

## EXPERIENCE

2013 - 2017

Atlanta, GA

### **Huge** Associate Creative Director

- Lead teams of Designers and Art Directors on multiple concurrent projects
- Helped establish and maintain project staffing and schedules
- Lead brainstorm and concept development on pitches and projects
- Built presentation decks and presented creative concepts to clients
- Created comps in Photoshop, Sketch, and Illustrator
- Created UI prototypes in InVision, Principle, and Flinto
- Created UI animations and broadcast-ready videos in After Effects
- Participated in user testing studies
- Collaborated daily with UX, Dev, QA, PM, and Client teams
- Worked directly with Devs to fine-tune final designs
- Mentored Designers and Art Directors, helping to set career goals

#### Major Projects:

- Redesigned Lowe's Android and iOS consumer apps and in-store Associate app, including implementation of aisle-bay product locator
- Redesigned RuthsChris.com, including new reservation flow and consolidation of 150+ franchise mini-sites
- Simultaneously launched redesigned AMCTheatres.com and AMC Theatres Android and iOS apps, including new reserved-seat booking flow

2011 - 2013

Atlanta, GA

### **Razorfish — Emerging Experiences Lab** Sr. Art Director

- Lead brainstorm and concept development on pitches and projects
- Created comps in Photoshop and Illustrator
- Created UI animations and broadcast-ready videos in After Effects
- Built presentation decks and presented creative concepts to clients
- Designed for non-traditional platforms (motion trackers, touchscreens, etc.)
- Worked directly with Devs to create and fine-tune final designs

#### Major Projects:

- Lead concepting and design for "Flight Deck" interactive installation in San Francisco International Airport, including six multi-touch kiosks and motion tracking projection screen
- Designed content and interaction models for AT&T's flagship Chicago store, including 150+ synchronized displays and 20-foot video wall

# DEREK JONES

thedoctorjones.com  
derekwjones@gmail.com  
407 595 4171

## EXPERIENCE

2007 - 2011  
Atlanta, GA

### **Nurun** Art Director

- Worked with Copywriters to create marketing campaigns and ad concepts
- Created comps in Photoshop and Illustrator
- Created animations in After Effects and Flash
- Built presentation decks and presented creative concepts to clients
- Worked with QA and Traffic Managers to ensure delivery of online ads

#### Major Projects:

- Developed banner template that automatically displayed current pricing and related imagery, alleviating need for constant manual republishing
- Delivered multiple campaign creative for AutoTrader, helping grow the account and interaction rates

2004 - 2007  
Orlando, FL

### **Walt Disney World** Art Director

- Worked with Copywriters to create marketing campaigns and ad concepts
- Created comps in Photoshop and Illustrator
- Created animations in After Effects and Flash
- Presented creative concepts to internal stakeholders
- Worked with illustrators and animators to deliver on-brand creative assets

#### Major Projects:

- Delivered creative for several multi-million dollar online marketing campaigns, including attraction launches and seasonal events
- Conceptualized, pitched, and delivered successful "Send A Flower" online viral campaign for Epcot Flower & Garden Festival

## EDUCATION

1999 - 2003

### **BS Digital Arts & Sciences** **College of Engineering**

*University of Florida*  
Gainesville, FL