

PROFESSIONAL SUMMARY

Senior Marketing Designer and Creative Director with 20+ years of experience delivering brand, digital, and UX-driven design across agency, enterprise, and startup environments. Known for owning creative from concept through launch, leading multi-channel campaigns, and translating business goals into clear, effective visual solutions. Experienced working directly with leadership, managing multiple brands at once, and producing work that balances strategy, creativity, and real-world results.

PROFESSIONAL EXPERIENCE

Senior Marketing Designer (Contract)

BAM! Marketing & PR Agency — Orange County, CA

May 2022 – Present

- Serve as Creative Director and primary creative lead for multiple client brands, owning visual identity, messaging, and digital execution from concept through launch.
- Lead discovery and strategic planning with clients and stakeholders to define business goals, target audiences, and positioning before translating strategy into design.
- Design and produce pitch decks for existing clients and new business pursuits, helping communicate brand value and growth opportunities.
- Plan, design, and build client websites across Wix, HubSpot, Elementor, Webflow, and staging environments, supporting ecommerce, lead-generation, and brand-driven marketing sites, with a focus on modern UI, usability, and conversion.
- Lead website layout, structure, and messaging hierarchy, including headlines, page flow, imagery, and calls-to-action.
- Refresh and rebrand client marketing materials and websites with updated copy, visuals, and design systems to ensure consistency across digital, print, and social channels.
- Partner closely with clients to assess ongoing needs, manage priorities, and deliver creative solutions aligned with their target markets.

Creative Director

Instabooost Media Inc. — Costa Mesa, CA

Oct 2022 – Dec 2023

- Led creative strategy and execution for branding, advertising, and digital marketing initiatives across multiple client accounts.
- Oversaw production of websites, landing pages, marketing graphics, video assets, and multimedia content.
- Collaborated with marketing, product, and content teams to ensure creative aligned with campaign goals and performance metrics throughout execution.
- Supported an estimated 30% improvement in overall campaign effectiveness.
- Managed multiple projects simultaneously while maintaining consistency, quality, and deadlines.

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Website:

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CarlosJones-Designer

• SKILLS

Design & Creative:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
Figma, Firefly, After Effects
Brand Identity & Visual Systems
UX/UI Design & Front-End Design
Motion Graphics & Digital Illustration

Leadership & Strategy:

Creative Direction
Project & Campaign Management
Stakeholder Collaboration
Budget & Timeline Management
Marketing Strategy Support

Tools and Platforms:

WordPress, Wix
Keynote, PowerPoint,
Google Slides
Slack, Trello, Asana

Carlos V. Jones

Creative Director

GameMine — Santa Monica, CA

Oct 2017 – Aug 2021

- Directed creative for marketing and brand initiatives supporting a fast-growing mobile gaming platform.
- Developed and maintained brand guidelines to ensure consistency across digital marketing, social media, and promotional materials.
- Worked closely with marketing, product, and leadership teams to translate business objectives into clear creative direction.
- Introduced improved workflows and design tools, reducing turnaround time and improving team efficiency.
- Oversaw multiple campaigns and ongoing design needs while maintaining brand cohesion.

Senior Graphic Designer (Contract)

Experian — Costa Mesa, CA

Apr 2017 – Aug 2017

- Designed digital marketing and web assets supporting consumer-facing campaigns.
- Collaborated with internal teams to maintain brand consistency and support campaign execution.
- Contributed to increased site engagement and overall marketing performance.

Senior Graphic Designer (Contract)

Huge Inc. — Los Angeles, CA

Jun 2016 – Aug 2016

- Produced digital campaign assets and visual systems for enterprise-level clients.
- Supported high-visibility marketing initiatives within a fast-paced agency environment.

Art Director / Marketing Assistant

MuteSix — Beverly Hills, CA

Oct 2014 – Nov 2015

- Conceptualized and executed creative for performance-driven digital marketing campaigns.
- Designed assets supporting increased sales and audience engagement.
- Refined creative direction based on campaign performance data.

Additional Experience:

Innocean USA — Design Intern

Vanguard Cinema — Senior Digital Artist

Hauser Advertising — Art Director

Trailer Park Group — Junior Art Director

Seiniger Advertising — Graphic Designer

The Cimarron Group — Graphic Production Artist

EDUCATION:

Master's Degree: Media Design

- Magna Cum Laude
Full Sail University - Florida

Bachelor of Science: Advertising

- Cum Laude
Art Institute of California
- Orange County, Ca.

Associate of Arts: Graphic Design

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