

• *hailey*
jordan
information designer

Portfolio



hello!

My name is Hailey Jordan, and I am a firm believer in the transformative power of design. It was through community building in my hometown, Norfolk, Va, that I discovered my passion for information design—

COMMUNICATING COMPLEX IDEAS IN ACCESSIBLE WAYS

As I began to explore the intersection of design and community engagement, I became acutely aware of the deep fractures that exist within our communities. Though we are constantly inundated with information, it is not often designed in a way that is accessible, digestible, and actionable.

As a neuroscientist, designer, and community weaver, I am deeply committed to bridging knowledge-gaps and in doing so, activating collective agency within communities. My portfolio showcases a range of projects creating comprehensive materials for communities to access essential information and shape whole and vibrant futures.

Brand Design



Branding a “Product of the People”

SEMESTER.LY, 2017

Semester.ly was more than a start-up, it was a symbol for students taking their college experience into their own hands, starting with the dread of scheduling classes. This “product of the people” took off with the founder’s peers, but with each incoming class, Semester.ly was batched with the myriad of websites and resources, losing steam.

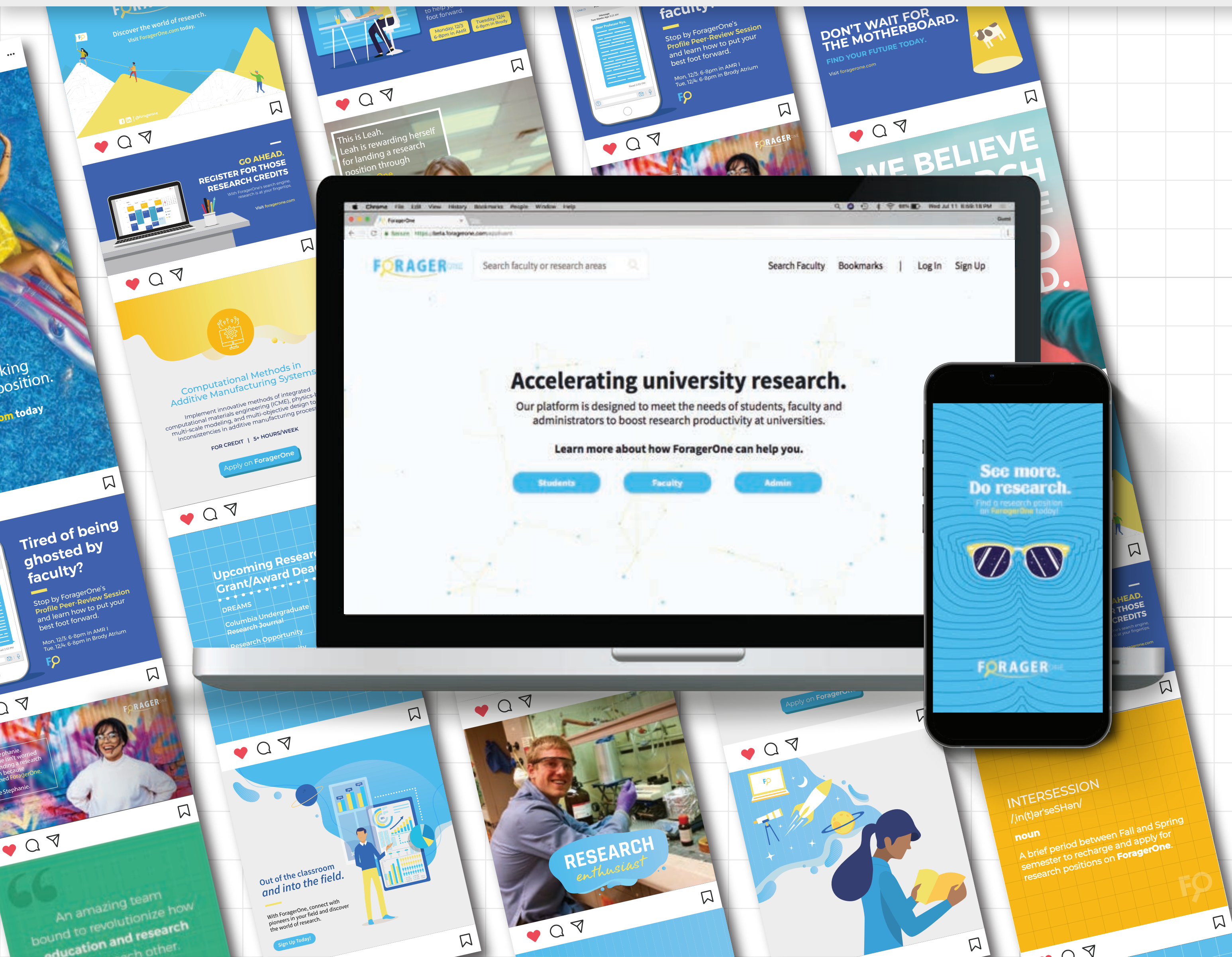
I developed this Brand Book to anchor the voice and personality that the founder poured into Semester.ly.

