



graphicdesigner  
webarchitect  
brandstrategist  
ideamaker

**get in touch**

602.510.2873

mike@mikejonesdesigns.com

**online**

mikejonesdesigns.com

linkedin.com/jerrythepunkrat

twitter.com/jerrythepunkrat

**skills**

Fluent in Adobe InDesign, Illustrator, Photoshop, Dreamweaver, and Acrobat (OSX and Windows);  
Fluent in HTML and CSS;  
Conversant in Quark Express, Flash, and Javascript

**(Portfolio review available upon request)**

**education**

Northern Arizona University  
Distance Learning Program,  
2004-05 (left program with cumulative GPA of 3.1)

Arizona State University,  
Tempe, AZ, 2003-2004

Northern Arizona University,  
Flagstaff, AZ, 2002-2003

Graduate of North High  
School, Phoenix, AZ,  
1998-2002

International Baccalaureate  
Program Diploma Recipient  
(Cumulative GPA of 3.72)

**relevant professional experience**

**Art Director** | R and R Images | Phoenix, AZ  
January 2010 to the present

Creative direction for marketing/print services company for client and internal marketing campaigns and collateral.

- » Manage all aspects of creative team
- » Establish and maintain brand guidelines
- » Concept and develop advertising and marketing campaigns' strategy and design
- » Maximize campaign response through copywriting and graphic design direction
- » Design, develop, and launch mini-sites and email campaigns
- » Set and maintain project deadlines with creative team
- » Produce and present pricing for branding initiatives and marketing campaigns
- » Establish and maintain design and web development vendor relationships

**Creative Director/Partner** | re:sound creative | Scottsdale, AZ  
July 2009 to the present

Overall creative direction and graphic design production for boutique design and marketing studio focused on small business and music industry clients.

- » Develop and present brand strategy
- » Implement brand through visual design, both online and print
- » Manage project pricing, timelines, and client relationships as well as other day-to-day operations

**Graphic Designer** | R and R Images | Phoenix, AZ  
September 2008 to January 2010

Graphic design and production art for marketing/print services firm for client and internal projects.

- » Graphic design for print including marketing collateral, direct mail, point-of-purchase displays, and tradeshow graphics.
- » Web design and front-end development for web sites, campaign mini-sites, email blasts, and web forms.
- » Project management and creative department administration
- » Manage relationships with contractors and vendors

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**(Portfolio review available upon request)**

**relevant professional experience (continued)**

**Freelance Graphic Designer** | Greater Phoenix Area, AZ

September 2002 to July 2009

Conceptualize and execute graphic design and production for local businesses, organizations, and individuals.

- » Identity/logo, icon design; Illustration
- » Graphic design for print projects including business cards, newsletters, book inserts, event posters, CD packaging, wedding invitations

**Pricing Manager** | R and R Images | Phoenix, AZ

April 2008 to September 2008

Pricing and Billing Manager for all price requests and bids.

- » Formulate project pricing based on costs to maximize profit
- » Manage estimate/invoicing system
- » Request bids from outside partners and vendors
- » Work with sales and customer support teams to concept and price products for specific client needs
- » Review all projects for correct pricing at job completion

**Production Coordinator**

R and R Images | Phoenix, AZ

February 2006 to April 2008

Project management and customer service for print production including job planning, ticket creation, and file management.

- » Communicate project pricing, specs, deadlines, and project changes to client and production team
- » Issue invoices and collect payment

**Marketing Consultant** | Affordable Image | Phoenix, AZ

September 2005 to February 2006

Marketing consultant and customer service representative for a digital printing, graphic design, and marketing firm.

- » Develop and maintain client relationships through marketing and printing consultation and sales
- » Formulate and issue price estimates
- » Communicate project pricing, specs, deadlines, and project changes to client and production team
- » Build network of contacts and referrals through Business Networking International

**Marketing Intern** | Opening Moments Media | Phoenix, AZ

July 2004 to September 2004

Research and qualification of potential clients for corporate video production company.

**(Additional work history available upon request)**