

Carlos V. Jones

Sr. Creative Designer

CAREER EXPERIENCE

CREATIVE DIRECTOR; GRAPHICS/VIDEO PRODUCER

Instaboost Media Inc.
Costa Mesa, CA

- Lead the Growth Marketing team in the implementation of dominant ad campaigns across various channels
- Transformed clientele media strategy by creating compelling content resulting in minimum of 35% increase in sales for clientele within a year's time
- Coordinated strategic partnerships with social media, creating attention-grabbing content
- Mentored interns, fostering a collaborative and innovative environment beyond design responsibilities
- Excelled in video editing, setting high standards for marketing deliverables, identifying process improvements, and staying ahead of video marketing trends while composing video by using Premier and After Effects

SR. GRAPHIC DESIGNER

Salesforce
San Francisco, CA

- Utilized XD/Figma for web and UI design, incorporating consumer research, usability testing, and prototyping
- Inspired audiences through impactful visual storytelling, consistently exceeding client expectations
- Conceived and designed diverse projects including email campaigns, web assets, print materials, digital media, and experiential marketing initiatives

SR. CREATIVE DESIGNER

GameMine
Santa Monica, CA

- Formulated processes for junior staff to include user experience (UX) best practices, interactive design principles, and information architecture in their day-to-day responsibilities
- Supervised staff of junior graphic designers in the creation of front-end web design and mock-ups
- Standardized brand consistency across diverse marketing projects, emphasizing creativity, innovation, and strong brand association
- Crafted video clips in various lengths for Instagram and Facebook utilizing different aspect ratios

HIGHLIGHTS OF EXPERTISE

Adobe Creative Suite
Strategic Management
& Planning
Stakeholder Engagement
& Collaboration
Continuous Improvement
Social Media Marketing
Video
Motion Graphics
Photography
Photo Retouching
Team Leadership Training
Coaching & Mentorship
Front End Design
2D Animation
UX/UI Design
Art Direction
Project Management
Budget / Cost Control
Presentation Decks
Targeted Demographics

SOFTWARE KNOWLEDGE

Photoshop
Illustrator
InDesign
After Effects
Lightroom
Bridge
Premiere
Audition
Media Encode
Keynote
Adobe XD
Figma
Microsoft Office
PowerPoint
Google Slides
Slack
Trello
Asana

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SR. GRAPHIC DESIGNER

Experian

Costa Mesa, Ca.

- Reimagined company's visual identity utilizing web, print and social media campaigns to double audience engagement within six months
- Expertly crafted visually appealing email marketing campaigns resulting in upsell of current customer subscription plans
- Created informational presentation decks for potential clientele

SR. GRAPHIC DESIGNER

Huge Inc.

Los Angeles, Ca.

- Conceptualized and led end-to-end implementation of print ads, created presentation decks, and guided retouching of photos for all assets
- Created Facebook ads and motion graphics banners having researched appropriate search terms in advance
- Developed print materials from initial design through print-ready output

ART DIRECTOR - DESIGNER- MARKETING ASSISTANT

MuteSix

Beverly Hills, Ca

- Developed design elements and layout ideas for variety of online needs
- Redesigned existing concepts to meet production requirements of various size banners and layouts
- Transformed low quality images via photo retouching and enhancements
- Developed innovative ad campaigns while monitoring expenses to stay within clients' budgets
- Participated in brainstorming sessions presenting creative ideas, which ultimately lead to final concept development

*** for more work history please see my
Linkedin account

EDUCATION

Master's Degree in Media Design

- Magna Cum Laude
Full Sail University
Florida

Bachelor of Science in Advertising

- Cum Laude
Art Institute of California
Orange County

Associate of Arts in Graphic Design

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