To help position brands, I imagine who they’d be as a student on campus, and based on interviews with founders and users, it was clear Semester.ly was the confident upperclassman willing to show the first-year students the ropes. This sentiment was captured in the photo and copy guidelines, along with the model of engagement for promotional events.

This served as a guide for the new Brand Ambassador Program to drive expansion to other universities while maintaining continuity.



Brand Design



Shifting a Culture

FORAGERONE, 2018

As a third-year neuro research assistant, I understood the taxing stress of cold-emailing dozens of professors for the slim chance of joining the team. As the Creative Director of the ForagerOne team, I took on the gatekeeping & inaccessibility in academia and began to shift the culture of research at Johns Hopkins University.

Our goal was not just to develop the brand identity for ForagerOne, but spark new conversations and occasions to get students excited about research. I explored brand development as a dynamic and ever-evolving identity, building partnerships with labs and symposiums and first-year orientations. Through our brand, social media, and events, I sought to chip-away the overwhelm of finding a research position and in its place build a social frame to more openly talk about the highs and lows of the experience.

I guided cross-platform marketing strategy for student and faculty user acquisition, acquiring 1000 users within two months of the 2018 pilot at Johns Hopkins University. This led to the acquisition by 6 other universities.



Info Design



Calling In Care

BALTIMORE, MD, 2020

In the wake of George Floyd's murder, designers like myself mobilized to leverage our talents to change the narrative of the melanated experience in this country. I took to information design for emergent response: **Calling in Care**, an initiative that helps communities tap on appropriate emergency response care units rather than defaulting to the police.

We are taught to call 911 in an emergency, which means can be complicit in police brutality in our neighborhood. Rather than hitting the one "big red button" for every emergency, it is our responsibility as a community to develop care-networks that address the nuance of our neighbors' experiences and needs.

At its core, the issue of police brutality is inextricably tied to the wellbeing of children and women and the elderly and sex workers. This guide is meant to provide a comprehensive list of identity-based resources for whole communities.



Info Design



New to the Neighborhood

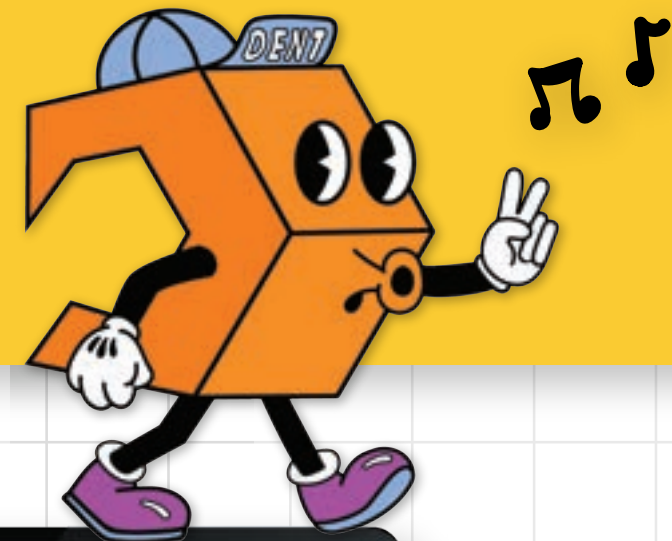
JOHNS HOPKINS UNIVERSITY, 2018-2020

When looking at relationships between colleges and their surrounding community, there is a substantial divide. College students live in a given neighborhood for too short of time to develop meaningful relationships with neighbors or invest in the caretaking of the homes they live in. However, I believe in the power of designing resources that equip us to learn how to show up effectively and bridge that divide.

