

## COREY JONES

250 South Reynolds St., Apartment #405, Alexandria, VA 22304

T. 814-418-9123 E. corey\_j03@yahoo.com

coreycreative.prosite.com or coreycreative.com



### VISUAL DESIGNER

Innovative, skilled Creative Director & Graphic Designer with 8+-year portfolio of success partnering with creative teams to design and execute application designs, web designs, direct-mail campaigns, product launches, promotional advertisements, brochures, packaging designs, and branding development. Experience managing 4-color pre-press production. Dedicated to delivering client projects on-time and on-budget and ensuring highest levels of quality.

#### Areas of expertise include:

Art Direction • Graphic Design • UX/UI Design • Project Management • Pre-Press Production • Quality Assurance  
Direct-Mail Campaigns • Brand Image Development • Website Development • Social Media  
Staff Supervision • Team Leadership & Support • Client Relations • Wordpress CMS

### STAFF EXPERIENCE

#### Borenstein Group – Fairfax, VA | Digital Design Director

2011- Present

Lead the agency digital team in the creation of better user experiences. Lead creative brainstorming sessions for existing client projects and new prospective business projects. Manage all UX projects and interactive development production. Prepare files and graphics for web/mobile development.

#### Key Contributions:

- Conceptualize, plan and design of all websites with a strong emphasis on UX and UI development.
- Piloted the development of the award winning self-promotional app Turtle or Soup. I was responsible for the conceptual design and management of the development team.
- Lead the creative team in training on After Effects to enhance the companies capabilities.
- Lead digital team in the redesign of the brand and website UX for a national air carrier

#### Global Advertising 1st – National Harbor, MD | Art Director

2009-2011

Responsible for ensuring that all in-house creative team members comply with corporate standards to preserve company brand image. Lead creative brainstorming sessions for existing client projects and new prospective business projects. Managed creative team, projects and website development. Supervised and mentored intern teams. Prepared files for print and conducted press-checks to ensure quality of print projects.

#### Key Contributions:

- Johnson Products Inc. Launch of the Great Model Search: Served as creative lead for a contest to find new models for hair care product boxes; designed billboards, print ads, promo logo, banner advertisements; partnered with developer on design of website: thegreatmodelsearch.com
- US Census 2010 Campaign: Drove layout and design of 50-200 print advertisements per week.
- Redesigned company brand identity; developed business cards, marketing and promotional materials, tradeshow materials, social media development, and in-house materials.
- Introduced new art department project submittal process that boosted workflow efficiency.

#### Valassis Direct Mail Marketing – Pittsburgh, PA | Direct Mail Concept Graphic Designer

2008-2009

Conceptualized and executed direct mail campaigns for client businesses. Designed layouts, managed projects, and ensured files were correctly prepared for print process.

#### Key Contributions:

- Managed direct-mail campaigns for such key clients as Dunkin Donuts, Midas, MetroPCS, and Hungry Howies Pizza.
- Preflighted and proofed client supplied creative so that the files meet the requirements for print.

**3PC Media – Wexford, PA | Lead Graphic Designer****2007-2008**

Led print design projects from conception through delivery.

**Key Contributions:**

- Piloted print and interactive projects for Eaton Electrical and other key clients including designing flash-based interactive video that taught consumers how to use electrical equipment properly.
- Learned Cinema 4d software to meet requirement of new key client.

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**FREELANCE EXPERIENCE**


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**AD2DC – Washington, DC | Club Creative Director****2010-2013**

Manage a team of 3 designers and oversee all phases of design process.  
 Drive efforts to ensure team meets aggressive client deadlines.  
 Strategically plan, research, and generate sponsorships for events.

**Budweiser/Antonio Lambertis 93.9 WKYS – Washington, DC | Freelance Illustrator****2009-2012**

Developed character illustrations for signage, t-shirts, and flyers featuring Budweiser spokesperson Antonio Lambertis.

**Ocreations – Pittsburgh, PA | Freelancer Designer****2007**

Assisted team with management of print work overflow.  
 Contributed to development of brand identity for potential new client.

**Chip-n-Wich Gourmet Sandwiches – Midland, MI | Brand Manager / Creative Director****2003-2015**

Created brand identity system for Food Network winning concept Chip-n-Wich. Overall responsibility was to management the brand to ensure consistency throughout all web and print creative.

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**EDUCATION**


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**Bachelor of Science in Graphic Design**  
**National Technical Honor Society Member**  
 Art Institute of Pittsburgh, Pittsburgh, Pennsylvania  
**Udemy Certificate:** Certificate in UX/Usability Design

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**AWARDS**


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Gold Hermes Creative Award ~ GA1 In-house Collateral -2010  
 Platinum Hermes Creative Award ~ Johnson Products Great Model Search Launch -2010  
 Gold Stevie Award ~ Mobile Marketing App Turtle or Soup 2012  
 Platinum AVA Digital Award- eMentum Website Design 2014  
 Honorable Mention- Aquent Studios Website Design 2015

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**TECHNICAL SKILLS**


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Photoshop, InDesign, Illustrator, After Effects, Premiere, Quark, Acrobat, CMS, Flash, Action Script 2, HTML/CSS, InVision  
 App (prototyping & wire-framing) Web/UX Design, MS Office, Swishmax, Image Ready, Dreamweaver, Final Cut Pro,  
 Cinema 4D, Wordpress Theming