

# DAN JONES

## SENIOR CREATIVE DESIGNER

---

[djproductdesign@gmail.com](mailto:djproductdesign@gmail.com)

+44 (0)7597 120 417

[linkedin.com/in/djproductdesign/](https://www.linkedin.com/in/djproductdesign/)

Portfolio: [www.danjonesdesign.com](http://www.danjonesdesign.com)

Password: djpf

## PROFILE

A passionate and experienced multi-disciplined Senior Creative Designer with 14 years of design experience, including product design, engineering design, production and art direction, content creation, packaging design, 3D printing, and project management. Working with global brands and start-up companies on consumer products and POS spanning multiple sectors covering tech, homeware, finance, medical, drinks and entertainment, and FMCG. As well as leading on creative solutions, I'm experienced in managing projects across business functions, multiple territories and stakeholders at all levels, always mindful of deadlines and budgets. My client portfolio includes industry leaders such as Microsoft, Santander, Joseph Joseph, NHS, Marks & Spencer, AB InBev, Campari Group, and Bacardi Limited.

## EXPERIENCE

### adm Group Ltd • Senior Product Designer

London, UK | Oct 2018 - Present

- Responsible for delivering creative design solutions for bar, club and restaurant POS as part of major marketing strategy for brands including Corona, Stella Artois, Budweiser, Bacardi, Martini, Grey Goose, Bombay Sapphire, Patrón, Oreo, Cadbury and Milka. Responsibilities include: project management, design leadership, design and product development, research, prototype analysis and feedback, overseeing manufacturing processes, and stakeholder management.
- Art directed and produced four short promotional videos showcasing POS for Grey Goose Vodka, Bombay Sapphire, Bacardi and Martini, including: conceptualising, script writing, storyboarding, casting, music selection, location scouting, shoot directing and overseeing the edit. The finished edits exceeded the brief, creating playful, engaging and brand-amplifying content.
- Designed and developed the Grey Goose Vodka ice bucket, bottle cradle and illuminated bottle parader for the bar-to-table experience for the Spanish and German markets. The range surpassed client expectations by delivering value add nightlife products that embody the brands visual identity, ethos, and elevated brand equity throughout. Close collaboration with the client, artwork agency, supplier, and across multiple territories was required throughout.
- Instrumental in securing business renewals with brands including Bacardi, Mondelez and Brown-Forman by designing, developing and presenting innovative design concepts to key stakeholders on RFP projects. Delivering concept creation, product visualisation and meaningful narrative, the projects required navigating and interpreting brand identities and ethos, manifesting in value add products.
- Leading multi-disciplined teams in design & development of innovative products that truly engage users and elevates brand equity.
- Providing design consultation for account managers and suppliers, overseeing design and manufacturing processes and responsible for ensuring all stakeholders needs and requirements are met.
- Elevating the design teams profile within the organisation by running firm-wide workshops that gave creative insight into design practices and principles. I created and presented informative sessions that included challenges, illustrated and animated design theory topics and case studies. Topics were conveyed in ways understandable to those unfamiliar with design, resulting in better informed accounts teams and improved communication across functions.

## **7TH Design & Invention - Product Designer**

London, UK | Aug 2015 - Oct 2018

### **Brands - Microsoft, Joseph Joseph, Santander, NHS, Salar Surgical, Langstaff Day.**

- Transformed digital coding language into a tangible, physical nodes for Microsoft's innovative product, Code Jumper, a physical coding platform to help visually impaired and blind children learn about coding. I designed and developed the prototypes for testing and the hardware for final manufacture. It required an empathetic approach to designing for the blind and visually impaired.
- Featured in many top toy lists of the London Toy Fair 2018 for Santander's digital money box, Money Monster. Developed visual identities and characters as well as designed and built the prototypes used in the toy fair. Led the design and development of the packaging design.
- Developed and improved design concepts through iterative prototyping methods for mechanical systems, functionality and form. Designed, built and tested prototypes in various stages of development using paper, card, Lego, plastic, metal, 3D printing and plastic injection moulding.
- Established a new line of resternotomy training simulators for surgeons within the UK. Researched, collaborated and consulted with surgeons while designing the resternotomy training simulator for NHS doctors.

