MICHAEL JONES

PROFIL

Versatile and award-winning senior-level Graphic Designer with 20+ years of experience in developing and executing successful marketing campaigns, print and branding campaigns and social media campaigns. Successfully thrives in deadline-driven settings. Seeks to help mentor and train junior designers to improve their design skills and productivity. Exceptional skills in collaborating with cross-functional teams, managing high-profile projects and maintaining strong relationships with key clients.

EDUCATION

Campbell University // Buies Creek, NC // 2001 BA, Graphic Design & Advertising

AWARDS

ADDY Silver Award // 2004

UNC Pembroke Gene Locklear Brochure

ADDY Silver Award // 2005

Public Works Commission (PWC) 100th Anniversary Campaign

ADDY Silver Award // 2006

Fayetteville Area Convention and Visitors Bureau Folder

PIAG Print Award of Excellence // 2022

SOCCER.COM Holiday Catalog

NOTABLE CLIENTS

SOCCER.COM

YMCA

Applebee's Restaurants

Duke University Hospital

Goodyear Tire

UNC Pembroke

ESAB Welding

Artsplosure

PS International LTD

Subway Restaurants

Martin Marietta Center for

the Performing Arts

Tri Vantage

REFERENCES

Wes Flanary // Creative Services Director // Sports Endeavors wflanary@sportsendeavors.com

Luis Correndor // Lead Designer // Stillmark Studio I.corredor@me.com

Carlos Rodriguez // Graphic Designer // OFM, LLC crodror@gmail.com

VOLUNTEERING

Mebane Youth Soccer Association // Coach // 2007 - 2022

Orange County Park & Recreation // Coach // 2008 - 2018

Upward Basketball // Coach // 2013 - Present

Hillsborough Christian Academy // Art Teacher // 2024 - Present

JANUARY 2015 - PRESENT

EMPLOYMENT HISTORY

SPORTS ENDEAVORS, INC, HILLSBOROUGH, NC / SENIOR GRAPHIC DESIGNER

- Develop both print and digital marketing collaterals for in-house e-commerce brands.
- · Develop and maintain style guides and brand guidelines, resulting in increase design consistency and brand recognition.
- Collaboration with photographers to provide art direction on photo shoots as well as post-production retouching.
- · Mentor and train junior designers, in order to increase productivity and improve the quality of their work.

JANUARY 2007 - PRESENT DARK HORSE DESIGN COMPANY, HILLSBOROUGH, NC / FREELANCE DESIGNER

Since 2007, I have operated a freelance design company where I have had the opportunity to develop projects for clients such as the YMCA, UNC at Pembroke, Artsplosure, Duke University Hospital and SOCCER.COM..

- Developed marketing collaterals for both print and digital mediums.
- Developed creative concepts for client branding campaigns that included logo creation, style guides and brand guidelines.
- Collaboration with photographers to provide art direction on photo shoots as well as post-production retouching.
- · Collaboration with clients to create new website collaterals & designs

JANUARY 2006 - OCTOBER 2006 IMPLUS FOOTCARE LLC, MORRISVILLE, NC / SENIOR GRAPHIC DESIGNER

- Conceptualized and developed package designs for both in-house and partner brands that were impactful in their design while also cost-effective.
- · Collaboration with sale associates on sales collaterals and trade show signage.
- Developed quarterly print catalogs for top in-house brands

MAY 2004 - DECEMBER 2005 HODGES ASSOCIATES, FAYETTEVILLE, NC / JUNIOR ART DIRECTOR

• Developed and executed award-winning print collaterals and campaigns for local and regional clients.

- Collaboration with senior art director on client brand development.
- Collaboration with photographers to provide art direction on photo shoots.
- Developed and maintained relationships with key clients.

AUGUST 2001 - MAY 2004 SUMMARY OF POST-COLLEGE EMPLOYMENT

Upon graduating from Campbell University, I was employed as a graphic designer with several notable advertising agencies in the Raleigh-Durham metro area. During my employment, I gained valuable knowledge concerning brand development, team collaboration, print production and client relationship management. Some key proficiencies acquired during this time:

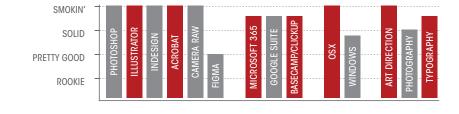
Developed successful print advertising for major clients such as Goodyear Tire and Subway Restaurants.

- · Collaborated with designers and copywriters to create visually stunning point of purchase collaterals and displays.
- Creative strategy development
- Creative concept development
- Brand identity creation
- Visual design standards
- Design process improvement
- Website design

SKILLS & COMPETENCIES

- Digital asset design and production
- Print advertising design
- Presentation and storyboard design
- Team leadership and mentoring
- Collaboration with cross-functional teams
- Graphic design software proficiency (Adobe Creative Suite)

- Package concepts and design
- User experience design (UED)
- Typography and layout skills
- Photography and art direction
- Press check experience
- Presentation and communication skills
- Project management and organization Time management and prioritization
- Client relationship management
- Budget management
- Adaptability and flexibility
- Attention to detail
- Problem-solving and critical thinking



CONTACT INFO

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