To foster connection and minimize the disruption of college students living in Baltimore neighborhoods, I collaborated with neighborhood associations and university housing departments to design educational materials and experiences rooted in "intentional living." I designed multi-media communication encompassing print, email, social media, as well as 20 annual community-centered events & workshops to support students transitioning from on-campus into local housing. Additionally, I oversaw data analytics and visualization in an annual culminating report to inform strategic planning as we iterated on our approach to cross-community engagement.



Instructional Design

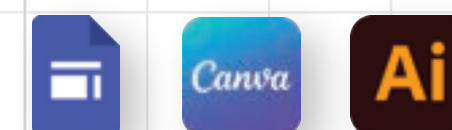


Experiential Learning

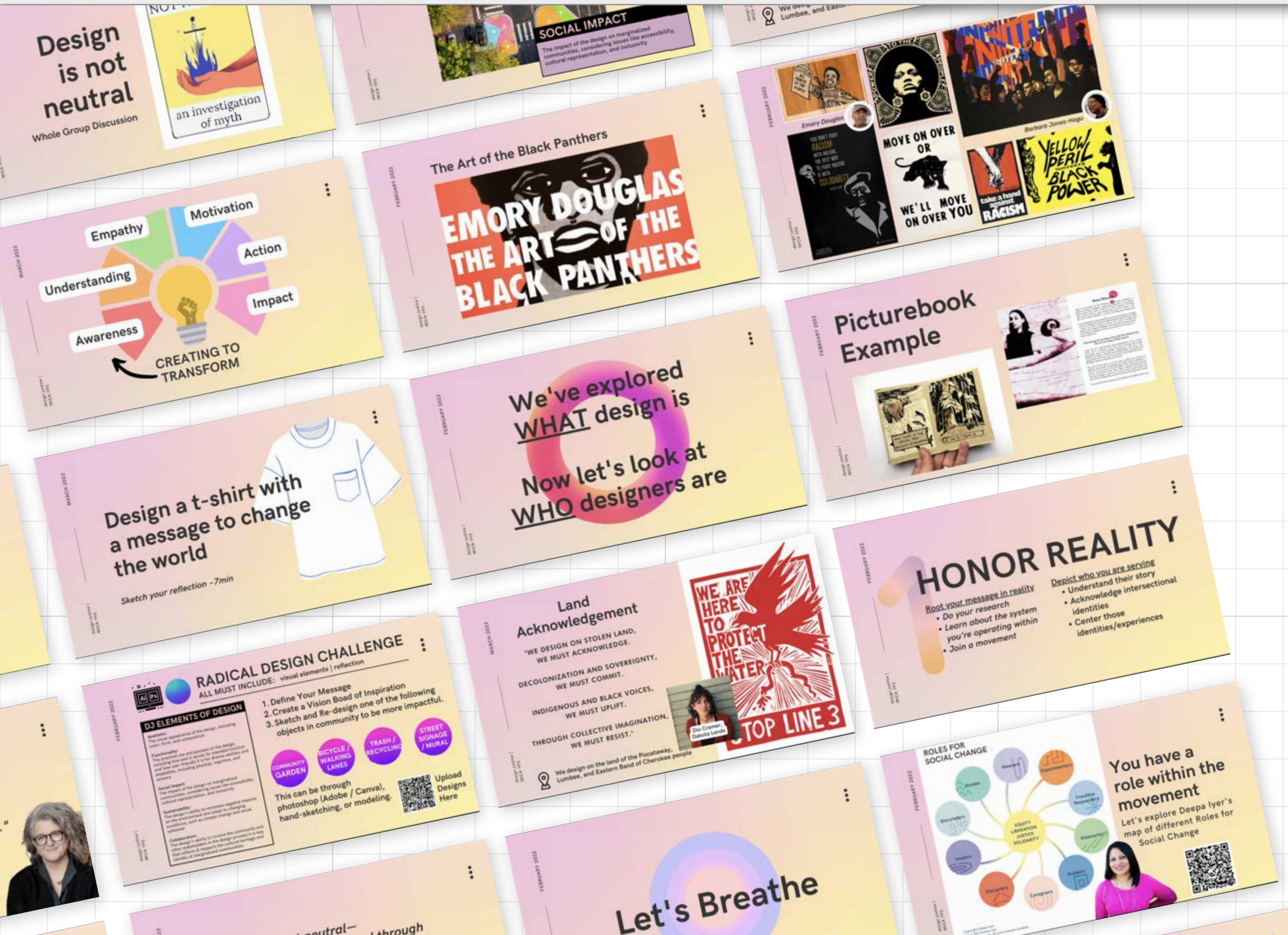
DENT EDUCATION, 2020-2023

As Director of Experiential Learning at Dent, **alongside experienced creatives, entrepreneurs, and educators, I co-created a social-venture incubator program for high schoolers.** By rooting in values such as "empowered co-creation", "restorative design", "rest over urgency", "strength-based leadership", "informed-agency", and "excellence", I aimed to challenge traditional start-up culture for the next generation of innovators.

In the face of low retention, I developed leadership positions within learning cohorts to challenge returning participants, and in doing so, sustaining community. As a result, the youth return rate increased by 50% and Dent's school year programs scaled by 120% in the first year. I leveraged visual solutions to codify and communicate Dent's not-so-"Secret Sauce" to streamline onboarding a season staff of 25 coaches and to secure \$300,000 in annual grant funding in 2021, 2022, and 2023.



