

Carlos Jones Senior Designer



cell:

562.665.0953



email:

cjones@cj2graphics.com



website:

cj2graphics.com



linkedin:

carlos-jones-mfa-5324606

A results-driven Creative Executive with extensive experience building creative organizations, teams, processes, in addition to spearheading corporate brand identities, country start-ups, and launches while facilitating daily operations within strict budget requirements. Highly skilled in conceptualizing and overseeing the optimization of elements of typography, illustrations, photography, digital/print ads, social media graphics/videos, logos, websites, web banners, and layouts. Demonstrate in-depth expertise utilizing creativity and innovation to absorb visual trends and deploy the same in fresh and exciting manners. Drive future thinking and translate requirements to actionable and iterative solutions that add customer value and enable the timely accomplishment of business goals

Highlights of Expertise:

- Strategic Management & Planning
- Virtual & Augmented Reality Conceptualization
- Entertainment Channels Launch & Re-Launch
- Stakeholder Engagement & Collaboration
- Continuous Process Improvement
- Social Media Marketing
- Revenue and Costing Excellence
- Advertising, Facebook Ads & Ad Words
- Adobe Creative Suite
- Video & Motion Graphics Production
- Photography & Photo Retouching
- Team Leadership & Development
- Training, Coaching & Mentorship
- Front End Design
- 2D Animation
- UX/UI Design
- Art Direction
- Digital Business Transformation
- Change / Project Management
- Budget / Cost Control
- Presentation Decks
- Targeted Demographics Media

Career Experience:

Salesforce

SENIOR GRAPHIC DESIGNER III (Contract) (Feb 2022 to July 2022)

Strategize and implement creativity for a wide range of Talent Experience (professional development) programs. Responsible for creating work that aligns with our brand guidelines and, at the same time, innovates and pushes the brand forward in exciting ways.

Key Achievements:

- Achieve objectives by inspiring the audience with strategic and impactful visual storytelling
- UX/UI visual design stages from concept to final hand-off to developers
- Design, email, web, print, digital, and experiential creative projects
- Develop and create visual design systems to enable the scaling of programs
- Manage schedules with our project manager to ensure timely artwork release
- Collaborate with creatives and the Employee Success teams to ensure alignment

GameMine

SENIOR CREATIVE DESIGNER (Oct 2017 to Aug 2021)

Responsible for designing graphic content, illustrations, infographics, and web banners, advising and providing thought leadership for engagement, managing graphic designs from conception to delivery, and developing landing pages with 20+ different carriers requirements.

Key Achievements:

- Supported high-quality service delivery to ensure excellent customer experience for clients, including Namco, Nickelodeon, Disney, Viacom, and Inlogic
- Ensured brand consistency throughout various marketing projects and a high level of creativity, innovation, and brand association
- Constructed Instagram and Facebook video clips for different aspect ratios (1:1, 9:16, and 16:9) and produced video spots lasting 15, 30, and 60 seconds
- Oversaw the creation of front-end web design mock-ups and form identities and the review of banner requirements and overall design concepts before final approval

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Experian

SENIOR CREATIVE DESIGNER - Contract (Apr 2017 to Aug 2017)

Facilitated liaison between Marketing and Design teams to ensure deadlines were met while generating fresh concepts and reviewing Junior Designer drafts to ensure quality.

- Held accountability for assembling digital and print collateral of all channels
- Set-up of emails layout designs
- Building of web page displays, generation of magazine ads, updating social media posts, and designing animated banners

Chop Shop (Irvine)

GRAPHIC DESIGNER - Contract (Oct 2016 to Nov 2016)

Collaborated with the Assistant Creative Director for new branding of the client (Boost Mobile) and in generating targeted print ads and static/motion banners to reach a broad audience.

Key Achievements:

- Oversaw all aspects of photo retouching and the recreation of web assets for tablet and mobile devices

Managed Digital

SENIOR GRAPHIC DESIGNER - Contract (Jul 2016 to Oct 2016)

Creating high quality, compelling marketing materials in a variety of media including landing pages, and web banners while upholding Hulu's brand standards.

Key Achievements:

- Construct Web banners for Hulu
- Work with account executives in creating PowerPoint presentation for Carl's Jr.

Huge Inc.

SENIOR GRAPHIC DESIGNER - Contract (June 2016 to July 2016)

Spearheaded high-quality service delivery for clients comprising KB Homes and Viking Cruises, structured Facebook ads and ad words, and guided the fixing of motion graphics banners.

Key Achievements:

- Conceptualized and led the end-to-end implementation of print ads, created presentation decks, and guided retouching of photos for all assets
- Structured Facebook Ads, Ad Words and Motion Graphics Banners
- Developed Print Ads from beginning design to final output to printers

JWT Inside

SENIOR GRAPHIC DESIGNER - Contract (Oct. 2015 - April 2016)

Assisted the Creative Director and department Art Director's in branding of UCLA Medical Health. Generated new branding elements, marketing material, web elements and print. Stayed on calendar and under budget throughout the contract.

Key Achievements:

- Composed Web Banners including any and all social media design assets
- Layout printed banners including the production for print ready to the printers
- Production for video assets to rendering thru Premier and After Effects

MuteSix

Art Director | Marketing Asst. (Oct. 2014 - Oc 2015)

Head of the creative department, designing Facebook's ads. Constant communication with our marketing department and our clients. Executed in designing landing page, and email blast. Designing interactive solutions that meet or exceed strategic objectives and lastly, photo retouching and enhancements.

Key Achievements:

- Working in Facebook's Ads
- Executing in designing landing page, long sales form and email blast
- Redesign concepts to different size banners and layouts
- Create Static/Motion Banners for LinkedIn and Google Ad Words
- Collaborate with marketing managers, copywriters, and clients
- Interactive design across multiple modern platforms - web, mobile, and tablet.
- Photo retouching and enhancements
- Provide and match high-quality standards on creative and presentation deliverables
- Keeping under the clients budget
- Participate in brainstorms, creative ideation and concept development
- Research and share contemporary trends in graphic design

Additional Experience:

Sr. Graphic Designer – Freelance (2013 to 2013) • Geared Advertising - Clients: Fatburger, Appfels, Canvas Cuts, Blaze Pizza

Sr. Digital Designer (2007 to 2010) • Vanguard Cinema - Clients: Hulu, Netflix, Vudu, Xbox, FilmOn

Art Director (2006 to 2007) • Hauser Advertising - Clients: Magnolia Pictures, Bella Terra, Paramount Pictures, Disney Home Entertainment

Junior Art Director (2003 to 2005) • Trailer Park (Creative Domain) - Client: Warner Bros

Graphic Designer (2000 to 2003) • Seiniger Advertising - Clients: Lions Gate, Paramount Pictures, Universal Pictures, Disney

Further Experience and References upon Request

Education & Credentials

Full Sail University, Florida, Nov 2021

Master's Degree in Media Design - Magna Cum Laude

Art Institute of California, Orange County, Mar 2013

Bachelor of Science in Advertising - Cum Laude

F.I.D.M - Fashion Institute, Los Angeles

Associate of Arts in Graphic Design

Technical Proficiency: Microsoft Office (Word, Excel, Outlook, PowerPoint); Photoshop Illustrator; InDesign; After Effects; Bridge; Premiere; Audition; Media Encoder; Final Cut Pro; Keynote; Adobe XD; Figma, HTML; CSS; Slack; Trello; Asana.