

JAYDEN HEROD

digital designer



jayden.n.herod@gmail.com | (717)332-0046 | Manchester, PA

Portfolio Website: heroddesign.com

SUMMARY

Undergraduate college student with a passion for designing effective human-centered products, services, and experiences. Specialities in **user experience** and **website design**.

EDUCATION

Bachelor of Arts (BA), Design Thinking

Pennsylvania College of Art & Design

May 2026

- Interdisciplinary major with a focus on **collaboration, prototyping, user research, and human-centered design**
- Studio concentrations in Graphic Design and Illustration
- Relevant courses: Design Thinking Studios, Understanding Users, UX/UI Design, Social Design, Design and Culture, PCA&D's in-house marketing agency

Certificate, UX/UI Design

Pennsylvania College of Art & Design

May 2026

Certificate, Website Design and Development

Harrisburg Area Community College

Dec 2024

WORK EXPERIENCE

Digital Communications Intern

Pennsylvania Department of Environmental Protection

November 2023 - March 2024

- In this position, I assisted with migrating the DEP website to the official Pennsylvania government website. During this project, I conducted user research to identify and re-name services users were likely to search for
- Kept up with website updates, analytics, and quality assurance testing
- Assisted with social media and image editing according to branding standards.

Design and Branding Intern

America250PA

September 2025 - December 2025

- In this position, I conducted research on important days in Pennsylvania history to create a compelling social media campaign and designed appealing graphics for social media.

SKILLS

UX/UI Design: User research, wireframing, rapid prototyping, whiteboarding, design thinking, systems thinking

Web Design: Responsive design, HTML/CSS, SEO, WordPress, web accessibility guidelines

Graphic Design: Typography, color theory, hierarchy, brand and logo design, print and digital design

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Premiere Pro), Figma, Miro, Microsoft Office

Additional: Agile methodologies, creative problem solving, public speaking, storytelling, collaboration