

JORDAN FONG

+1 (808) 778-4061 jordanfong44@gmail.com jordanfong.com

Experience

Co-creative Director: Photo, Illustration, Video, Data Visualization desks
New School Free Press at The New School (Aug 2025 - PRESENT)

- Worked with other Creative Directors to strengthen brand guidelines
- Managed the flow of visual requests and created a data visualization team.
- Recruited and maintained multiple teams to publish high-quality visuals while meeting deadlines and covering high-intensity events.

Social Media Manager and Operations Coordinator
AIGA@TNS at The New School (Sept 2023 - May 2026)

- Created social media posts and engaging captions.
- Collaborated with other board members to plan engaging events.

New School Print Tutor and Design Lab Technician
Parsons School of Design, New York, NY (Aug 2024 - May 2026)

- Provided tutoring in InDesign, print production, and bookbinding techniques, supporting students with design projects and technical skills.

Product Strategy and Communications Intern
Hawaii State Federal Credit Union, Honolulu, HI (Jun 2025 - Aug 2025)

- Collaborated across Communications, Analytics, Marketing, and Product teams to deeply understand Hawaii State Federal Credit Union's community-first, not-for-profit financial model.
- Led design and implementation of a wayfinding solution for the corporate headquarters, optimizing member experience.
- Shipped an email campaign utilizing A/B testing and Tableau analytics to meet a target audience.

Resident Advisor
The New School, New York, NY (Aug 2024 - May 2025)

- Served as a Resident Advisor, fostering a supportive community while managing conflicts, responding to crises, and ensuring student well-being.
- Demonstrated reliability and adaptability by stepping up during understaffing, effectively handling increased responsibilities and maintaining a positive living environment.

Brand & Customer Communications Intern
MullenLoweUS, New York, NY (Jun 2024 - Aug 2024)

- Collected assets, designed, wrote captions, posted social media assets in line with our brand guidelines to boost company morale unique to each media platform.
- Created comprehensive, easy-to-follow decks used by our c-suite leaders under tight deadlines.

References available upon request.

Profile

A Hawai'i-born communication designer, she utilizes a multidisciplinary framework of graphic design, photography, and data visualization to transform critical topics like sustainability into a strategic tool that informs and motivates.

Education

Bachelor of Fine Arts, Communication Design
Parsons School of Design, New York, NY
(2022 - 2026)
Honors; Thesis fair operations team

High school diploma
Roosevelt High School, Honolulu, HI
(2018 - 2022)
Honors
Yearbook Editor-in-Chief, Girls Varsity
Tennis Captain, Key Club Newsletter
Editor, Center for Tomorrow's Leaders
Fellow, Student Leadership Historian

Technical Skills

- Photography: DSLR
- Collaborative Design: Figma, Canva
- Web Design: HTML, CSS, JavaScript
- Data Visualization: Datawrapper, Flourish, Google Sheets
- Adobe Suite: InDesign, Illustrator, Photoshop, Premiere Pro, After Effects
- Rendering: Rhino

Merits

Dean's List (2022 - 2025)
BioDesign Challenge Finalist (2025)
NYWICI Scholarship Recipient (2024)
Parsons Scholarship (2022 - 2026)