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Online Portfolio
LinkedIn

HEATHER JONES | SENIOR GRAPHIC DESIGNER | CREATIVE LEAD

Portfolio.

KEY SKILLS

- Active listening
- Communication
- Interpersonal skills
- Leadership, management + mentoring
- Project management
- Time management
- Prioritisation and adaptability
- Problem-solving and critical thinking
- Cross-functional collaboration

AREAS OF EXPERTISE

- Graphic design and art direction
- Digital, print and packaging design
- Brand identity and logo design
- Typography, illustration
- Scalable design systems
- Motion graphics + animation
- Video production + editing
- Interactive data visualisation and infographics
- Branding for luxury, real estate and hospitality
- Digital marketing, social media and analytics
- Internal/External Communications
- B2B, B2C and POS design
- 360° campaigns
- Client pitch and bid presentations
- Service design and UX/UI research

SOFTWARE + TECHNICAL SKILLS

- Adobe Creative Cloud
- PowerPoint, Word and Excel
- Figma & Adobe XD
- Photography and retouching
- Video and Editing
- Google Analytics
- Computational Photography
- Flourish
- AI

EDUCATION

MSc (Merit) Museum Studies, University of Glasgow

October 2022 – August 2023

Areas of research: Advancing digital skills within the heritage sector and using immersive technologies for research, visualisation and deeper learning in archaeological and heritage settings.

MSc (Distinction) Digital Marketing, University of the West of Scotland

October 2021 – August 2022

Areas of research: Digital marketing adoption of small businesses in the creative industries, digital transformation and immersive technologies.

Degree in Furniture Making, Chippendale International School of Furniture

October 2018 – August 2019

Graphic Design, Pennsylvania State University

September 1990 – June 1992

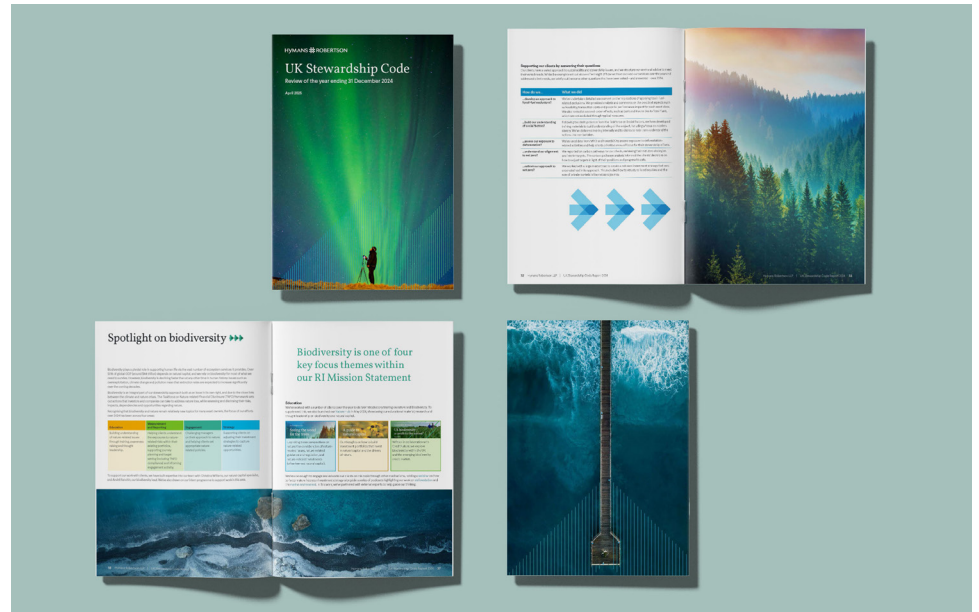
HYMANS ROBERTSON

Directed creative output across investment and research units, collaborating with senior stakeholders to deliver accessible, high-quality design. Acted as brand guardian, introducing AA/ADA compliance and refreshed brand guidelines that streamlined workflows, reduced production time by over 50%, and strengthened visual identity.

Designed and oversaw high-profile digital and print assets, from regulatory publications to marketing campaigns, achieving a 30% increase in client engagement and recognition for design excellence. Led user-centred design initiatives, producing dashboards, animations, interactive data visualisation and reports that boosted engagement and clarified complex communications.

Client: Hymans Robertson
Sector: Finance + Investment

reports, white papers, data visualisation, client materials, presentations, microsoft templates, infographics, branding + style guides, flourish interactive media



WELLS FARGO

CREATIVE LEAD – WELLS FARGO CORPORATE COMMUNICATIONS

In this role, I ensured all visual content aligned with Wells Fargo's brand identity across social media, websites, executive communications and live events. I worked closely with senior stakeholders to deliver clear, consistent and engaging design solutions that strengthened the company's reputation.

