



Gerrard Jones

Seniorcreative

Conceptual Art Direction | Design | UX/UI Web Creation | Illustration-Digital & Traditional | Visualisation

Personal Information

Nationality:

Status: Married

Telephone: 07774 216 004

Overview

I am an all round creative with over 20 years experience in the industry. As an art director with a vast amount of experience covering ideas, conceptual design and visualization for print and digital media, and have worked on many successful campaigns and winning pitches. I work very well with clients, consultants, strategists and designers. And worked directly with many clients abroad.

Having started in the industry as a printer I have developed an extensive knowledge of all aspects of print and the web through to finished article. This experience and knowledge has enabled me to develop a great understand and vision whilst creating various projects and campaigns.

Some of my key technical strengths being typography, and the ability to scamp, visualize and illustrate traditionally by hand or digitally using various software, with Illustrator and Photoshop being particular strong application tools of mine. Previous projects include POS, advertising, branding, packaging, brochures and direct mail, for such brand names as: Comfort, Typhoo, Dixons, Comic Relief and Mercedes Benz.

In terms of the digital media, I have been involved in the art direction of various new media projects, conceptualising frontend, UX/UI designs storyboarding for responsive designs from initial concept right through to producing PSD/HTML artworked documents for direct mail campaigns. I have a basic understanding of html code.

Previous projects include:- brand development, online promotional emails, marketing, integrated campaigns, pitch development, including pitch wins for Leo Pharmaceutical, Teva, Coca Cola - Fanta campaign, Roll-Royce and John Lewis Finance.

I enjoy the challenges of large conceptual projects which I am able to take from the ideas stage through to finish artwork, strategising with both internal and external stakeholders and liaising with various external production resources such as freelancers, printers and manufacturers when needed.

Specialties: Packaging design and brand development, design for print, digital design and digital marketing campaigns, marketing emails, animated web banners, advertising, corporate literature, brochures, magazine layout or large format graphics.

I have a lively and positive attitude, and take an enormous amount of pride in my work. I am adaptable and have a professional approach with very good communication skills, which enables me to liaise easily with all levels of the creative and productions teams.

Employment History | Freelance 1998 - To date

Working for clients such as:

John Lewis Finance, PharmiWeb Solution, B&Q, Havas Health, Havas Sports & Entertainment, Grassroots, Pepsico, Hertz Uk, Socrates, Warl, Start Creative, Inferno-Group, Landor, SBC Warburg, Mattel, Dyson, Camerlot, Williamslea, Hasbro, Thirst Design & Marketing, Safeway Plc, Indola Swarchkoff Henkel, Graphique, Early Learning Centre, Birdman (Production Response), Claydon Healy, Anderson And Lembke, Payne Stacey, Rodney Fitch, Dialogue Marketing, The Bank, KSDP (UK) Limited, CRC, Purple Creative, Tynan Darcy, Joshua, Conde Nast Publications, Debenhams Plc AA (Automobile Association, Mars Confectionary, Clarke Cooper, Equant, HPS Group, Golley Slater Direct, CooneyBains, Zurich Financial Services, Bullet Marketing, Jack Morton Worldwide, Pubicis Dialog, TAG/Comma-Publics, Fitch (London), Camerlot, WHSmith, Purple Creative and Dixons Store Group.

Interest and hobbies

My interest and hobbies include:- Painting, Photography and Reading.

Software:- Mac & PC,

Adobe CC Photoshop, Illustrator, InDesign and Acrobat Professional. Sketch, Freehand, Dreamweaver, Flash and QuarkXpress and much more.