

HEATHER JONES

Senior Designer | Branding | Design & Digital Leadership

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LinkedIn | Work | Website

PROFESSIONAL SUMMARY

Strategic and detail-oriented Senior Graphic Designer with extensive experience in branding, corporate communications, and data visualisation. Skilled in translating complex financial and technical information into clear, engaging visual narratives that strengthen brand integrity and audience engagement. Proven success in both digital and print design, accessibility compliance, and creative leadership within fast-paced corporate and agency environments.

AREAS OF EXPERTISE

- Graphic design and art direction across digital, print, events and packaging.
- Typography, illustration, motion graphics and digital storytelling.
- Creative Cloud, Microsoft, Figma and Flourish.
- Brand strategy, identity and scalable design systems.
- Branding for luxury, real estate and hospitality.
- 360 campaign development and integrated communications.
- Digital marketing, strategy, social and analytics.
- Data visualisation, infographics, user-centred design and wayfinding.
- Service design, innovation and UX and UI research.
- Client engagement, presentations, pitches and bid development.
- Project, studio and resource management with leadership, mentoring and collaboration.
- Strong communication, problem-solving, critical thinking, prioritisation and adaptability.

KEY ACHIEVEMENTS

Hymans Robertson: Led a full brand refresh and accessibility initiative for client-facing materials within the Investment and Research groups, increasing brand recognition and engagement by 15%.

Capital Group: Simplified project management processes across teams, improving creative delivery and increasing output by 10% per quarter.

The Summit: Directed a high-impact rebrand and marketing campaign, resulting in all 60 condominiums sold in under half the projected time, exceeding sales targets.

Wallrich Marketing + Communications: Integrated campaign achieved 55% membership growth in two years.

WORK EXPERIENCE

Hymans Robertson LLP – Glasgow, UK

Graphic Designer

October 2023 – Present

- Led creative delivery across Investment and Research departments, ensuring high-quality, accessible, and on-brand design.
- Acted as brand guardian, ensuring compliance with AA/ADA accessibility standards and maintaining visual consistency.
- Created design system and standardised templates for Adobe and Microsoft, reducing production time by 50%.
- Designed 360 campaigns for digital and print assets, resulting in enhanced brand visibility and stakeholder engagement.
- Drove user-centred design through research and collaboration with UX designers and analysts, producing interactive dashboards and animations that improved engagement by 25%.
- Mentored junior designers and led studio operations, workflow management and resource planning to ensure efficiency and quality.

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Career Break: September 2021 – September 2023

Completed MSc in Digital Marketing and MSc in Museum Studies

Capital Group LLP – Los Angeles, CA, USA

Senior Design Consultant

September 2019 – July 2021

- Managed creative projects (design, content, video) from start to finish in an Agile environment, improving delivery speed and stakeholder satisfaction.
- Redefined and standardised sales and marketing materials, creating a scalable asset library that simplified workflow eliminated redundancies and ensured consistent branding.
- Turned complex financial data into clear and accessible visuals, including dashboards and presentations that supported informed decision making.

Career Break: Oct 2018 – Aug 2019

Completed a Degree in Furniture Making, Design and Restoration.

Wells Fargo Bank – Irvine, CA, USA

Creative Manager / AVP, Corporate Communications Group

February 2013 – August 2018

- Directed six creative teams delivering 360 campaigns across digital, film, social media, and live events.
- Produced and art-directed multimedia content, collaborating with agencies and production houses to deliver large-scale campaigns.
- Increased brand engagement by 4% annually through cohesive storytelling across multiple channels.
- Enhanced team performance through mentoring, recruitment, and process optimisation, improving productivity by 5% per quarter.

PREVIOUS EXPERIENCE

- Senior Art Director and Graphic Designer at Research Affiliates, leading brand refresh across key touch-points to deliver consistent, forward-thinking design aligned with a global investment brand. Managed and mentored a team of over 20 consultants, leading projects from concept through to final delivery.
- Worked as a design and film consultant across automotive, fashion, finance, healthcare, aerospace and real estate sectors. Delivered art direction, graphic design and production management for clients including NASA Jet Propulsion Laboratory, Mercedes-Benz, the Council of Fashion Designers of America, Kaiser Permanente and the Hallmark Channel.
- Senior Art Director and Graphic Designer at Wallrich Marketing and Communications, managing the creative team. Delivered award-winning campaigns across healthcare, manufacturing, finance and technology sectors.