Instructional Design



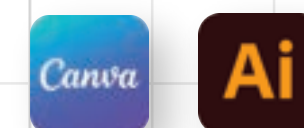
Designing for Justice

MARYLAND INSTITUTE COLLEGE OF ART, 2023

As an Adjunct Professor at MICA, I taught a new 10-week course: Designing for Justice.

Design is everywhere around us and it impacts people's day-to-day life in powerful ways. In this course students learned about Design Justice and how to use its principals to rethink design processes. Throughout this course, we developed rituals for breathwork, land acknowledgement to anchor learning about indigenous creatives, and authentic dialogue about the intersection of identity, power, and design in shaping the world around us.

Students experimented with typography, visual and product design to create work that sparks change in the world. I coached students through gaining design skills in the Adobe Creative Suite and Canva, as well as develop design strategies to communicate clearly through design and digital imagery.



Experience Design



The Y.E.S. Project

NORFOLK, VA, 2016

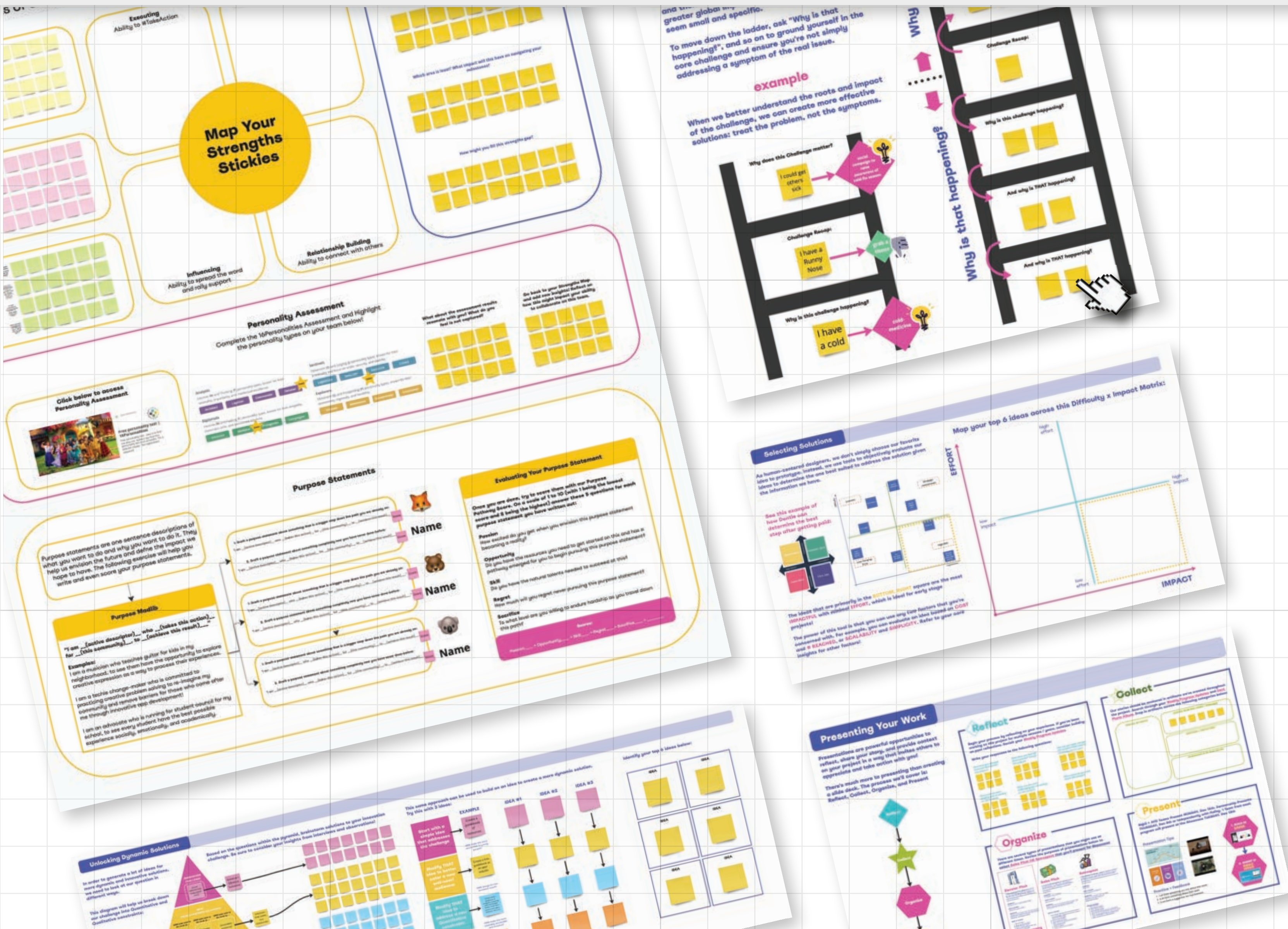
The Norfolk Leadership Camp is a youth-led space for high school students to engage with empathy-based leadership, the place I first learned how to lead. While young minds were activated in this space, they lacked the tools to mobilize their vision-- especially in lower income neighborhoods.

