







MIKE JONES

CREATIVE AND ART DIRECTION

INFO

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EDUCATION

Portfolio Center
Atlanta, GA / January 2005
Certification from the
Art Direction and Design Program

University of Louisiana
Lafayette, LA / May 2002
B.A. in Liberal Arts with
an advertising focus

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- SketchUp
- Figma

EXPERIENCE

Freelance / Mike Jones Design
St. Joseph, MI / January 2019–Present
Freelance and contract work for companies including Aisle Rocket Studios and Newell Brands.

Associate Creative Director / Aisle Rocket Studios
St. Joseph, MI / June 2014–December 2018
Led and managed a team of designers working on Whirlpool brand's Every day, care® campaign, the re-branding of Gladiator products, and a global merchandising guide for KitchenAid brand's small appliance line. Strategized, conceptualized and created point-of-purchase materials, sales associate support materials, packaging, product information videos and new product photography. Worked closely with retailers and vendors on merchandising displays and product endcaps. Explored and implemented cost-saving solutions for prominent in-store brand experiences.

Senior Art Director / Aisle Rocket Studios
St. Joseph, MI / May 2013–June 2014
Organized and created sales training materials for Whirlpool, Maytag, Amana and KitchenAid brands to help store associates better understand new products on their sales floor. Worked with managers at Whirlpool Corporation to implement marketing methods based on new product features to increase Whirlpool brand sales to in-store shoppers.

Art Director / Finelight Strategic Marketing
Bloomington, IN / July 2008–January 2013
Created targeted brand and brand-direct advertising campaigns for a variety of clients and markets. Acted as lead art director on marketing campaigns, utilizing print advertising, direct mail, outdoor, television and web. Art directed photo and television shoots while collaborating with directors, producers and photographers. Conceptualized and brought to life campaigns for clients such as Herff Jones, Indiana University Varsity Club, Peoples Health, Visiting Nurse Service of New York, St. Francis Hospital & Health System and the University of Illinois Electrical and Computer Engineering Department.

Associate Art Director / Finelight Strategic Marketing
Bloomington, IN / July 2007–July 2008
Supported senior staff members in executing marketing campaigns from concept to completion. Assembled project mock-ups and presentation materials. Served as associate art director on the Covenant Health System, St. Francis Hospital & Health System, Universal American and Metropolitan Jewish Health System accounts.

Graphic Designer / Lamar Graphics
Baton Rouge, LA / February 2006–June 2007
Concepted and designed outdoor advertising for clients throughout the United States. Designed a wide array of outdoor media, including traditional outdoor, LED outdoor, transit shelters and bus wraps.