



# Gerrard Jones

## Seniorcreative

Conceptual Art Direction | Design | Illustration-Digital & Traditional | Visualisation

### Personal Information

**Nationality:**

**Status:** Married

**Telephone:** 07774 216 004

### Overview

I am a all-round senior creative with over 20 years experience in the industry. My experience is vast and encompasses Creative direction, Art direction, Strategic conceptual design through to artwork, illustration and visualisation.

Having started in the industry as a printer, Then acquiring my BA Hons degree in graphic design and communications I entered the studio, where with my artistic and illustrative skills developed into all things print. One of my key strengths lie within Conceptual design, layout and typography.

I've spent vast periods of my career involved in developing strategic ideas and brand activation for B2B,B2C, Pharma, FMCG, tobacco and childrens packaging, among others, as an Art director/designer.

I'm able to visualise and scamp using traditional methods (good old fashion pen and paper!) and digitally using a variety of software, Illustrator and Photoshop being particular strong points of mine.

**Previous projects include:-** brand development, POS, packaging, brochures, sales promotional material, 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 NastPublications, 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.