

# Anthony Jones

Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/ahaydnjones>

## Professional Experience and Curriculum Vitae

Currently I work for Marketecture as the Creative Director of an award-winning, full-service, design, marketing and advertising team.

I lead all creative aspects of Marketecture's work including design, creative, motion, branding and user experience – and everything else in-between.

As the leader of strong, multi-disciplined creative and development departments this role encompasses team & line management, operations, creative direction, strategy, art direction, process and I am still keen on getting my hands dirty now and again.

## Previous Clientele

Notable: AKZO Nobel, ghd, RAC, MBNA, Financial Times, DHL, Umbro, Royal Bank of Scotland, BP, Bupa, Brother UK & Europe, The Co-operative, EA Games, Elsevier, OTTO Group, Airwave, Amec, Colt, Natwest, Michelin, Morrisons, NetNames, Nissan, Barclaycard, Redrow Homes, CITI Financial Europe, Manchester Airport, Mitel, Chicago Town Pizza, Pataks, Imperia Leather, Original Source, Freemans, Grattan, Kaleidoscope, Look Again, Solvite, UniBond Loctite, Pritt, Money Expert, TalkTalk, Westland, Batiste, Wickes, Shell, Tizer, ATS, Crown, Focus DIY, Hoover, LG, Morphy Richards, Warburtons, EEF.

## Awards and Accolades

My formal training and study revolved around graphic design through many undergraduate levels culminating in a BA (HONS) in Graphic Arts under the direct tutelage of David Crow. But, soon after my commercial career began I was given an opportunity which was to ultimately define an 11 year specialism in digital, interactive, new media... it has been called a lot over the past decade or so.

At the end of this 11 year journey I made an intentional pact to jump out of my comfort, re-broaden my focus and rediscover the physical realm.

Since then I have been producing work across the gamut of design applications and leading successful creative teams in this broader capacity. I also Lecture at the University of Leeds - teaching Graphic Design students how to become interactive designers through AI, IxD and UI. So, I am still a diggerati at heart, but creating the physical side of the coin makes me a happy guy.

Specialties: Creative direction, design, concepts, branding, management, typography, semiotics, interface and interactive design, motion graphics, User Experience, information architecture, accessibility, B2C, B2B

## Awards and Accolades

2015 Hermes Creative Awards: Platunim Award  
for Best Informational Campaign – Scopus 10  
event

2013 Summit MEA: Self Promotion Silver – B2B  
Zeitgeist

2013 Summit MEA: Art Direction/Graphic Design  
Gold – B2B Zeitgeist

2013 Summit MEA: Self Promotion Silver –

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