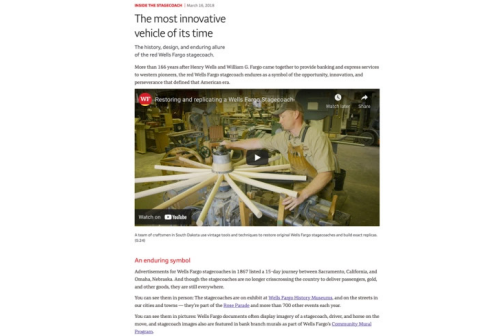
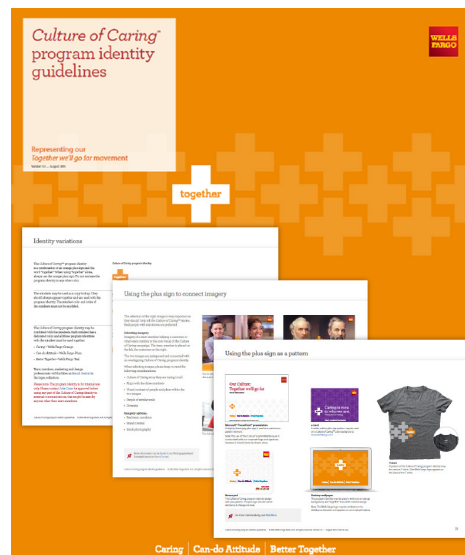
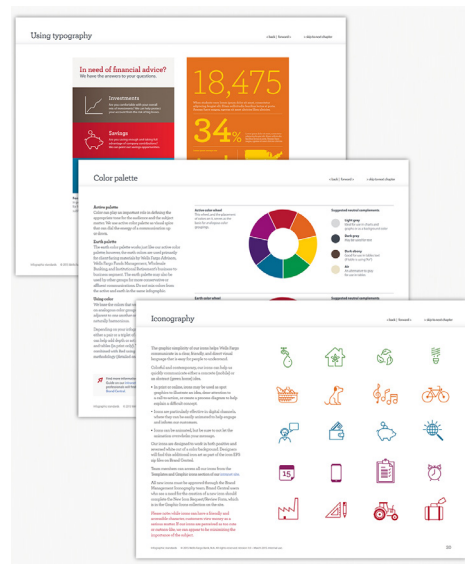
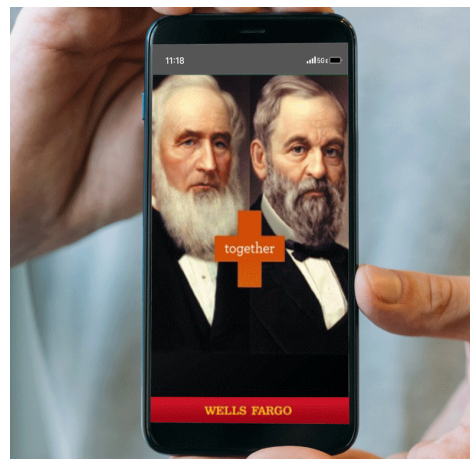
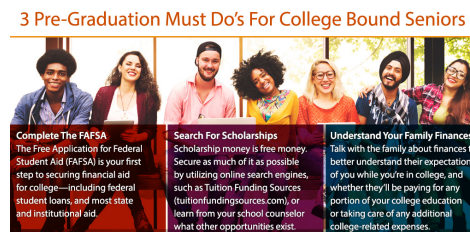
PROJECT HIGHLIGHTS

Wells Fargo Stories: Designed and developed an immersive storytelling platform that combined powerful narratives with rich imagery, video and infographics to showcase company culture and values.

Web Redesign: Directed a complete responsive redesign of the corporate website, improving usability across desktop and mobile and significantly increasing user engagement.

Client: Wells Fargo
Sector: Finance

marketing materials, internal + external communications, experiential environment, video production + editing, animation, brand guidelines, story-telling, print + online advertising, social media, web





SOLAIR

Solair is a mixed-use luxury high-rise in LA's Koreatown. I led the creative direction for the project, developing branding, marketing collateral, advertising, signage and environmental applications to establish a cohesive identity.

