ANGELO JONES

CREATIVITY

CREATIVE DIRECTOR | SENIOR DESIGNER | BRANDING | UX / UI | DEVELOPER |
PRINT | CAMPAIGNS | BROADCAST | ANIMATOR | AI PROMPTS

Professional Summary

A dynamic Creative Director, UX/UI Designer, and Graphic Designer with extensive experience in leading creative projects across digital, print, and web platforms. Adept at delivering innovative design solutions and overseeing the development of impactful brand strategies, digital campaigns, and user experiences. With a background in both design and development, I bridge the gap between creativity and functionality.

Career Goals

My freelance career to date has enabled me to accumulate comprehensive digital technical experience in a variety of companies and industries. I am now looking for a permanent role in a dynamic company to deepen and extend my leadership and creative skills at a more senior level.

Professional Experience

2023-2024

Senior Creative / Designer
FRAMED FUTURE - Architects

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

Key Achievements:
+ End-to-end UX/UI Design for the Framed Future website, focusing on user-centric navigation and an immersive, visually attractive experience.
+ Creating a compelling interface that communicates the brand's expertise in residential, commercial, and architectural interior spaces.
+ Brand Identity Development, including the design of a cohesive Style Guide
+ Booklet to ensure brand consistency across all touch-points.

2021-2022

Senior Designer
303 MULLENLOWE

303 MullenLowe is a hyper-bundled boutique creative agency.

KEY ACHIEVEMENTS:
+ Spearheaded UX/UI design for Afterpay and Fintech campaigns, ensuring intuitive user journeys and responsive interfaces that drove engagement.
+ Developed and executed Afterpay digital assets, translating the brand's ethos into visually compelling and user-centric designs.
+ Led the design of digital and print assets for QSuper's campaign, balancing brand identity with strategic communication objectives.

2020-2021

Art Director | UX / UI Senior Designer | Graphic Designer | Developer
ART OF MENTORING

Art of Mentoring is a solutions based mentoring programs provider with innovative software designed by industry experts.

KEY ACHIEVEMENTS:
+ Led UX/UI design for the Art of Mentoring platform's "Find a Match" feature on both desktop and mobile interfaces, enhancing user engagement and functionality.
+ Applied innovative and creative problem-solving to optimise user experience.
+ Provided strategic creative direction, ensuring cohesive and intuitive design solutions aligned with the platform's objectives.

🌐 www.angelojones.com

in linkedin.com/in/angelo-jones-50b0601b/

@ jones_angelo@hotmail.com

📞 0422 652 717

20 Years
Creative | Design Experience

Other notable clients I have worked for:-
Ogilvy Australia
Thomson Reuters
News Corp
Qantas Holidays
Meda AB Pharmaceutical
Ward 6 Australia
Innocean Worldwide Australia Pty Ltd
Slingshot Digital Ventures
TP3
Telstra
Red Engine SCC

For a full career experience outline *LinkedIn* in

Skills (Technical)

Creative Direction
Digital & Print Design
UX / UI Design
Branding
Campaigns Strategy & Design
Animation
HTML5
CSS
CMS
AI Prompts

Professional Experience

2020-2021

Art Director | UX / UI Senior Designer | Graphic Designer | Developer
AGILIS INSURANCE

Agilis is an authorised representative of insurance advisors and is one of Australia's leading general insurance brokers.

KEY ACHIEVEMENTS:
+ Led UX/UI design for a bespoke, fully-responsive website tailored to Agilis' brand and business objectives.
+ Directed the design and development of the website, ensuring seamless user experience and functionality.
+ Drove creative direction, ensuring alignment with business goals and brand identity.
+ Utilised strategic, inventive thinking to overcome complex design and development challenges.

2019-2020

Lead UX/UI Designer
ROTOR STUDIOS

Rotor Studios is a full-service production company and CGI studio specialising in world class creative.

KEY ACHIEVEMENTS:
+ Led the UX/UI design for the Lexus showroom VR 360 configurator, creating a seamless, immersive customer experience.
+ Designed the UX/UI for the Toyota showroom VR 360 configurator, enhancing user engagement and interaction within a virtual showroom environment.
+ Provided creative direction, ensuring alignment with brand vision and project goals.
+ Applied inventive and strategic thinking to develop user-centric design solutions.

2018-2019

Senior Art Director / Developer
PETBARN

Petbarn is the leading pet retailer across Australia and New Zealand and offers an expansive range of pet food, and veterinary products.

KEY ACHIEVEMENTS:
+ Scratch and Win Campaign: Engaged customers with an interactive, gamified experience to drive in-store and online sales.
+ Spread Happiness Campaign: Developed a cohesive messaging and design strategy to elevate customer satisfaction and brand loyalty.
+ Vet Boost Campaign: Focused on promoting veterinary services, increasing brand trust and service adoption.

2018-2019

SeniorUX / UI Designer
OPTIMUM PATIENT CARE

Optimum Patient Care is a pioneering research organization managing a database of over 5.3 million patient records (OPCRD).

KEY ACHIEVEMENTS:
+ Designed and optimised the UX/UI for the OPCRD website, enhancing accessibility and user engagement.
+ Developed dynamic HTML5 animations to elevate the site's interactivity and visual storytelling.

Software

Adobe Creative Suite
Photoshop
Illustrator
InDesign
Animate CC
Dreamweaver
XD
Premiere
After Effects
Lightroom
Figma
Elementor
WordPress
Canva
WIX
Chat GPT
Midjourney AI

Skills

Problem solving
Communication
Leadership
Adaptability
Time management
Collaboration
Skills management
Critical thinking

Education

2006 - Present
Seminars & Tutorials
Adobe / International

2004 - 2006
Bachelor of Arts, Visual Communications
University of Western Sydney

2001 - 2004
Bachelor of Arts, Multimedia
Southern Cross University

2000 - 2001
Diploma, Multimedia
Morton Institute of TAFE (QLD)

1999 - 2000
Certificate 3, Digital Art & Design
Morton Institute of TAFE (QLD)

Reference

Ms Vicky Capar
CEO Framed Future Architects

E. framedfuture@gmail.com
A. 9/27 Sydney Rd, Manly NSW 2095