

MICHAEL JONES

SR. DESIGNER / FREELANCE DESIGNER

PROFILE

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	Subway Restaurants
YMCA	Applebee's Restaurants
Duke University Hospital	Goodyear Tire
UNC Pembroke	ESAB Welding
Artsposure	PS International LTD
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**
l.correndor@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**

CONTACT INFO

ADDRESS: 1017 Westridge Road, Rougemont, NC 27572
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LINKEDIN: www.linkedin.com/in/darkhorsesdesignnc

EMPLOYMENT HISTORY

JANUARY 2015 - PRESENT
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, Artsposure, 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.

SKILLS & COMPETENCIES

- Creative strategy development
- Creative concept development
- Brand identity creation
- Visual design standards
- Design process improvement
- Website design
- 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



For more information on who I am and what I've done, please visit:
www.darkhorsesdesign.co