There had to be a way to build equity in the arena of change-making. And so the YES! Project was born-- **a three-day workshop that coaches young leaders through community engagement, from identifying challenges to implementing community projects.** When designing this program, it was important to me that it could be implemented with pen and paper alone, in any space by anyone.

In 6 years of iterations and 450 students reached, 10 projects are still in full swing to date include the Girl Love Project, which is a self-love support group for high school girls, and an environmentalism campaign to transition Norfolk schools to compostable materials.



Experience Design



Co-Creation

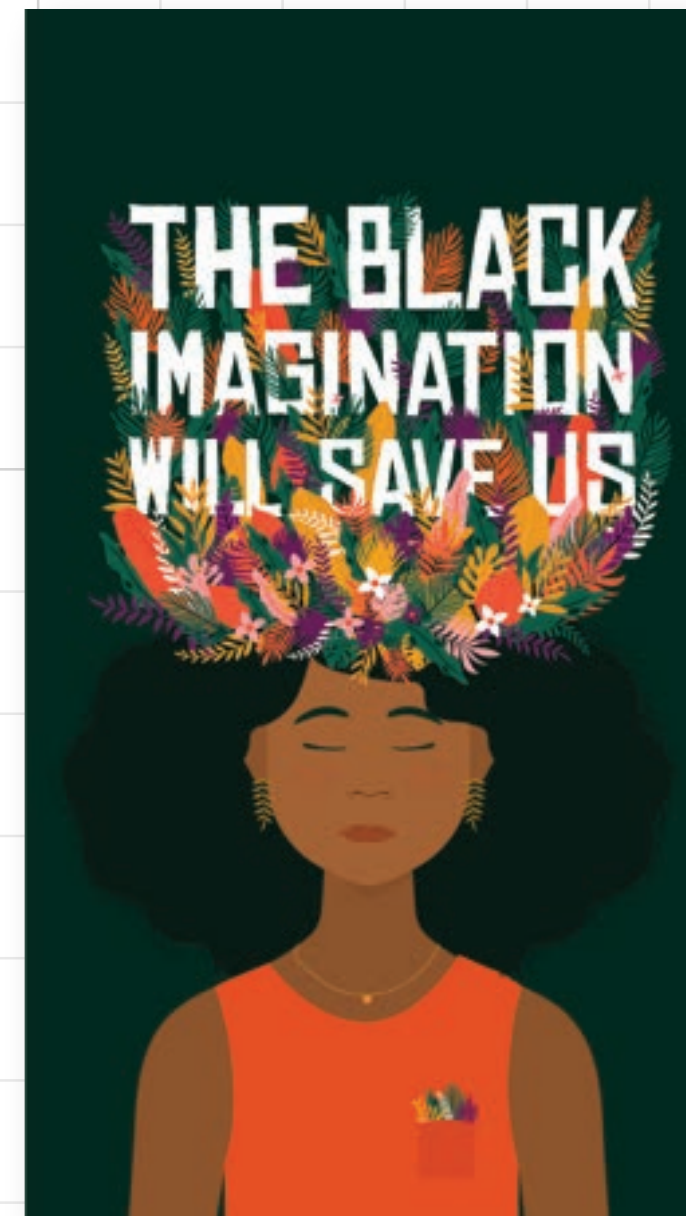
DENT EDUCATION, 2020-2023

I have leveraged Miro as a dynamic interface where ideas can be transformed into innovation. One idea can be jotted onto a single sticky note that is then color coded, clustered with other ideas, sorted on a decision matrix, and be used to spark another hundred ideas.

Whether I'm engaging high schoolers or staff or tech-averse partners, this accessible entry-point distributes power in conversation around big ideas. It is no longer about the biggest voice in the room and the identities that add to that volume. **Grappling with messy ideas on Miro has sparked the launch of Dent's sound-production program, a youth-led business model for peer-to-peer mental health training, insight-interviews to re-imagine the experience of living with incarcerated loved ones.** Pairing the principles of infographic design with participatory design has catalyzed my co-creative process.