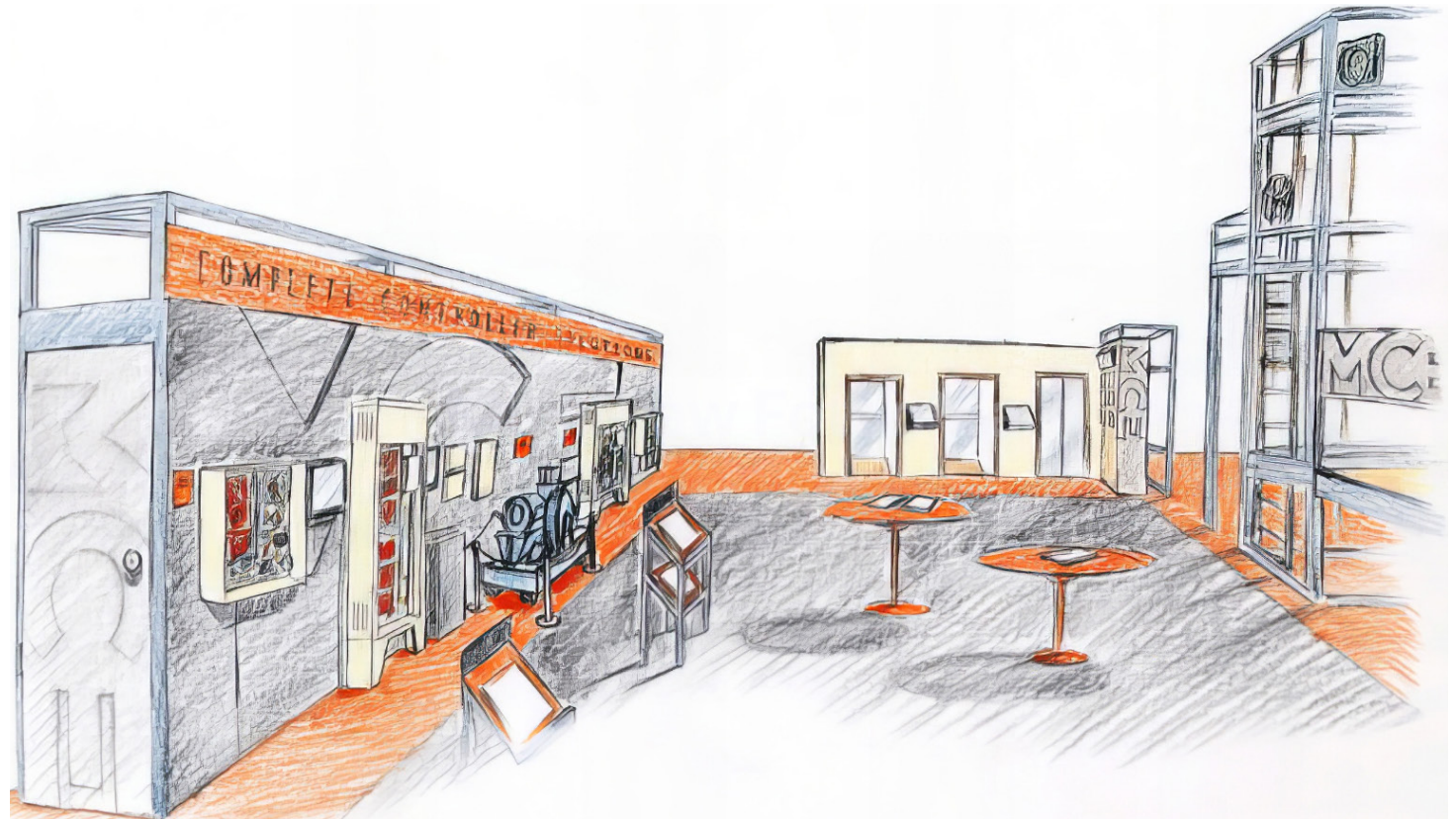
I also managed high-profile launch events, including a ribbon-cutting ceremony with Mayor Villaraigosa, which attracted widespread media coverage and positioned Solair as a landmark destination.

Client: ST Residential

Sector: Real Estate

brand strategy, logo + identity system, stationery, brochure, signage + wayfinding, events + invitations, print + digital advertising, e-mail marketing





MCE

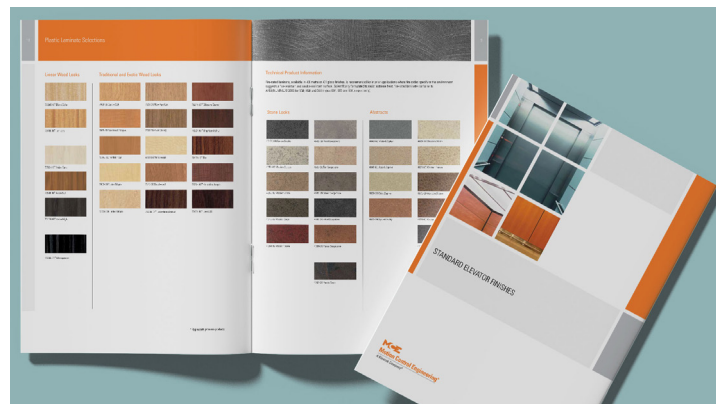
MCE specialises in elevator control systems and cutting-edge technology. I designed award-winning exhibition booths, including a modular island concept that won first place for booth design at a national event.

In addition, I developed a wide range of marketing materials, from brochures and white papers to sales sheets and print advertising campaigns, ensuring a consistent and compelling brand presence across all touchpoints.