EDUCATION

University of Glasgow, MSc (Merit) Museum Studies

October 2022 – August 2023

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

October 2021 – August 2022

Chippendale International School of Furniture

October 2018 – August 2019

Pennsylvania State University, Graphic Design

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Online Portfolio
LinkedIn

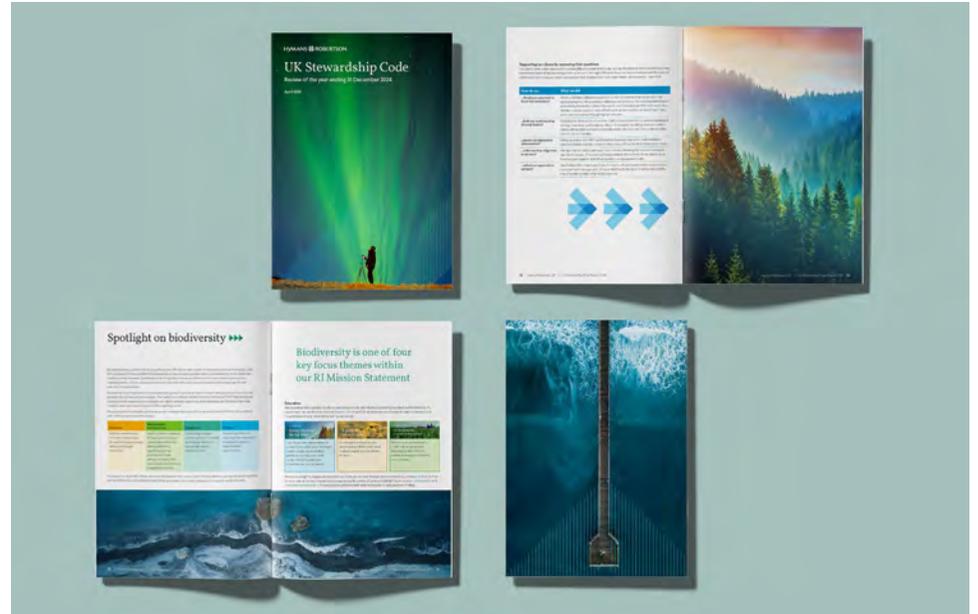
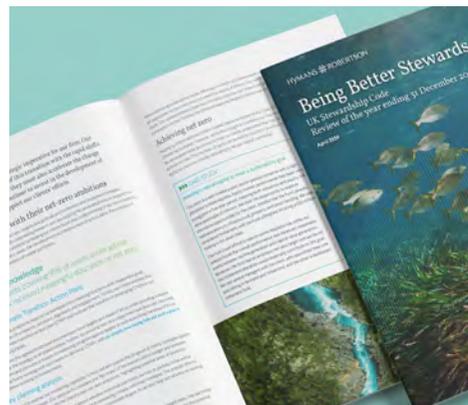
HEATHER JONES | SENIOR GRAPHIC DESIGNER | CREATIVE LEAD

Portfolio.

HYMANS ROBERTSON

As a creative lead within this leading actuarial and investment consultancy, I directed design output across investment and research divisions, acting as brand guardian to introduce AA/ADA accessibility compliance and modernised brand guidelines. The refreshed framework reduced production time by over 50% and increased client engagement by 30%. Work spanned regulatory publications, data visualisations, interactive dashboards, animations, and marketing campaigns, with consistent recognition for design excellence.

Client: Hymans Robertson
Sector: Finance + Investment



reports · white papers · data visualisation · infographics · branding · style guides · interactive media · templates



THE HUNTERIAN MUSEUM

As part of my MSc in Museum Studies, I curated and designed *The Nature of Wellbeing* exhibition at The Hunterian Art Gallery and Museum. I was responsible for the complete visual and spatial design, developing exhibition graphics, interpretive materials, and a digital and print communications suite. An animated social media campaign created to support the exhibition led to a measurable increase in engagement and visitor numbers.



exhibition design · spatial graphics · interpretive materials · social media · print & digital

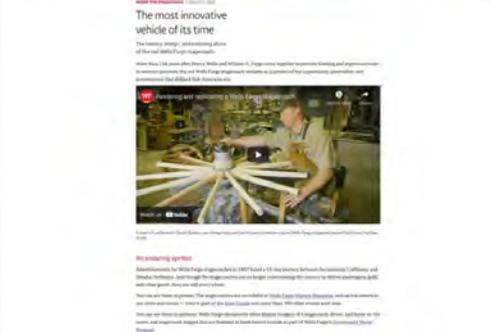
WELLS FARGO

In a creative lead capacity for Wells Fargo's Corporate Communications, I oversaw all visual output across social media, digital platforms, executive communications, and live events, ensuring brand consistency at an enterprise scale. Key projects included the Wells Fargo Stories platform, an immersive narrative-led digital experience combining editorial, imagery, and video, and a full responsive redesign of the corporate website, which significantly improved usability and user engagement.

