James P. Jordan

Senior Content Strategist | Web Designer/Administrator

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CAREER OBJECTIVE

Senior UX Content Strategist and Digital Content Manager specializing in content strategy, governance, and enterprise CMS execution. Experienced in designing clear, user-centered content across Adobe Experience manager (AEM), WordPress, and SharePoint, with a solid foundation in information architecture and UX writing. Currently, applying expertise in AI media detection and content authenticity to support digital integrity and risk mitigation in corporate content ecosystems.

PROFESSIONAL EXPERIENCE

Senior Consultant (01/2025 – Current)
PROSource Professional Services LLC, Minneapolis, MN

- Senior Web Designer/Administrator and consultant on all web projects.
- Digital video/digital image forensic examination, data authentication, and integrity verification.
- Image enhancement and clarification for identification using specialized visual forensic software.
- Identification of image/video manipulation and AI-generated content (deepfakes).

Senior Content Designer Consultant (04/2023 – 12/2024)
Wells Fargo Financial, Minneapolis, MN

- Led content design for complex financial applications, ensuring alignment with enterprise branding, voice, and regulatory standards.
- Partnered with UX and research teams to translate user insights into clear, compliant content solutions across banker and customer-facing applications.
- Guided content journeys, applying established policies, design, and asset libraries.

Senior E-commerce/Content Manager (2019-2020 | 2022-2023)
Higher Dimension Research Inc., Oakdale, MN

- Designed, developed, and administered consumer e-commerce and promotional websites.
- Created and managed multi-channel content, including blogs, articles, social media posts, and product promotional and explainer videos.
- Drove measurable growth, increasing website traffic by 58% and monthly sales by 46%.

Senior AEM Content Administrator Consultant (2021 – 2022)
United Healthcare, Minnetonka, MN

- Created, maintained, and administered content using Adobe Experience Manager (AEM).
- Trained all stakeholders in using AEM to create, optimize, and assign associated SEO.
- Established web-based AEM training programs and one-on-one training sessions.
- Mentored stakeholders in creating informative and interesting content within guidelines.

Senior UX/UI Designer (2018 – 2019)
Optum Health, Eden Prairie, MN

- Collaborated with product developers and business oversight teams to design and implement interactive and functional web application prototypes for healthcare management.
- Provided training and guidance on implementing UX research methodologies and testing.
- Verified and interpreted requirements into UX designs, and coordinated with teams on design and prototypes of new interfaces.
- Maintained collaboration between designers, engineers, SMEs, and business stakeholders to establish requirements, determine user needs, and maintain UX/UI design goals.

Digital Content Business Analyst (2016 – 2018)
Pearson Clinical Assessment, Bloomington, MN

- Collaborated with stakeholders/SMEs, to produce educational and clinical assessment products.
- Established company's first CMS platform including metadata criteria and SEO.
- Developed CMS training modules and materials for all stakeholders and authors.
- Performed artwork design and alterations using Adobe Photoshop and Illustrator.
- Advised product development teams on best practices in digital workflows.

Senior Content Manager & UX/UI Designer (2011 – 2014 | 2015 – 2024)
Mayo Clinic, Rochester, MN

- Led a large-scale CMS migration for the Nursing Education Department, coordinating the transfer of over 30,000 digital assets and ensuring content continuity.
- Designed, launched, and maintained CMS platforms and Mayo-sponsored websites using AEM, WordPress, and Microsoft SharePoint.
- Developed CMS training programs and materials for cross-functional stakeholders, supporting adoption and governance.
- Applied Agile methodologies to identify issues, design wireframes, and high-fidelity prototypes, and deliver user-centered CMS solutions.

TECHNICAL SKILLS

- **CMS Platforms:** Adobe Experience Manager, WordPress, SharePoint, Alfresco, Sitecore
- **AI:** AI Content Integration & Management
- **Content Strategy:** Senior CMS Strategist/Editor, Author Management and Training
- **UX/UI:** Figma, Axure, Balsamiq, InVision, Sketch, Adobe XD, Visio
- **Web Technologies:** Working knowledge of HTML, CSS, JavaScript, JSON, PHP
- **Design & Creative Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- **Multimedia Production:** Digital photo and video production, audio engineering,
- **Project & Collaboration Tools:** Agile, Jira, CA Rally, Microsoft 365, Microsoft Project

EDUCATION AND CERTIFICATIONS

- Google Foundations of User Experience Design Certification
- Artificial Intelligence Masterclass
- Adobe Experience Manager Certification
- Sitecore Administration
- Agile Project Management, JIRA Project Management, and Rally for Administrators
- M&R Certified: MR Foundation Level 1-3, Assessment Pillars 1-4, Level 3 MR Value Proposition
- ChangeGear Change Management Certification
- Adobe Photoshop/Illustrator Certification
- Adobe Creative Suite – Advanced User Certification
- Microsoft Office 365 Certification
- Video Production Certification
- Commercial Photography Certification
- Eastfield College – Communications/Commercial Photography

RELEVANT SKILLS

AEM Administration/Authoring	UI/UX Design
WordPress Design/Admin	Prototyping & Wireframing
Enterprise Content Management	User Acceptance Testing
E-commerce Solutions	Technical/Editorial Writing
WooCommerce	Photo/Video Production
Front-end Development	Multimedia Production
Google Analytics	Graphic Design
Project Management	Social Media Management
AI Content Strategy	Organizational Skills
Strong Communicator	Multitasking
Meticulous	Leadership
Problem-Solving	Innovation & Critical Thinking
AI CMS Integration	AI Digital Media Authentication