

## Jonathan Davies

CONCEPTUAL CREATIVE THINKER

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### AREAS OF EXPERTISE

– Art direction – Graphic design – Branding – Brand identities – Typography – Advertising campaign concepts – Digital design, web and app design – Creative direction of photography shoots – Design layout – Promotional materials – Packaging – Environmental graphics and Signage

### SKILLS AND PERSONAL QUALITIES

– Excellent color sense – Very motivated and well organised– Great attention to detail – Working with copywriters on advertising campaigns – Reviewing work to ensure high quality – Excelling in a fast-driven environment – Building strong client relationships – Excellent interpersonal & communication skills – Works well as part of a team, or by myself – Works to the highest standards under pressure – Working within strict budgets – Working on multiple projects at a time – Thorough understanding of printing techniques.

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### WORK EXPERIENCE

#### CREATIVE DIRECTOR – PJD

*Chicago 2017–2023*

Leading and managing a staff of 6, comprising of art directors and designers; giving design direction, allocating work, providing design and branding leadership across all marketing and communication mediums. Working on a multitude of projects comprising of brand identities, branding, print design, web site design, and advertising: Avison Young, EGI, CF Industries, Jones Lang LaSalle, William Blair, and Northern Trust.

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#### SENIOR LEAD CREATIVE (Contract)

**Wells Fargo in-house agency, Hamell U.K., Hornblower, various clients**  
*San Francisco 2015–2017*

Creative lead for the launch of the Rx ‘Maloff Protect’ (Glenmark), designed all the elements for the launch, consisting of brand identity, brand guidelines, App design style, info graphics and packaging.

Designer and brand consultant for Hornblower Cruises, brand and design direction, refined their original branding and brand guidelines. Designed solutions for Novartis and TD Bank including, print, branding, advertising campaigns.

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#### SENIOR LEAD CREATIVE (Contract)

**DDB Health, DDB Worldwide, FCB, Ogilvy & Mather, G.S.W Advertising, Juice Advertising, Wechsler, Addison Design**

*New York City, 2010–2015*

Worked on numerous projects including the launch of the Rx ‘Stratafix’ (Ethicon). I developed the brand identity, brand guidelines, packaging, print materials, advertising, booth design, photography shoots and other promotional materials for the successful launch of ‘Stratafix’.

Developed print design, brand identities, web sites, interactive PDF projects from brief to delivery for Peroni, IBM, Pimco, Pepsico, Simponi, GSK, Pfizer, Schering-Plough, Amegen, Bayer, MSD, Roche, Phillips, LPL Financial, Ariel, Forward, Regent Atlantic, US Trust, Loeb & Loeb and Axinn.

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#### SENIOR LEAD CREATIVE – DDB Remedy

*London, U.K. 2007–2010*

Lead creative at a London advertising agency specialising in pharmaceutical advertising and design. I was the creative lead for the brand launch of the ‘Simponi’ Rx, designed all the elements for the launch.

Generated ideas on numerous design projects for some of the largest pharmaceutical companies; Bayer, MSD, Roche, GSK, Pfizer, Johnson & Johnson

### PROFILE

Dedicated, hands-on conceptual creative thinker with over twenty five years’ design and art direction experience. I’ve worked for some of the world’s most recognized agencies in London, New York City, Chicago and San Francisco. My expertise is vast and broad, and can be brought to life across multiple formats, whether it’s branding, print design, advertising, digital design. I’m a passionate, big thinker who can inject highly creative and fresh ideas into any project.

### SOFTWARE

*All with expertise – InDesign – Photoshop – Illustrator*

– Adobe Rush – PowerPoint

*High understanding – CSS – HTML.* I fully understand the design process involved in designing for UX platforms.

### QUALIFICATIONS

– **BA (Honours) Degree - Graphic Design**, South London College of Art - London

– **Higher National Diploma - Specialized course in Typography**, Stafford University - Stafford

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#### SENIOR LEAD CREATIVE (Contract)

**LIDA M&C Saatchi, Maher Bird Associates, Inovus, Limehouse**

*–London U.K. 2006–2007*

Worked on numerous projects including branding, packaging, print materials for Mini, Bacardi, Medway Council, London, RBS Bank, NatWest Bank, Get Go.

Other responsibilities included art directing designers’ work, art direction of photography shoots, conceiving with copywriters for advertising campaigns, concept ideas for corporate videos, animations and exhibition design.

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#### LEAD CREATIVE – ACC Saatchi & Saatchi

*Bermuda, 2006*

Creative lead creating the new brand identity and brand style for BMA Bermuda Bank.

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#### SENIOR ART DIRECTOR (Contract)

**A&NG Creative, McCann Healthcare, Propaganda,**

*U.K. 2002–2006*

Designed logos, branding, advertising and print materials and other design work usually associated with a design/advertising agency, for Countryside Properties, Hard Rock Cafe, 20th Century Fox, Frankie & Bennys, GSK, Pfizer.

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#### SENIOR ART DIRECTOR – Airplay

*Manchester, U.K. 2000–2002*

A UK based design and video production company. I was tasked with developing their first ever creative studio. In just three months I successfully set up a creative studio which consisted of a staff of 7.

Overseeing and designing brand identities, design materials and conceiving storyboard ideas for promotional and company films for Levi’s, all:sports, Umbro and Mitre.

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#### DESIGNER/ART DIRECTOR – Paver Design

*Liverpool, U.K. 1995–2000*

Designed brand identities, branding, promotional literature, POS material, direct mail, billboards, ad shells, bus sides, web sites, web banners, packaging. Clients included DLR, Littlewoods, Typetalk, NWDA, BT, Everton FC, Liverpool University, Mersey Partnership.

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### INTERESTS

Football, travel, cinema, mountain biking, music, gigs, and socialising with friends.

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