## **Marks & Spencer - Food Packaging Designer**

London, UK | Apr 2014 - Sep 2014

- Secured 6 month internship with Marks and Spencer packaging design team, as a result of winning a design competition run by Marks and Spencer and Ravensbourne University.
- Successfully launched Easter confectionery packaging to UK retail, that had previously failed to progress through transit testing for 2 years. Collaborated with Staeger Clear Packaging to design and develop robust packaging structures that minimised material usage. The products went on to be featured in ATL television commercials in the UK.
- Led research projects in innovative packaging solutions for baked goods by designing, developing and testing prototypes, analysing findings and reporting back to food product developers.

## **MODLA - 3D Printing Design Consultant & Designer**

London, UK | May 2013 - Apr 2014

- Produced the first 3D printed artwork ever to be exhibited at The Other Art Fair, London. Part of a small team that collaborated with artists James Hopkins and Dan Hillier to transform ideas and concepts into 3D printed artwork.
- Consulted with clients and advised on design, manufacturing methods and printing techniques.

## **Parkegate Ltd - Design Engineer**

Bournemouth, UK | 2004 - 2008

- Graduated from of a 4 year design engineer apprenticeship, where I was draughtsman for rolling mills and process lines for sheet steel and aluminium.
- Responsible for producing CAD drawings using Auto CAD of machine parts and components, checking drawings, and conducting site visits.
- Day release to college to attend lectures on engineering, building and manufacture, and learn machining and hand tool skills.

## OTHER EXPERIENCE & ACHEIVEMENTS

### Ravensbourne University • Sessional Lecturer

London, UK | Jan 2016 - Oct 2018

- Ran lectures and marked coursework for Product Design students at degree level.
- Nurtured talent, mentored and inspired students. Shared skills, encouraged innovation and creative thinking strategies, helping them reach their educational goals.

### International Model • Various Agencies

China, Hong Kong, Taiwan, Thailand, South Korea, Turkey, London  
2008 - 2012

- International model with experience in fashion editorials, TV commercials, brand launches, catwalk and catalogue for both digital and print.
- Worked closely with clients, photographers and directors to communicate brand stories and campaigns.

### Awards & Contributions

- **The London Design Museum** • Current • A variety of 3D printed prototypes and test rigs I had built and developed for my final major project at university were selected to be featured in the museums permanent installation.
- **Student Starpack Award** • 2015 • Award for “New Use For Corrugated Board”. I designed and produced a fully working, sustainable analogue camera from card that could be sold as a build-it-yourself flat pack kit to educate and engage those new to analogue photography. Once the film was used, the camera body featured a secondary use, forming its own packaging, protecting the film during transit, allowing for safe shipping and development.
- **Young Digital Taskforce** • 2014 • Part of a taskforce led by former Tomorrow’s World presenter Maggie Philbin, focused on developing young people’s digital skills. During my time with the Young Digital Taskforce, I met with politicians, design and tech professionals, young students, and school children to research, analyse and report on how government could support and encourage digital skills for young people throughout the UK.
- Winner of the Apprentice of the Year Award 2006 for South England.

## EDUCATION

### BA (Hons) Product Design

Ravensbourne, London, 2015

### Manufacturing Engineering

BTEC Lvl 3 Nat. Cert.

Poole College 2008

### Advanced Apprenticeship in Design Engineering

NVQ Level 3

ITE/Paragon 2008

## SKILLS

### Design

Design Process  
Design For Brand  
Research  
Ideation  
User Centred Design  
Visual Communication  
Sketching & Illustration  
Prototyping  
User Flows

### Technical

Solidworks  
Adobe Suite (Ps, Ai, Id, Lr)  
Sketchbook  
Keyshot  
3Ds Max V-Ray  
3D Printing  
Figma  
Brief Creation  
Microsoft Powerpoint, Word

### Soft

Leadership  
Management  
Verbal & Visual Communication  
Storytelling  
Collaboration  
Interpersonal Skills  
Client & Team Relations  
Teamwork