

# JAMES JONES

## GRAPHIC DESIGNER

### CONTACT

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### OBJECTIVE

I am a qualified, skilled graphic designer who is incredibly passionate about design, branding and customer experience. I hold a BA (Hons) (2:1) in Graphic Design and I am ACA certified in various Adobe CC apps (Photoshop, Illustrator, InDesign). I design for both digital and print media, and I have a large portfolio demonstrating my abilities. Samples of my past work are attached with more to be found on my website/Instagram.

### WORK EXPERIENCE

#### Graphic Designer

*Bailey & May, March 2015 - date*

In this in-house role I design all graphics for the company both online & offline including: banners for their website and social media, email campaigns, company leaflets and catalogues, magazine ads and newspaper ads, display stands, business stationary and more. I also proactively updated all brand assets as necessary. In addition, I train and mentor a graphic design apprentice.

#### Senior Graphic Designer

*Obi Graphics Ltd, May 2012 - February 2015*

Working for this busy marketing agency, I designed graphics to fulfil client requirements including websites banners, brochures, magazine spreads, landing pages, exhibition stands, booklets and more. All graphics were highly creative while maintaining consistency with the client's brand guidelines. As a senior team member I produced accurate artwork for printers & proofed more junior team members' printers proofs for errors, dealing with minor issues.

#### Junior Graphic Designer

*Design Views Ltd, March 2011 - April 2012*

In this junior role for a small design agency, I produced website graphics and email newsletters for clients. In addition, I produced quality social media content, design for a printed magazine and a wide range of graphics for a client's online coaching platform.

### EDUCATION

#### Masters in Graphic Design (Merit)

*Lincoln University, 2001 - 2002*

#### BA (Hons) Graphic Design (2:1)

*Lincoln University, 1999 - 2001*

#### 4 A Levels

*Lincoln College, 1997 - 1999*

Graphic Design (A), Art (A), Media (A), Maths (A)

### SKILLS

- Strong creative flair, good visual sense and the ability to generate ideas.
- Ability to create high quality, accurate, on time, and on brief creative design assets, fully aligned with brand strategy.
- Proven ability to deliver strong social media "hero" visuals that result in a high return in interactions.
- ACA in Photoshop, InDesign and Illustrator.
- Buckets of creative flair (see attached examples, portfolio and Instagram)
- Creating placement graphics, as well as AOP prints, in a broad range of graphic and hand-painted handwritings.
- Very strong organisational and communication skills.
- Mac literate.
- Basic knowledge of HTML, CSS, Wordpress, Dreamweaver.
- Very confident user of Mailchimp.
- Capable of editing HTML for email campaigns.

## PAST PROJECTS

- Banner adverts
- Magazine/newspaper ads
- Landing pages
- Email campaigns
- Some basic video work
- Leaflets and brochures
- Product catalogues
- Exhibition displays
- ...and much more (see attached & website)

## INTERESTS

- Photography
- Going to the gym
- Playing Badminton
- Creating new origami designs of my own
- Playing computer games
- Travelling
- Volunteering (I produce graphics for several local charities)
- Learning French

## REFERENCES

Available from my current and past roles, on request.

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