

TYPE DESIGN & LETTERING

Jordan Bell

-- Brooklyn, New York --

NOMINATION
STATEMENT

Hello ATypI Board of Directors,

I have appreciated how ATypI has helped students and young professionals (myself included) over the span of my career and would enjoy being a part of a conscious effort to give back to our community. ATypI excels at promoting research driven design and education while working to preserve a sense of fellowship within our industry. Personally, going to ATypI Montreal was a pivotal moment in my career. Being given the chance to present at such a renowned conference in front of my colleagues opened many doors for me professionally, encouraged me to further my participation in the community, and gave me the confidence to speak and teach more. Meeting brilliant designers and engaging in sophisticated, challenging dialogue was not only a great way to network, but was the beginning of a few friendships I will always cherish. If I could help give a similar experience to other young designers I would consider my tenure as a board member a great success. I am open to contributing in a myriad of ways and could see myself assisting with event identities, organizing, leading events or initiatives for young designers or non-ATypI members, or potentially creating new outreach methods and/or scholarships to increase diversity and education for our beautiful community.

Thank you for your time and consideration,

Jordan Bell

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ABOUT

Typeface designer with many design related skills including in-depth knowledge of fine typography for screen and print, illustration, lettering, branding, and design history. Interested in handwriting, various writing systems, legibility, individuality in aesthetics, and accessible type design processes. Always enjoys looking for opportunities to help others and learn more.

EDUCATION

Masters of Arts in Graphic Communication & Type Design

Graduated December 2014

READING UNIVERSITY • READING, BERKSHIRE, ENGLAND

Bachelors of Fine Arts in Graphic Design

Graduated December 2012

ABILENE CHRISTIAN UNIVERSITY • ABILENE, TEXAS

GPA: 3.7 - *Deans List*

EXPERIENCE

Monotype – *Typeface Designer*

REMOTE, BROOKLYN • SEPTEMBER 2021 – PRESENT

Full-time typeface designer at the world's largest typeface design studio. Responsibilities include: original typeface design, editing & proofing, production, resourcing, communicating with clients, and branding.

Hoefler & Company – *Typeface Designer*

NEW YORK CITY, NEW YORK • SEPTEMBER 2014 – SEPTEMBER 2021

Assisted with the design and development of many original typefaces including Archer, Operator, Ringside, Decimal, and Inkwell. Worked directly with senior designers and the proprietor, Jonathan Hoefler, on these projects. Duties included sketching, editing, interpolating, kerning, hinting, generating font files for multi-purpose and web usage, and lots of proofing.

Cisneros Design – *Graphic Designer*

SANTA FE, NEW MEXICO • DECEMBER 2012 – SEPTEMBER 2013

Designed for many clients across multiple platforms and mediums. Created advertisements for sports teams, publications for universities, lettering for holiday cards, signage armatures, cigar boxes, and more. Participated in meetings and pitches to extensive and varied client list.

Reebok – *Graphic Design Intern*

BOSTON, MASSACHUSETTS • JUNE – AUGUST 2012

Worked as the summer graphic design intern for Reebok. Designed graphics, patterns, and identities for apparel & footwear.

Jordan Bell Design – *Freelance Graphic Designer*

EVERYWHERE • SEPTEMBER 2010 – PRESENT

WORKSHOPS
& TEACHING

Local Characters

PHILADELPHIA UNIVERSITY OF THE ARTS • MARCH 2016

Workshop teaching the basics of type design through local vernacular lettering, and lecture on Santa Barbara's unique lettering aesthetics.

A Good Ol' Fashioned Texas Type Cooker

ABILENE CHRISTIAN UNIVERSITY • 2018 – PRESENT

Annual introduction to sketching for type design through a customized, localized adaptation of TypeCooker.

Everyday Typography for Everyday People

NEW YORK UNIVERSITY • 2020 – PRESENT

Annual introduction to typography, live document design demonstration, Q&A.

Green-Wood Lettering Tour

TYPOGRAPHICS, BROOKLYN, NY • JUNE 2022 & 2023

A walking tour through historic Green-Wood cemetery in Brooklyn that focused on exploring 19th century ornamental lettering on headstones and mausoleums.

Critiques

EVERYWHERE • 2017–PRESENT

Type and graphic design critiques given at various institutions including Abilene Christian University, New York University, Philadelphia University of the Arts, Cooper Union, TypeWest, and online through Type Crit Crew.

LECTURES

ATypIcal

UNIVERSITÉ DU QUÉBEC À MONTRÉAL (UQAM) • SEPTEMBER 2017

The process, motivation, and themes throughout the small universe of typefaces within the Inkwel family by H&Co. For ATypI Montréal.

ACU Masters Lecture Series

ABILENE CHRISTIAN UNIVERSITY • SEPTEMBER 2018 – PRESENT

A personal introduction and history of my life and career. Thankful for the past, looking towards the future.

Studio Visits

HOEFLER & CO. • 2018 – 2020

Multiple hour long tours of the office began with an introduction to the space and team, a showcase of select documents and books, live demo of our type design process, a brief lecture on a recent project, and a Q&A.

How To Sketch for Type

THE COOPER UNION • DECEMBER 2019

A quick introduction to Inkwel, by H&Co., its motivations, background, and early sketches. Highlighting sketching techniques for students starting their own designs.

ATypIcal

BARKER, NY • APRIL 2019

The process, motivation, and themes throughout the universe of typefaces within the Inkwel family by H&Co. Modified ATypI lecture for agencies.

Uncharacteristic Characters

TYPEWEST, ONLINE • MARCH 2022

The process, motivation, and themes throughout the universe of typefaces within the Inkwel family by H&Co. Emphasized processes and good practices while beginning a typeface for students.

CONFERENCES

DSVC

DALLAS, TX • 2012

St. Brides Lectures

LONDON, ENGLAND • 2013 – 2014

Herb Lubalin Lecture Series

COOPER UNION, NYC • 2014 – PRESENT

Typographics

NEW YORK CITY, NY • 2016 – PRESENT

ATypI

MONTRÉAL, CANADA • 2016

Brand New

AUSTIN, TX • 2022

Typecon

PORTLAND, OR • 2023

COMMUNITY SERVICE

Caritas

WACO, TX

Helped clean, package, and organize food.

Meals On Wheels

WACO, TX

Assisted delivering food to the elderly.

Hispanic Summer Program

NYC, NY • 2018 – 2021

Designed four distinct identities and all the collateral for a conference.

Night Of Hope

NYC, NY •

Designed invites, collateral, and gifts for a camp fundraiser.

Cooper Union

COOPER UNION, NYC • 2015 – PRESENT

Have periodically given critiques, short presentations, or tours.

Type Crit Crew

ONLINE • JUNE 2020–PRESENT

Assisted a dozen clients, many of whom have returned multiple times.

New York Cycle Club

NYC, NY • MAY 2021–PRESENT

Designed event identities and helped with administrative work.

AWARDS & FEATURES

- [ADDY Awards](#)
- [ACU Alumni Guest Post](#)
- [The Dieline](#)
- [Fonts In Use](#)
- [AIGA Philadelphia: Exposed Lecture Series](#)
- [Uncharacteristic Characters](#)
- [Font Review Journal](#)
- [AIGA Eye On Design: Inkwell](#)
- [Abstract: The Art of Design. Season 2, episode 6.](#)
- [EDIT Brand Studio Case-study for National Portrait Gallery](#)

CONTACT

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