

CONCEPT DRIVEN DESIGN

CONNECTION & FUNCTIONALITY

Creatively addressing User and Client needs



25

YEARS OF
DIGITAL EXPERIENCE



ANGELO JONES

A CREATIVITY

Creative Director | Designer | AI Engineer | Branding | UX / UI | Developer
Print | Campaigns | Broadcast | Animator

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WELCOME

ABOUT



As an award-winning creative with a proven record of driving business for diverse industries I have a passion for creating keenly focused and uniquely creative messages. I provide concept driven design that immediately attracts interactions and responses.

I am skilled and experienced in delivering high-impact solutions, beginning with research and the development of creative concepts. My catalogue of successful projects demonstrates my skills in strategic management and includes digital and print campaigns, UX/UI executions, branding exercises, AI implementation, as well as

broadcast and animation work I have directed, managed, designed, developed and delivered a broad range of multi-platform projects, covering all aspects of the digital, print and broadcast media industries.

By utilising a flexible and versatile skill set in these industries, while adhering to the fundamental principles of design, development and implementation, I have delivered high quality solutions, either independently or collaboratively, for the last 25 years.



SKILLS

25

YEARS OF
DIGITAL EXPERIENCE

Creative Direction

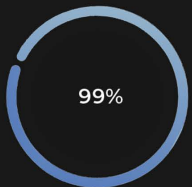
99%

Digital & Print Design

99%

UX / UI Design

99%



AI Engineer



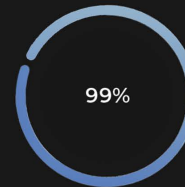
Branding



Developer



Campaigns



Broadcast

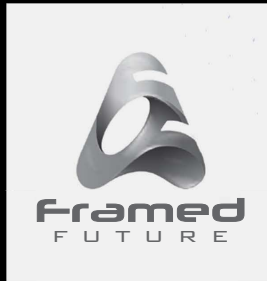


Animation

CLIENTS



LOGO VARIATIONS



COLOUR PALETTE



ORANGE 100%

RGB 179, 87, 0
CMYK 23, 73, 0, 100, 12
HEX B35700



BLACK

RGB 60, 72, 88
CMYK 78, 65, 47, 33
HEX 3C4858



GREY

RGB 104, 105, 107
CMYK 60, 51, 49, 18
HEX 68696B



WHITE

RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX FFFFFFFF

CASE STUDY : 01

Framed Future | Architects

Framed Future is a team of accomplished architects providing professional services to individuals, developers and businesses alike.

They deliver innovative, sustainable and compelling designs that shape the future. Their expertise spans residential and commercial spaces, and architectural interiors that impress and influence the future of design.

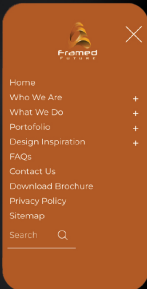
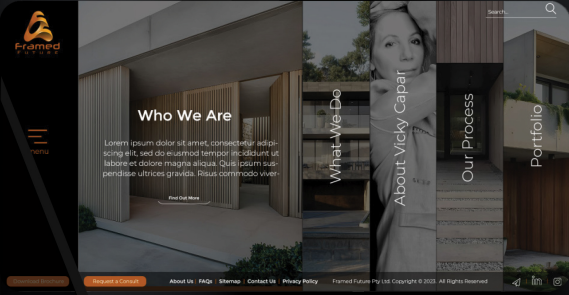
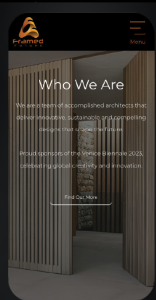
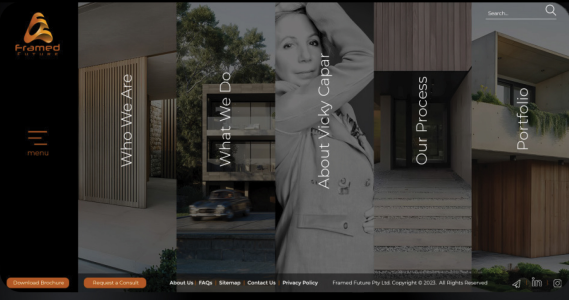
Concept Driven Design

- Research & Design Strategy of Branding
- Development of Branding & Style Guide
- UX / UI Design of Website
- Development of Website
- Off & On Page SEO