Client: MCE

Sector: Manufacturing

logo + identity system, brochures + marketing collateral, events, print + digital advertising, experiential environment



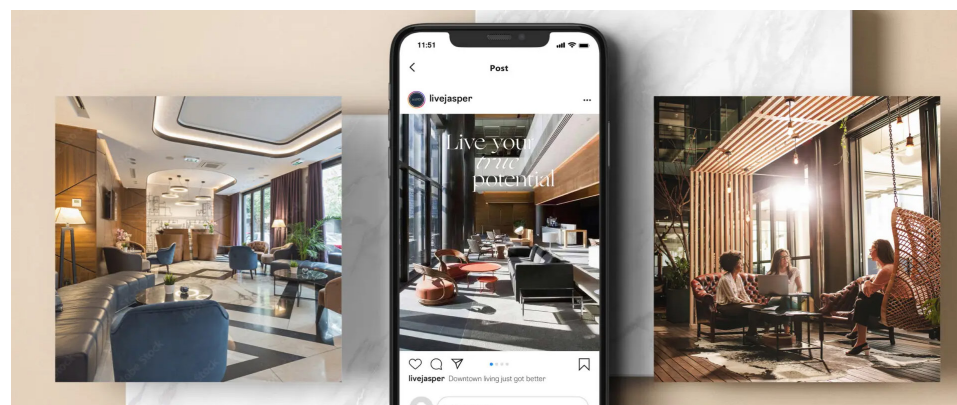
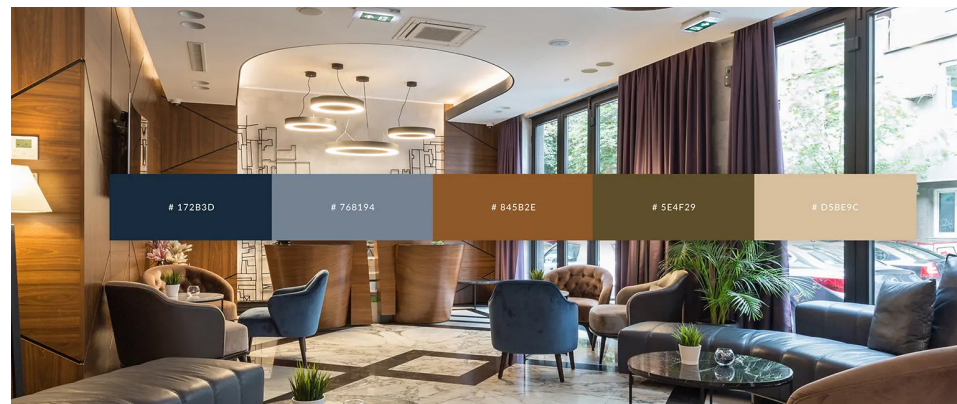
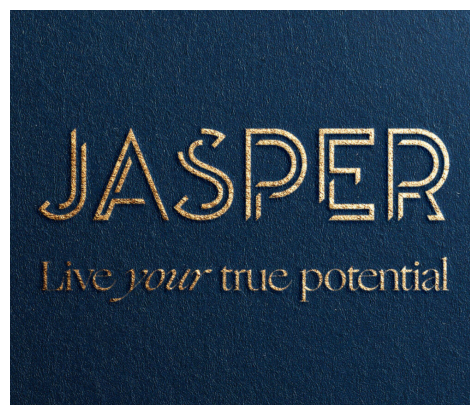
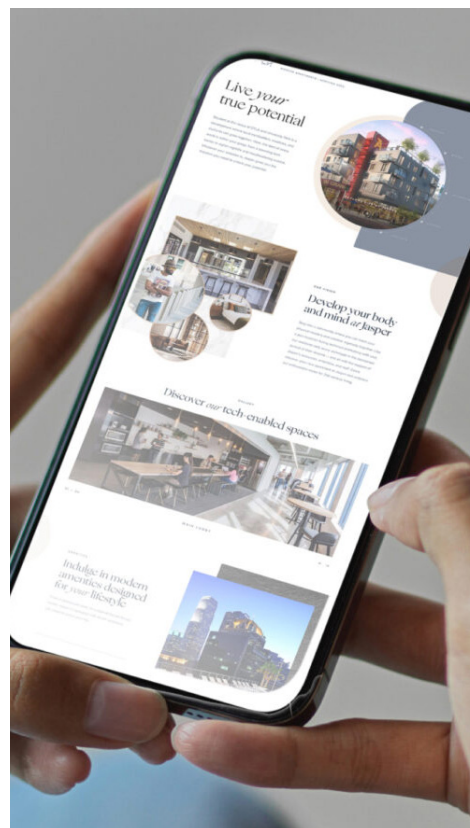
JASPER

Jasper is a luxury residential development aimed at young professionals seeking modern amenities and wellness-focused living. The brand positions Jasper as a premium space that seamlessly blends urban lifestyle with health and wellbeing. Its prime downtown location, contemporary facilities such as a gym and pool, and elegant design set it apart, appealing to a motivated, career-driven audience.

