



# About Me

Contact Details: Anthony Jones / 07834376980 / [hello@anthonyjones.biz](mailto:hello@anthonyjones.biz) / [www.anthonyjones.biz](http://www.anthonyjones.biz)

I have worked as a designer, producer, art director and a creative leader exclusively in the digital arena for over eleven years as part of top UK-based agencies.

Working in multi-disciplined and specialist agencies alike I have experience across the gamut of branding, design & marketing disciplines.

## ABSTRACT

Currently I work for Marketecture as the Head of Creative.

In this role I act as Lead Creative across all media, art directing and guiding the entire creative team alongside the Creative Director.

I also maintain specialist and direct control over all interactive Design, Creative, Strategy and Development within Marketecture.

As head of strong, multi-disciplined creative and development departments this role encompasses team & line management, operations, creative direction, strategy, art direction, process and I still chip in with design and production where I can to keep my hands dirty.

Before this I had worked in and through many incarnations of the Manchester TBWA\ network under; BDH\TBWA, Digerati\, Tequila Manchester and of course TBWA\ Manchester where, as the Creative Head of Digital, I achieved some awards for both mine, and my team's creative work on behalf of global B2C top-100 brands.

I cut my creative teeth practicing graphic design & creative communication for a period of 7 years before I decided to specialize in interactive design. Since 2002 I have been responsible for overseeing the creative output of interactive teams employing a hands-on approach and encouraging constant refinement of communication, design principles, usability and creativity across the gamut of digital channels.

I believe that to it is fundamental to understand the technicalities of the medium to create effective communication. As a result, I maintain a high technical knowledge and ability, comfortably creating web applications

and communication which are to best practice, standards compliant using the latest technologies & techniques as well as rich, immersive Flash pieces.

I also enjoy an active life out of work hours practicing martial arts, Scuba diving & photography, although rarely at the same time.

I enjoy playing with my twin son & daughter and my myriad of games consoles. When I find time away from these vices, I also play guitar and write music.

### Specialities

Creative Direction, Design, creative concepts & idea generation, Social Media, brand development, through-the-line thinking, planning, strategy, management, process, creativity, typography, Semiotics, Internet Advertising, Social Media, e-commerce, e-CRM, User Experience, information architecture, Accessibility, HTML, CSS, JavaScript, ActionScript, PHP, B2C, B2B

## AWARDS

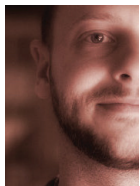
- 2009 Roses award for best website as Art Director – ghd global brand website [www.ghdhair.com](http://www.ghdhair.com)
- 2009 Big Chip Awards nominee under best website as Art Director
- 2009 Cannes Awards nominee under best website as Art Director
- 2009 IPA effectiveness award under best e-commerce website as Art Director

- Multiple Webby Award Honours
- Multiple website reviews in Web Designer Magazine
- Multiple appearances in The Drum Advertising Magazine

## SKILLS AND ABILITIES

### Knowledge

- Fully conversant in design fundamentals such as; Layout, Typography, Hierarchy, Semiotics, Grid Systems e.t.c
- Commercial knowledge of print design, repro', printing techniques & technologies
- Well versed in delivering across many media, including 3D, video and motion graphics.
- Fully capable using all major computer platforms and standard ubiquitous software packages
- Expertly versed in contemporary online/interactive technologies, practices, standards and methodologies
- A practicing knowledge and understanding of the benefits, roles and opportunities though social media marketing
- Interactive Evangelist versed in the psychologies of interaction and the effectiveness of simplicity and creativity
- Highly competent in areas of brand thinking, creative planning and strategy
- High level of experience in Creative & Art Direction, team leading, creative briefing, creative facilitation and people management



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## Technical Skillset

- Print software: Illustrator, Photoshop, Quark Xpress, InDesign, Acrobat
- Web software / technologies: Dreamweaver, Flash, Fireworks, XHTML, JavaScript, PHP, Actionscript, AJAX, MySQL, Web Standards & Accessibility
- Video Software: After Effects, Final Cut Studio Pro, DVD Studio Pro, Premier
- Other software: Cinema 4D, Pro Tools, Cleaner, FontLab Studio, Keynote, Microsoft Office suite

## PAST CLIENTS & BRANDS

AKZO Nobel, ghd, RAC, MBNA, Umbro, Royal Bank of Scotland, BP, Bupa, Brother UK & Europe, The Co-operative, EA Games, OTTO Group, Extreme, Natwest, TalkSport, Michelin, Morrisons, Nissan, Barclaycard, Redrow Homes, CITI Financial Europe, Confetti, Cafe Met, Chicago Town Pizza, Pataks, Imperia Leather, Original Source, Morning Fresh, Freemans, Grattan, Kaleidoscope, Look Again, Solvite, Kasp, Avit Tools, UniBond Loctite, Pritt, Likeaballs, Money Expert, TalkTalk, Westland, Wickes, Tizer, ATS, Crown, Focus DIY, Hoover, LG, Morphy Richards, Warburtons.

## CAREER

### Full Time

- BDH\TBWA: Interactive Designer (2000-2003)
- Digerati: Creative Manager/Graphic & Interactive Designer (2003-2006)
- Tequila\ Manchester: Creative Manager/Graphic & Interactive Designer (2006-2007)
- TBWA\ : Creative Partner - Digital (2007-2008)
- TBWA\ Manchester: Creative Guardian – Digital (2008-Present)
- Consultant Digital Creative/Art Direction & Strategy (2009-Present)

### Freelance

- Corporem Global
- Splinter Design
- The Raft

### Short-Term Placements

- Non-Conform Design
- Splinter Design

## EDUCATION & QUALIFICATIONS

### Undergraduate

- BA (HONS) in Graphic Design

### College

- HND in Graphics Design
- HNC in Computer Aided Design
- BTEC ND In Graphic Design

### GCSE (Grades C and above)

Graphic Design, Design & Communication, German, English Language, English Literature, Maths, History, Chemistry