LAPTOP / DESKTOP

MOBILE

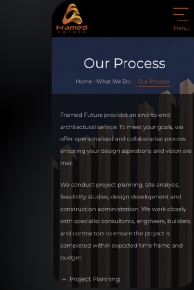
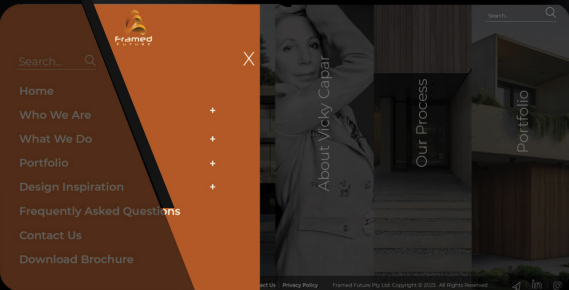
LOGO



WEBSITE

 <https://framedfuture.com.au/>

BUSINESS CARD



EMAIL SIGNATURE



09

 A CREATIVITY

 angelojones.com |  |  | 



COLOUR PALETTE



YELLOW



BLACK



GREEN



WHITE

CASE STUDY : 02

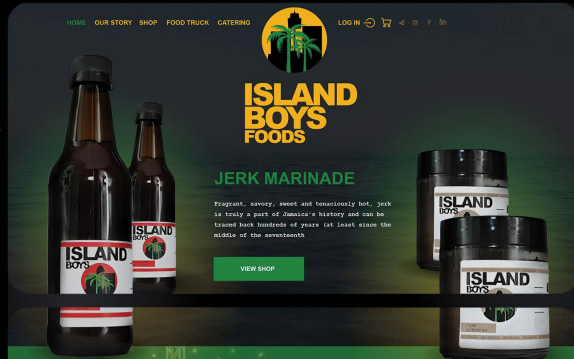
Island Boys Foods

Island Boys Foods combines Jamaican heritage and island culture from around the world to create food that is delicious, generous, and fun.

It was started 10 years ago in Sydney by the founder and Head Chef, with over 30 years experience in the food industry.

Concept Driven Design

- Research & Design Strategy of Branding
- Development of Branding & Style Guide
- UX / UI Design of Website
- Development of Website
- Off & On Page SEO



HOME | OUR STORY | SHOP | FOOD TRUCK | CATERING

LOG IN

ISLAND BOYS FOODS

JERK MARINADE

Fragrant, savory, sweet and tangulously hot, jerk is truly a part of Jamaica's history and can be traced back hundreds of years (at least since the middle of the seventeenth century).

VIEW SHOP



ISLAND BOYS FOODS

JERK MARINADE



ISLAND BOYS FOODS



OUR STORY

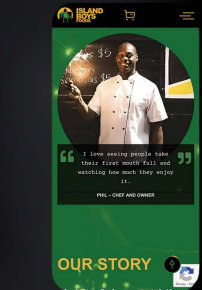
Island Boys Foods was created 20 years ago in Sydney by our founder and head chef, Phil Spence. Phil has over 20 years' experience in the industry as a fully qualified chef. He combines those skills with his Jamaican heritage to deliver food that is delicious, generous, and fun.

ISLAND BOYS FOODS

VIEW SHOP

"I love seeing people take their first mouth full and watching how much they enjoy it."

PHIL - CHEF AND OWNER



ISLAND BOYS FOODS

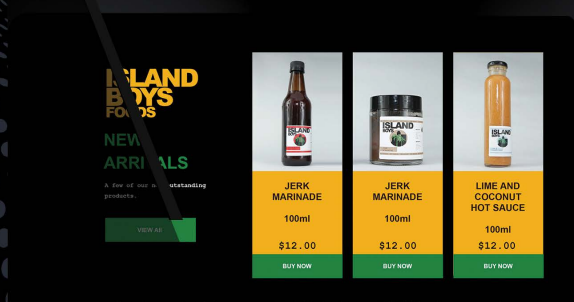
OUR STORY

"I love seeing people take their first mouth full and watching how much they enjoy it."

PHIL - CHEF AND OWNER

WEBSITE

<https://islandboysfoods.com.au>






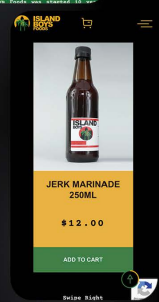
ISLAND BOYS FOODS

NEW ARRIVALS

A line of new & exciting products.