I led the brand development from inception, creating a strong identity that reflects urban sophistication. I designed signage, collateral, and promotional materials using a cohesive deep-blue palette and architectural motifs inspired by the building's design.

Client: Cityview
Sector: Real Estate

branding, logo + identity system, naming, signage, brochures + marketing collateral, events, print + digital advertising, experiential environment



THE ROWAN

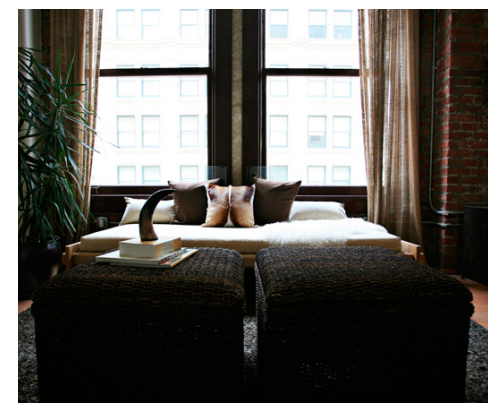
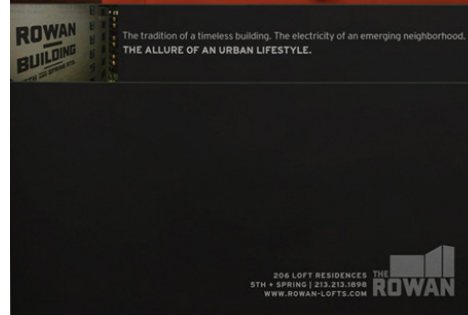
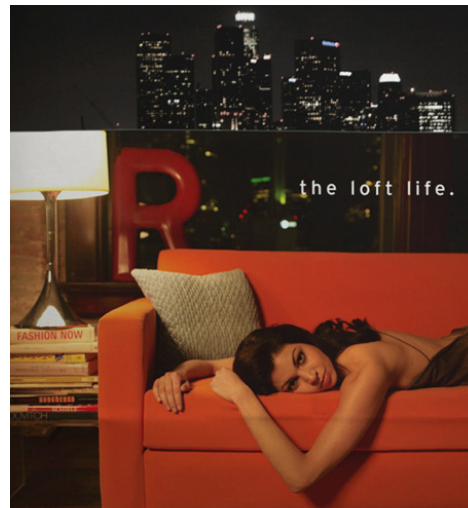
The Rowen is a historic loft building in DTLA's Old Bank District. I developed a brand that emphasises authenticity and artistic heritage, appealing to niche buyers with a genuine passion for the neighbourhood.

I designed a bold, skyline-inspired logo and commissioned original photography to create an emotionally resonant identity. I also produced integrated marketing materials, including digital assets, print brochures, signage, and advertising campaigns, ensuring a cohesive and engaging brand presence.

Client: Downtown Properties

Sector: Real Estate

logo + identity system, brand strategy, events, print + online advertising, e-mail marketing, signage + wayfinding, website, photography



KAISER PERMANENTE

Kaiser Permanente, one of the largest not-for-profit health plans in the US, embarked on a facility modernisation programme across California. As lead designer during a brand refresh, I developed an updated visual identity system including colour palettes, typography and photography guidelines, which were integrated into hospital interiors to create a consistent experience.

I also produced foundational design documentation for National Facilities Services, including research whitepapers, medical imaging catalogues, wayfinding and signage standards, and architectural material criteria, providing tools that continue to guide Kaiser Permanente's built environments.

Client: Kaiser Permanente

Sector: Healthcare, architecture, construction

brand strategy, visual identity system, brand guidelines, services collateral, product catalogues, whitepapers + technical documents, signage + wayfinding, experiential design





THE HUNTERIAN MUSEUM

As part of my MSc in Museum Studies, I curated and designed The Nature of Wellness at The Hunterian Art Gallery and Museum. I led the visual and spatial design, creating an environment that connected audiences with the theme of wellbeing. Alongside exhibition graphics and interpretive materials, I produced digital and print assets and developed an animated social media campaign that boosted engagement and drove attendance.

digital marketing campaign, animation, social media, illustration, exhibition design





