JORDAN BENNETT

Industrial Design Student

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DESIGN EXPERIENCE

Wentworth Institute of Technology Athletics, Boston, MA
Graphic Designer

September 2026 - PRESENT

- Designed social media graphics and promotional materials for Wentworth Athletics, supporting team events, announcements, and recruitment.
- Created visual content that maintains consistent branding while highlighting student-athletes, teams, and athletic programs.
- Collaborate with athletics staff and teams to develop engaging graphics that communicate information clearly across digital platforms.
- Managed project timelines and organized digital asset deliverables to keep graphics production and releases on schedule.

Accelerate Co-op for Entrepreneurs, Boston, MA
Entrepreneur

May 2026 - July 2026

- Developed Kineo, a wearable recovery solution for athletes experiencing shin splints, applying a human-centered design process.
- Conducted 60+ surveys and 25+ interviews with athletes to identify user needs and validate design opportunities.
- Presented design concepts, market validation, and business strategy to mentors while incorporating feedback into product iterations.

WORK EXPERIENCE

Nike Employee Store, Beaverton, OR
Seasonal Retail Associate

June 2025 - August 2025

- Observed customer behaviors and preferences to recommend products that aligned with individual needs and shopping goals.
- Contributed to visual merchandising and store presentation to create an intuitive, engaging retail experience.
- Adapted quickly to changing customer demands while maintaining high standards of organization, communication, and customer satisfaction.
- Maintained visual merchandising standards and monitored inventory levels to create an intuitive spatial experience for customers.

EDUCATION

Wentworth Institute of Technology, Boston, MA
B.S. in Industrial Design
Graduation: August 2028

LEADERSHIP EXPERIENCE

Track & Field, Wentworth Institute of Technology – NCAA Student Athlete

September 2024 - PRESENT

Vice-President/ Co-Chair, IDSA Student Chapter

October 2026 - PRESENT

Women @ Wentworth Leadership Program, Wentworth Institute of Technology

September 2024 - PRESENT

Student-Athlete Advisory Committee, Wentworth Institute of Technology

September 2024 - PRESENT

Leopard for a Day Class Visit Host, Wentworth Institute of Technology

January 2026 - May 2026

SKILLS

Digital: Adobe Creative Cloud, Microsoft Suite, Rhinoceros, SolidWorks, KeyShot, Fusion 360, Procreate, 3D Printing Software
Analog: Sketching, Marker Rendering, Woodworking, Basic Metal Work, Painting, Sewing, Photography, Ceramics, Modeling

INTERESTS

Sportswear & soft-goods design, fashion and apparel innovation, sports technology, human-centered design, spatial & signage design, crochet and textile craft, music.