

NIGEL JORDAN

Multimedia Designer | Brand Identity | Motion and Video | Illustration | Audio Production

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SUMMARY

I have been making music and art on Vancouver Island since 2005, and running a design studio out of the same place for the last six years. Brand identity and illustration mostly, plus motion, video and web. Most of my clients are small businesses that need one person to handle the whole thing instead of three vendors who each do a piece.

I take a rough brief and come back with finished work. Eight named client brands since 2020, a published children's book, and 20 albums written and produced with over 100 registered works. I also write and produce the music, so a project that needs a score does not need a second contractor. Open to remote work, full time or contract.

SKILLS

Design: Brand identity, logo design, visual identity systems, brand style guides, typography, layout, packaging, labels, dielines, print production and prepress, signage, apparel and merchandise graphics

Illustration: Character design, concept art, hand lettering, editorial and book illustration, digital and traditional media

Motion and video: Motion graphics, animation, video editing, compositing, colour, sound design and audio post

Audio: Original scoring, music production, recording, arranging, mixing and mastering

AI-assisted production: Image-to-video generation, generative texture, inpainting, outpainting, upscaling, rotoscoping, compositing into hand-built frames

Web: Web design and front end build. Next.js, Tailwind CSS, Vercel

Software: Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Clip Studio Paint, Ableton Live, Pro Tools, Next.js, Tailwind CSS, Microsoft 365

WORK EXPERIENCE

Founder, Creative Director and Designer

Lifted Pro Creative / Lifted Productions | Victoria, BC | 2005 to Present

- Brand identity, packaging, labels, apparel graphics and illustration for small businesses across British Columbia. Clients come to me with a rough idea and I take it through to final print-ready files. There is no creative director filtering the brief on my end.
- Brand style guides, so the identity still holds together after I hand it off. The Wifey with a Knifey guide runs 24 pages.
- Artwork, layout, print prep and full music production across 20 album releases. Sole writer and owner on 10 solo records, over 100 registered works.
- Motion graphics and AI-assisted video, including a music video built before the current generation of tools existed.
- Designed and coded liftedpro.com myself. Next.js, Tailwind CSS, deployed on Vercel.

Graphic Designer and Brand Builder

Foxy Pop | Live events brand, Cowichan Valley to Nanaimo, BC | 2024 to 2025

- Built the identity for a kids' popcorn and games event service from the name outward. Logo, colour system, business cards, header graphics and an AI-assisted animated spot.
- The brand traded live for a full season at venues and events from Shawnigan Lake to Nanaimo, plus private birthday parties and swap meets. Web build in progress.

Illustrator

Dark Watchers, a children's poetry book by Richard Stevenson | Nanaimo, BC | February to June 2023

- Illustrated a poetry book about cryptids and mythological creatures, working straight with the author.
- Held a whole cast of characters in one consistent style across the entire book. Every creature drawn by hand, then finished digitally.
- Interiors kept black and white to control the author's print cost. Print-ready and digital artwork delivered on deadline.

Graphic Designer and Brand Builder

Wifey with a Knifey | Mobile food service, Okanogan, BC | March to May 2022

- Full visual identity for a mobile food business. Logo, submark, hand-drawn character illustration, packaging, menus, signage and merchandise.
- The colour palette came straight out of the ingredients on her menu. Over 50 design iterations delivered with briefs and rationale at each stage.
- Less than one month turnaround from a rough brief.

Graphic Designer and Illustrator

Krypteia SOF | Military fitness brand, Victoria, BC | December 2020 to October 2021

- Marketing visuals and campaign artwork for a fitness brand founded by Canadian military veterans, across an 11-month engagement.
- Mask logo combining Spartan and Canadian forces references, built for one-colour apparel printing. Drew original characters that ended up on apparel and social.
- Full brand style guide covering usage, colour and type.

Journeyman Sheet Metal Mechanic (Red Seal)

RedBlue HVAC, Bricor Mechanical, Blue Valley Mechanical | British Columbia | 2006 to 2026

- Fabrication and installation on commercial and industrial projects, working to tolerance off technical drawings. Managed up to 5 job sites at once, including inspections in high-security buildings.
- Trained apprentices and ran crews. Deadlines and spec compliance are not a novelty to me. Ran the studio in parallel throughout.

SELECTED WORK

- Wifey with a Knifey. Full identity, 24-page style guide, packaging, signage and merchandise for a mobile food business.
- Dark Watchers. Published children's poetry book. Cover and interiors.
- Krypteia SOF. Identity, apparel graphics, brand style guide.
- Creature Calendar. Twelve pieces, one character, twelve environments. liftedpro.com/creature-calendar
- Fozy Pop. Identity and collateral for a live kids' events brand that traded through 2024 and 2025.
- Lifted Productions. 20 albums written and produced. Sole writer and owner across 10 solo records, over 100 registered works.

EDUCATION

Graphic and Digital Design Diploma | CDI College, Burnaby, BC | 2021 to 2022

Sheet Metal Red Seal Certification | Camosun College, Victoria, BC | 2010

Recording Arts | Centre for Arts and Technology, Kelowna, BC | 2005