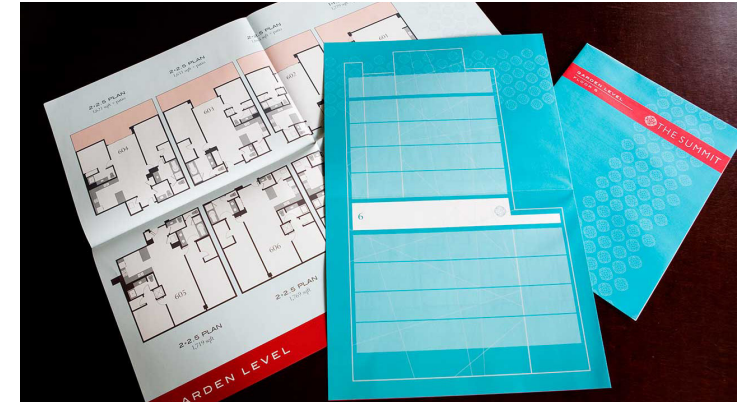
HEATHER JONES FURNITURE + DESIGN

To capture the spirit of a year spent crafting furniture in Scotland, I designed a business card and brochure for my exhibition at Greyfriars Cathedral, Edinburgh. I created a premium printed system on vellum with gold foil embossing, featuring original watercolour and digital illustrations.

The branding followed a whimsical, narrative-driven approach that reflected my creative journey and the craftsmanship behind each piece.

logo + identity, illustration, brochure, copywriting





THE SUMMIT

Situated in the heart of Los Angeles' Koreatown, The Summit underwent a full rebrand to support a fast-paced marketing campaign aimed at selling over 60 condominiums. With tight timelines and a clear sales target, I developed a bold and cohesive identity system that brought the project to life across every touchpoint.

The campaign included a full suite of building and directional signage, a user-friendly website, a printed folio featuring oversized floorplate inserts, and branded business stationery. The result was a distinctive and effective visual identity that helped drive strong buyer interest and rapid conversion. All units sold in less than half the expected timeframe, exceeding sales goals and setting a benchmark for future developments.

Client: Kennedy Wilson

Sector: Real Estate



brand strategy, logo + identity system, website, print + online advertising, digital + social media marketing, signage + wayfinding

GLENCOE REBRAND

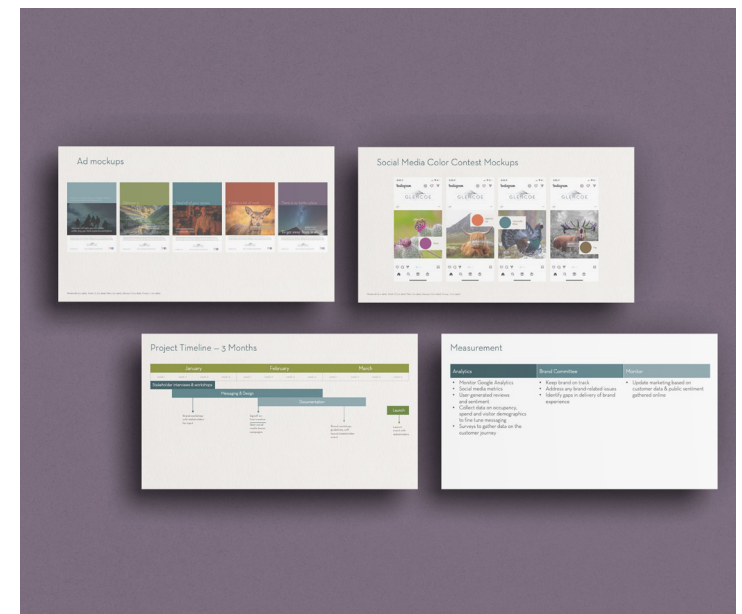
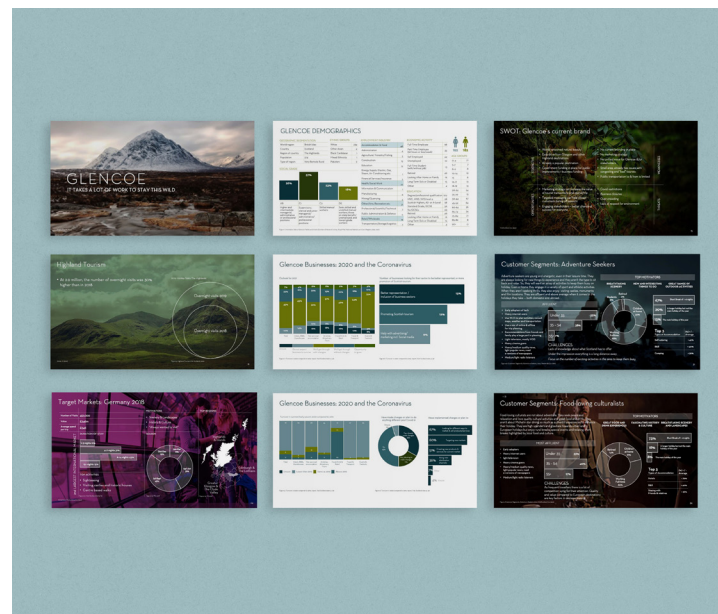
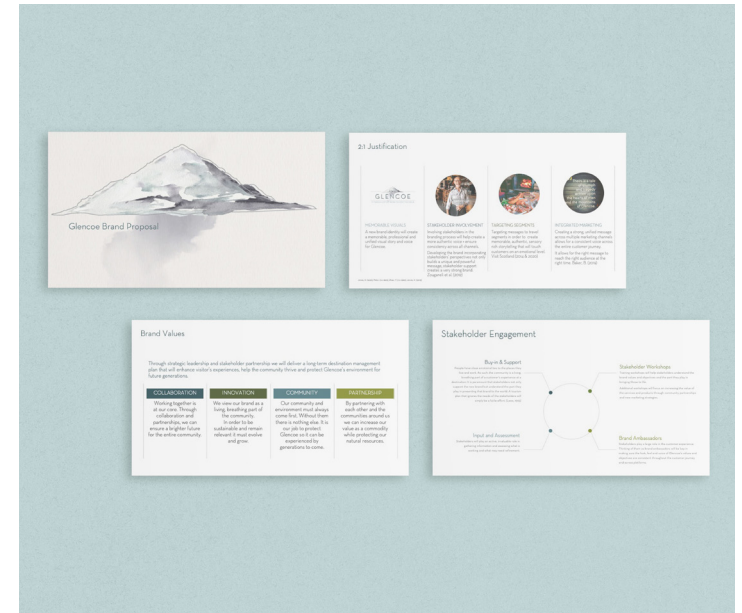
Rebranding proposal for Glencoe & Glen Etive Community Council.