Illustration

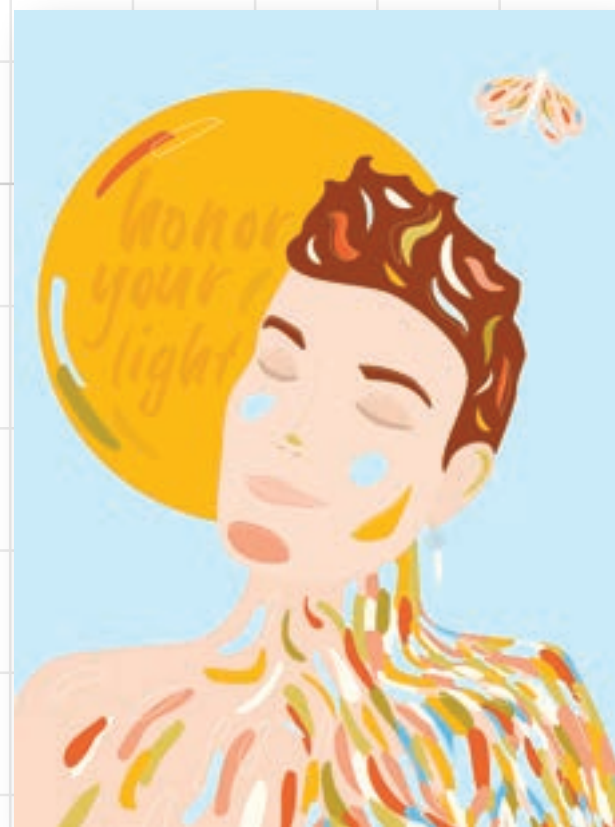


Kings Imagination

KINGS IMAGINATION, 2018

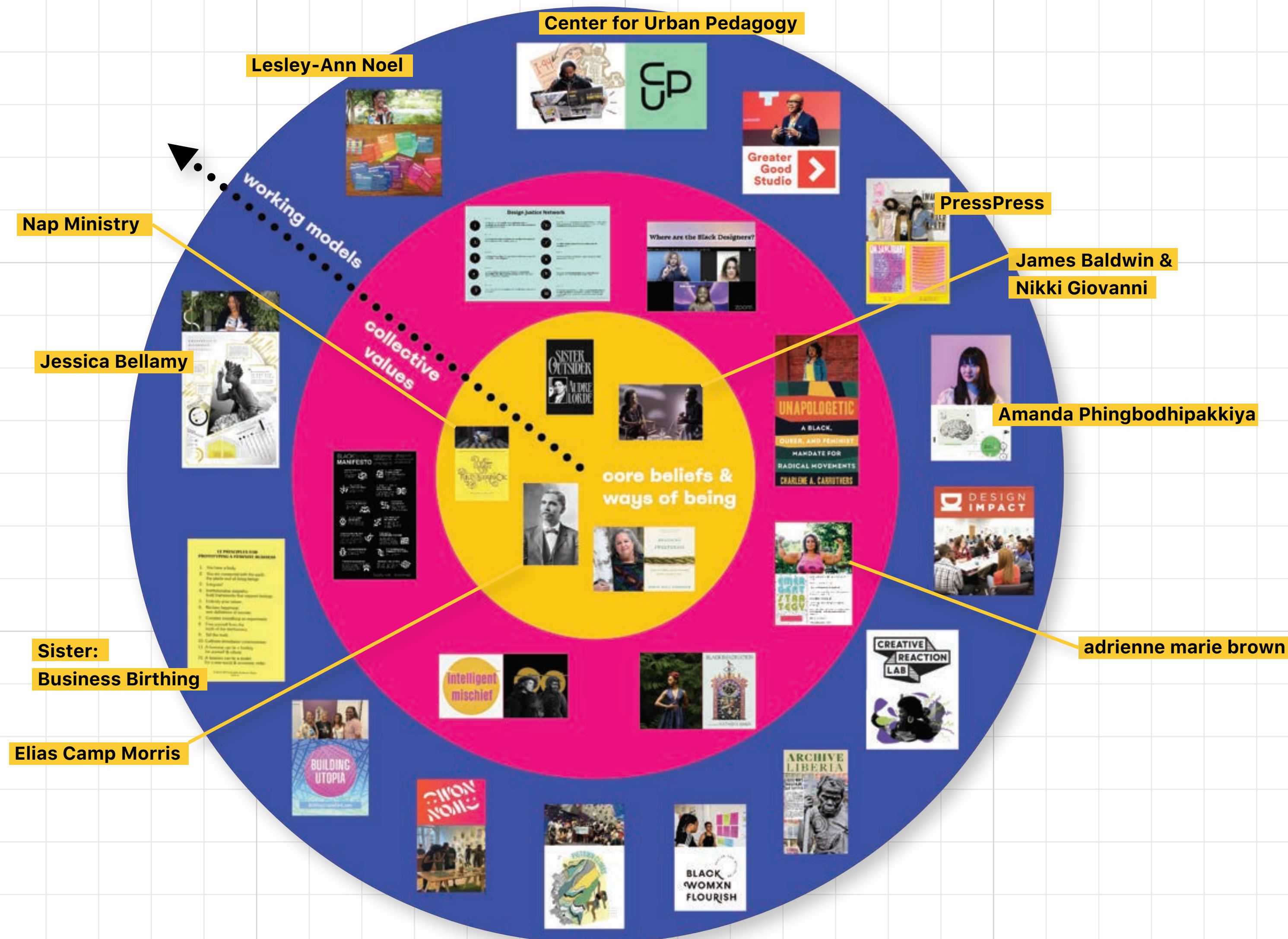
"We could live like kings with the right imagination"
- a phrase shared between me and my sister

This phrase served as a reminder, an assurance, that we have the power to shift our perspectives and the world around us to live the life we imagine for ourselves. The core of my illustrative work is breathing life into worlds where Black Queer people thrive. Each piece holds momentos of my ancestors and loved ones as I unravel the depth and breadth of my roots. The vibrant leaves and flowers are a symbol for the abundance my ancestors have seeded in me and what I seed for those who come after me.



Ai

On the shoulders of Giants



My Library

A LIFE LONG COLLECTION

My work is shaped by the wisdom and bravery of Designers who've come before me. **This mind-map illustrates the abundant roots from which my work blooms.**

Creatives like Jessica Bellamy and Amanda Phingbodhipakkiya inspire me to bridge creative expression with critical knowledge sharing.

Heartworkers like Audre Lorde, adrienne maree brown, and Tricia Hersey have given me permission to be bold and radically honest in my practice.

Baltimore-based visionaries like Bilphena Yahwon and Denise Shanté Brown breathe life into holding care-centered and generative space with community.



**Thank you
for viewing!**

Let's Connect

hailey.kico@gmail.com

kingsimagination.myportfolio.com