner with brokers, executives, research teams, marketing leaders, and cross-functional stakeholders to maintain brand consistency, simplify complex information, and deliver polished creative work under fast-moving deadlines.
- Develop reusable layouts, presentation frameworks, and visual systems that improve consistency, speed, and clarity across regional and national marketing deliverables.

### FOUNDER / CREATIVE DIRECTOR

2010 - Present | Neural Creative | Multiple Clients | Remote

- Founded and lead a boutique creative practice focused on brand identity, marketing strategy, websites, social campaigns, pitch materials, brochures, trade show collateral, signage, event graphics, and digital assets serving clients across energy, legal, wellness, and professional services.
- Develop reusable layouts, presentation frameworks, Figma-based assets, and visual systems that improve consistency, speed, and clarity across client marketing deliverables.
- Manage client relationships, scopes, timelines, vendors, and deliverables while building strategic brand systems that elevate visual presence, strengthen trust, and create lasting client partnerships.

### GRAPHIC DESIGNER

2013 - 2015 | Realty Austin Compass | Austin, Texas

- Designed data-rich weekly and monthly market reports, infographics, event collateral, and digital marketing materials that highlighted local real estate trends and positioned agents as trusted market experts.
- Transformed housing data, neighborhood insights, and campaign goals into clear, visually engaging communications while managing print and digital projects from concept through production.
- Supported brand storytelling through professional photography, broker event coverage, executive headshots, and polished visual assets that strengthened brand visibility and client engagement.

### MARKETING COORDINATOR

2012 - 2013 | DHI Mortgage, a DR Horton Company | Austin, Texas

- Created marketing campaigns, flyers, brochures, email blasts, website graphics, and custom infographics promoting mortgage rates, buyer programs, new home developments, and regional sales initiatives.
- Partnered with sales teams, subject matter experts, DR Horton's in-house team, external vendors, and corporate departments to deliver brand-aligned materials across multiple channels.
- Coordinated timelines, approvals, archives, budgets, and production workflows while building early expertise in campaign execution, brand consistency, cross-functional communication, and deadline-driven creative delivery.

### COMMUNICATIONS SPECIALIST II

2008 - 2012 | KBR, Inc. (Halliburton) | Houston, Texas

- Advanced from intern to full-time designer on KBR's global internal communications team, supporting corporate marketing, business development, internal communications, and global campaign initiatives.
- Designed brand-aligned collateral, event materials, website graphics, brochures, service marketing pieces, data-rich infographics, project case study templates, and presentation materials for internal teams and prospective clients.
- Managed brand compliance, digital asset metadata, photo/video catalogs, archival systems, and historical documentation spanning 100+ years, helping teams organize, search, reuse, and govern communications assets for future marketing and internal reference.



## EDUCATION

### MBA CANDIDATE, LEADERSHIP

Dec 2026 | Franklin Pierce University | Online

- Currently serving on the Franklin Pierce College of Business Advisory Board
- Clubs & Societies: Alpha Chi National College Honor Society
- Relevant coursework includes: Leadership, Organizational Behavior, Legal & Ethical Issues, Economics for Managers, Operations Management, Strategic Management, Marketing Management, Statistics, Accounting, Quantitative Research, Financial Management, and HR Management.

### BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

2010 | The Art Institute of Houston | Houston, Texas

- Clubs & Societies: National Honor Society, Dean's List, Photography Club
- Coursework includes: Graphic Design Principles, Typography, Digital Imaging, Photography, Web Design, Motion Graphics, Illustration, Branding, Layout, Advertising, Packaging Design, Interactive Media, User Experience Design, and Portfolio Development.

### ASSOCIATE DEGREE - FINE ART

2007 | Lone Star College Cy-Fair | Houston, Texas

Clubs & Societies: National Honor Society

- Coursework includes: Drawing, Painting, Sculpture, Art History, Digital Art, Printmaking, Ceramics, Photography, Visual Composition, and Portfolio Development.



## SKILLS & PROFICIENCY

- Brand Standards
- Design Systems
- Creative Direction
- Visual Identity Systems
- Figma
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe After Effects
- Technical Design Documentation
- Digital Asset Management
- Brand Governance
- Presentation Systems
- Executive Storytelling
- Website Design
- HTML/CSS
- Project Management
- Quality Control



## AWARDS & ACCOLADES

**2026 CRE8 COLLECTION DISTINCTION AWARD**  
March 2026 - C&W

**2026 AMERICAS DRIVE AWARDS FINALIST**  
February 2026 - C&W

**2025 AMERICAS TEAM CHOICE AWARDS**  
December 2025 - C&W

**2024 COMMUNITY FELLOWSHIP AWARD**  
Global Recognition Program  
February 2024 - C&W

**2023 INSPIRATION AWARD**  
Crossroads, Why Indiana - C&W

**2023 INSPIRATION AWARD**  
Chicago Life Science Interactive - C&W