I led a rebrand of Glencoe that balanced its dramatic Highland landscape and cultural heritage with the needs of today's visitors. The process began with extensive market research, focusing on community engagement and place branding to ensure the new identity was rooted in local voices as well as broader visitor appeal.

The resulting brand combined clean typography with a bold colour palette inspired by the Highlands, paired with evocative imagery that conveyed both awe and intimacy. Glencoe was repositioned as a destination that feels timeless yet forward-looking, deeply connected to its people and place.

Sector: Consumer, Local government, Hospitality, Retail, Travel

brand strategy, logo + identity system, brand standards, brochure, collateral, photography, brand architecture



THE GROVELAND HOTEL

When new ownership took over this historic Yosemite gateway hotel, they sought a brand that respected its past while embracing a contemporary vision. I developed a positioning rooted in the spirit of California, focused on exploration, awe and adventure, captured in the narrative:

“At The Groveland, let the California spirit move you.”

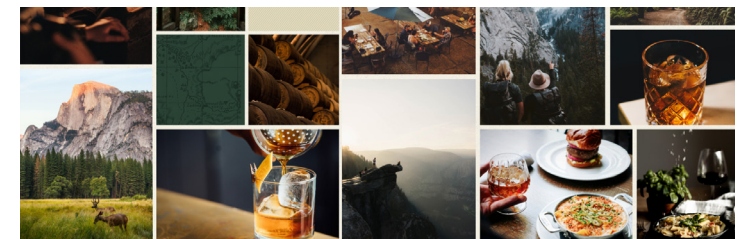
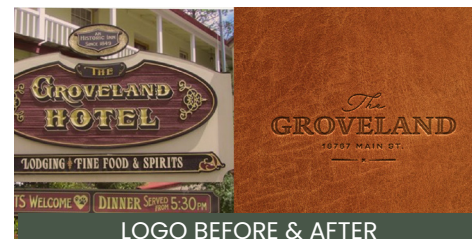
I transformed the identity from rustic kitsch into a destination for modern explorers. The visual system balanced heritage with progress, combining hand-drawn details with bold custom serif typography inspired by woodblock and letterpress craft.

To create a seamless guest experience, I designed signage, merchandise and branded touchpoints throughout the hotel, unified by a vintage map motif in muted green, referencing both the landscape and the idea of personal discovery.

Client: The Groveland Hotel

Sector: Hospitality

brand positioning, messaging, logo + identity system, website, print + online advertising, digital + social media marketing, signage + wayfinding, experiential design



THE MAIL ORDER DISTRICT

A NEW ERA OF FULFILMENT

The transformation of the historic Sears Building in Downtown Los Angeles was more than a renovation; it marked the creation of an entirely new neighbourhood. I was brought in to develop the brand story for this ambitious project, connecting its past with a bold new future.

