

jill jones

4 Cider Mill Road • Franklin, MA 02038 • (h) 508-528-8881 • (c) 774-571-1502
(e) jilljones33@verizon.net

art director/senior designer/project manager

Creative designer with over 15 years experience in strategic planning, design, implementation of print materials and packaging. *Expertise includes:* layout & design, branding strategies, photo direction, illustration, advertising and promotional campaigns, full production and print coordination of packaging, ads, logos, direct mail, collateral, owner s manuals, catalogs, store environments and displays. Energetic, creative, and detail oriented; comfortable in a fast-paced environment with concurrent assignments.

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign,
Quark XPress, Acrobat, Microsoft Word, Power Point, Excel

experience

Hasbro January 2015 to present

US-BASED, MULTINATIONAL TOY AND BOARDGAME COMPANY

Senior Designer/Art Director/Package Design/Full-time Contractor

January 2015-present: Design, direct photography and execute production of packaging for Playskool Core, Mr. Potato Head, Playskool My Little Pony and Play-Doh.

Responsibilities include: Contribute to creative discussion, liason with toy design, marketing, brand design, editorial and structural engineering, schedule/direct photo shoots and vendors, communicate to Design Manager and Global Project Manager project status and concerns, provide comps and finished proofs, gather feedback and resolve issues, route projects for approval, serve as Art Director to Hasbro Far East, meet all project schedule milestones, facilitate final art release. Design and prepare comp production files for all sales meetings.

Kaz USA, Inc. October 2012 to December 2014

MANUFACTURER OF HIGH QUALITY HEALTHCARE & HOME ENVIRONMENTAL PRODUCTS

Senior Designer/Production Coordinator/US & International/Full-time Contractor

Design and execute production of Braun, Vicks, Honeywell, SoftHeat, Stinger, and Kaz packaging, owner s manuals and collateral for US and Europe, maintaining brand guidelines.

Responsibilities included: package design through pre-press files, working with Kaz China to ensure print quality, communicate to Senior Management and Art Director project status to meet all timelines, provide comps and finished color proofs.

Hasbro September 2011 to September 2012

US-BASED, MULTINATIONAL TOY AND BOARDGAME COMPANY

Senior Designer/Creative Services Games & Boys Toy Divisions/Full-time Contractor

Design and execute production of Zynga, Twister Rave, Marvel, Transformer and Nerf packaging, consistent with the brand guidelines ensuring licensor satisfaction and project completion. Responsible for Bot Shots and Bonka Zonks brands. Designed logos for Pre-School games Chasin Cheeky, Barrel Burst, and Barrel of Monkeys packaging refresh. Illustrated artwork for Zynga Draw Something.

Responsibilities included: Communicate to Art Director project status and concerns, contribute to creative discussion, liason with vendors, work with Editorial, schedule/direct photo shoots, provide comps and finished proofs, gather feedback and resolve issues, route proofs for approval, serve as Art Director to Hasbro Far East, meet all project schedule milestones, facilitate final art release. Design and prepare files for Global Sales Meetings and Innovation Hallway signage.

Kaz USA, Inc. April 2010 to September 2011

MANUFACTURER OF HIGH QUALITY HEALTHCARE & HOME ENVIRONMENTAL PRODUCTS

Senior Designer/Production Coordinator/US & International/Full-time Contractor

Design and execute production of Braun, Vicks, Honeywell, SoftHeat, Stinger, and Kaz packaging, owner s manuals and collateral for US and Europe, maintaining brand guidelines.

Responsibilities included: package design through pre-press files, working with Kaz China to ensure print quality, communicate to Senior Management and Art Director project status to meet all timelines, provide comps and finished color proofs.

Hasbro April 2009 to April 2010

US-BASED, MULTINATIONAL TOY AND BOARDGAME COMPANY

Art Director/Designer/Creative Services Boys Toy Division/Full-time Contractor

Design and execute production of Marvel s Spider-Man and Iron Man 2 packaging, consistent with the brand mission ensuring client satisfaction and project completion.

Core Concepts, Inc. 2003 to March 2009

A DESIGN, MARKETING & MANUFACTURING COMPANY OF FOOD SERVICE STORE SYSTEMS & DISPLAYS

Senior Designer/Graphic Production Coordinator

Managed brand programs for all Tyson, Aramark, Sodexo, Compass, Pura Vida, Holiday Inn Express, Java City and other licensors. Responsible for creative enhancement of Core Concepts brand products and design of logos, brochures, ads, packaging, sales kits, direct mail, operations manuals, sales portfolios and displays. Created illustrations, photo renderings, presentation boards and oversaw production/print coordination, color correction and press proofing.

Hershman Advertising & Design 1989 to 2003

ADVERTISING ART & DESIGN AGENCY

Senior Designer/Art Director

Designed marketing materials, logos, packaging, catalogs, sales kits and displays.
Art directed photo shoots, created finished vector art for logos, charts, maps and illustrations.
Clients included: The Greater Boston YMCA, Converse, Winthrop-Atkins/Macx, Reebok, Cambridge Tool, Franklin Sports, Acorn Manufacturing.

The New England 1985 to1987 (formerly New England Life)

INSURANCE AGENCY (IN HOUSE DESIGN DEPARTMENT)

Senior Designer

Designed creative marketing and sales promotional brochures, kits, posters, logos, and displays.

Weymouth Design Inc. 1984 to1985 Boston, MA Freelance Designer
DESIGN AGENCY SPECIALIZING IN ANNUAL REPORTS

Fossella Associates 1984 1985 Boston, MA Freelance Designer
DESIGN AGENCY SPECIALIZING IN PACKAGING

Movidea 1984 to1985 Boston, MA Freelance Designer
DESIGN STUDIO

Gunn Associates 1983 to1984

DESIGN & ILLUSTRATION STUDIO

Junior Designer

Assisted senior designers in project coordination, finished art, comps, and mechanicals

[education](#)

Massasoit (formerly Blue Hills Regional Technical Institute)
Advertising Art & Design
Associates Degree Summa Cum Laude

Massachusetts College of Art
Coursework towards BA in Graphic Design

Rhode Island School of Design
Graduate Course in Adobe Illustrator

New England School of Art & Design
Graduate Course in QuarkXPress

Rhode Island College
Graduate Course in Adobe Photoshop