VIEW ALL

		
JERK MARINADE 100ml \$12.00 BUY NOW	JERK MARINADE 100ml \$12.00 BUY NOW	LIME AND COCONUT HOT SAUCE 100ml \$12.00 BUY NOW



ISLAND BOYS FOODS

JERK MARINADE 250ML

\$12.00

ADD TO CART

Swipe Right



EXPERIENCE

Go to [LinkedIn](#) for more experience

FRAMED FUTURE ARCHITECTS

CREATIVE DIRECTOR
UX / UI SENIOR DESIGNER
DEVELOPER | AI

- + Brand Strategy
- + Brand Identity
- + UX / UI of Website
- + Development of Website

303 MULLENLOWE

CREATIVE DIRECTOR
UX / UI SENIOR DESIGNER
DEVELOPER | AI

- + **Afterpay** UX / UI
- + **QSuper** Campaign
- + **Fintech** Campaign
- + **Afterpay** assets

ISLAND BOYS FOODS

CREATIVE DIRECTOR
UX / UI SENIOR DESIGNER
DEVELOPER | AI

- + Brand Strategy
- + Brand Identity
- + UX / UI of Website
- + Development of Website

ART OF MENTORING

CREATIVE / ART DIRECTOR
UX / UI SENIOR DESIGNER
DEVELOPER | AI

- + Research AI
- + Platform Strategy
- + UX / UI of MentorPlatform
- + UX / UI of Mentee Platform

TSE SPORT'S GROUP

CREATIVE DIRECTOR
SENIOR DIGITAL & PRINT
DESIGNER

- + **NBL - Sydney Kings** Ads
- + **Gatorade** Ads
- + **Manly Sea Eagle** Ads
- + **Sydney Flames** Ads

AGILIS INSURANCE

CREATIVE DIRECTOR
UX / UI SENIOR DESIGNER
DEVELOPER | AI

- + Brand Strategy
- + Brand Identity
- + UX / UI of Website
- + Development of Website

EXPERIENCE

Go to [LinkedIn](#) for more experience

ROTOR STUDIO

CREATIVE DIRECTOR
VR 360 UX / UI DESIGNER
AI

- + **Lexus** User Research
- + **Toyota** User Research
- + **Lexus** VR 360 UX / UI
- + **Toyota** VR 360 UX / UI

MEDA AB PHARMACEUTICAL

SENIOR UX / UI DESIGNER
DIGITAL & PRINT DESIGNER
SENIOR ANIMATOR

- + **MEDA AB** UX / UI
- + **MEDA AB** Animations
- + **MEDA AB** Campaigns
- + **MEDA AB** Product Launch

PETBARN

ART DIRECTOR | UX / UI
SENIOR ANIMATOR
DESIGNER | DEVELOPER

- + Scratch & Win Campaign
- + Puppy School Campaign
- + Vet Boost Campaign
- + Toilet Training Campaign

PRINCETON DIGITAL

CREATIVE / ART DIRECTOR
UX / UI SENIOR DESIGNER
DEVELOPER | ANIMATOR

- + **Princeton Digital** UX / UI
- + **Bowel Cancer** UX / UI
- + **Bowel Cancer** Campaigns
- + **Eligard** Interactive Video

OPTIMUM PATIENT CARE

SENIOR UX / UI DESIGNER
DIGITAL & PRINT DESIGNER
SENIOR ANIMATOR

- + **OPCRD** UX / UI
- + **OPCRD** Animations
- + **OPCRD** Digital Campaign
- + **OPCRD** Print Campaign

AIR SERVICE

CREATIVE DIRECTOR
UX / UI SENIOR DESIGNER
DEVELOPER

- + **Air Service** Brand Strategy
- + **Air Service** UX / UI App
- + **Air Service** UX / UI Website
- + **Air Service** Campaigns



EDUCATION

ADOBE CREATIVE SUITE 2023

ADOBE AI
ADOBE SEMINARS
ONLINE TUTORIALS

- + Adobe AI
- + Elementor WP
- + Adobe Firefly
- + XD

MORTON INSTITUTE OF TAFE, QLD

DIPLOMA OF MULTIMEDIA

- + Film & Television
- + Multimedia Design
- + Computer languages
- + Graphic Design

UNIVERSITY OF WESTERN SYDNEY

BACHELOR'S DEGREE,
VISUAL COMMUNICATION

- + UX / UI
- + Graphic Design
- + Computer Languages
- + Animation

MORTON INSTITUTE OF TAFE, QLD

CERTIFICATE III
DIGITAL ART &
DESIGN

- + Digital Art
- + Graphic Design
- + Computer Languages
- + Animation

SOUTHERN CROSS UNIVERSITY

BACHELOR'S DEGREE,
DIGITAL COMMUNICATION
& MEDIA / MULTIMEDIA

- + Film & Television
- + Multimedia Design
- + Computer languages
- + Graphic Design

CONTACT

GET IN TOUCH



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