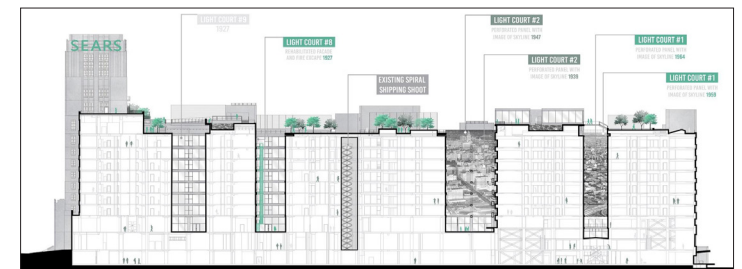
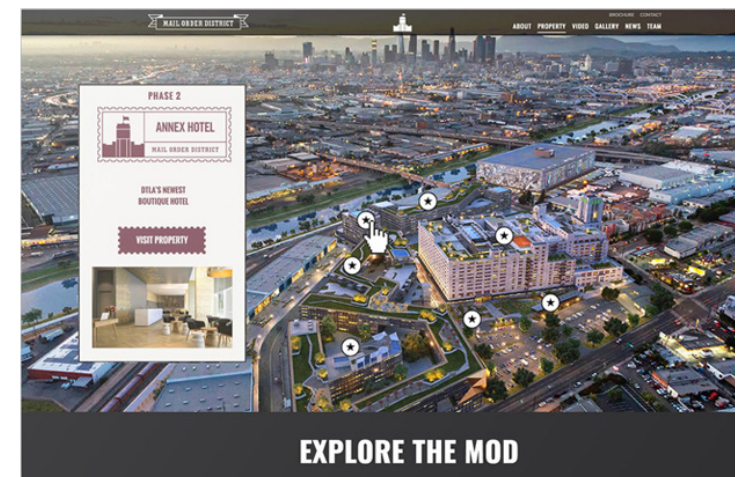
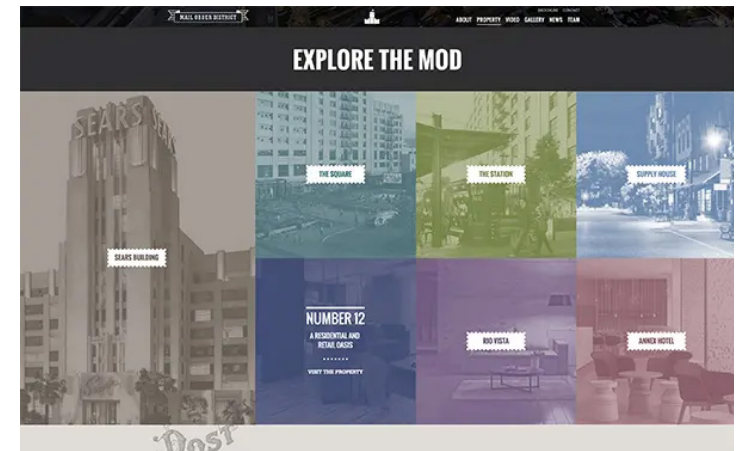
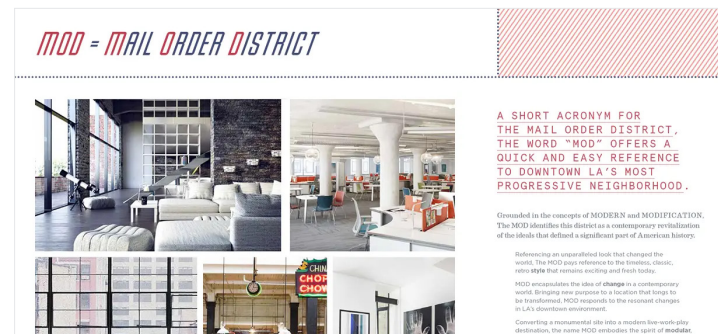
The transformation of LA's historic Sears Building into a 26-acre neighbourhood needed a brand that respected its past while looking towards the future. I named it the Mail Order District (MOD), a reference to its mail-order legacy, and developed a brand architecture that brought together diverse spaces under one cohesive vision.

Inspired by vintage postal materials, I created a visual identity that balanced heritage with the character of contemporary DTLA, using stamps, textures, and a logo influenced by the Sears Building itself. I produced collateral ranging from leasing books to art volumes, and designed a website featuring an original short film, visual renderings, and interactive maps to introduce MOD to a global audience.

Client: Shomof Group

Sector: Real estate

audit report, brand position, brand vision, name + tagline, tone of voice, visual identity system, art book, video leasing collateral, website, social media



THE TAFT BUILDING

As a Hollywood landmark with a rich history, The Taft Building required a branding refresh that honoured its legacy while modernising its appeal. Once home to Charlie Chaplin's original office and LA's first high-rise, The Taft is one of Hollywood's most iconic buildings and a beacon of creativity. The brand position is centred on the idea of building your legacy and making your mark, with secondary messaging drawing on its world-famous location at Hollywood and Vine.

I created a sophisticated yet contemporary visual identity, combining serif and sans-serif typography with a neutral palette accented by coral and blue overlays to blend modern and historic elements. I also designed marketing materials that doubled as collectable keepsakes, including a fold-out brochure inspired by classic movie posters.

Client: Industry Partners

Sector: Real Estate

brand strategy, logo + identity system, website, print, digital + social media marketing