Client: Wells Fargo

Sector: Finance

marketing materials · internal & external communications · experiential environments · video production · animation · brand guidelines · print



JASPER

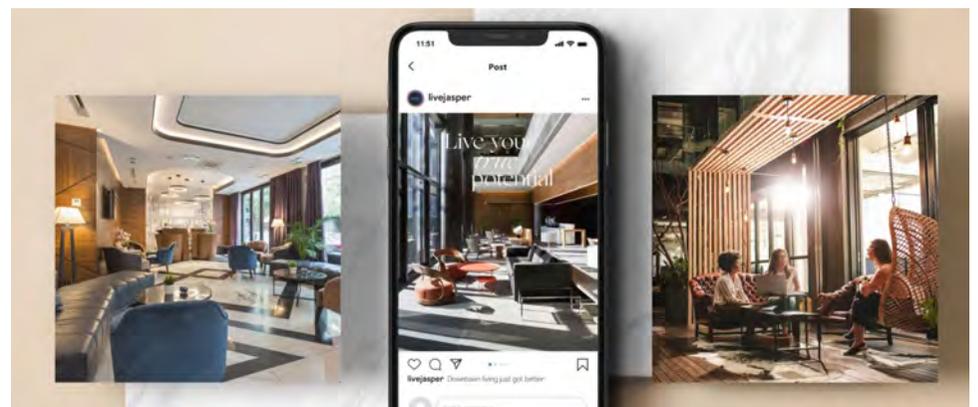
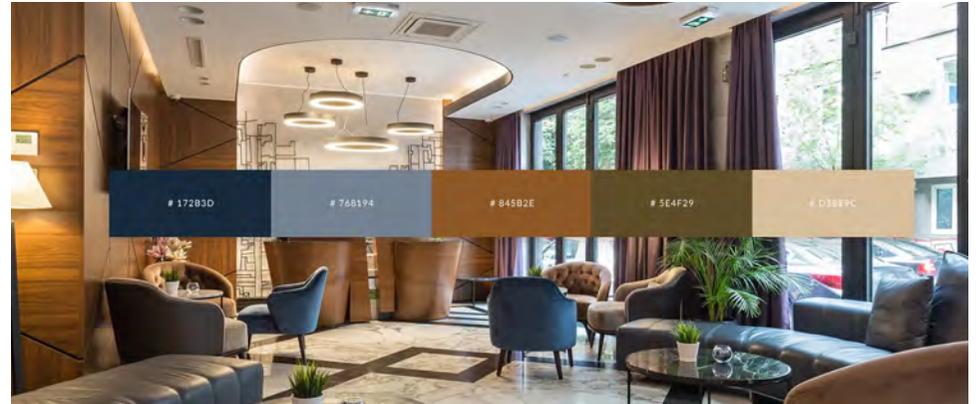
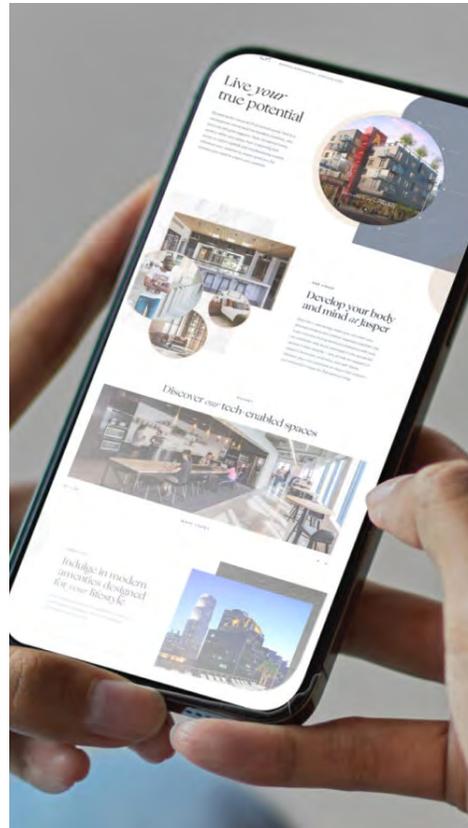
Live your true potential

Jasper is a luxury residential development targeting ambitious young professionals who value modern amenities and wellness-focused living. I led the brand development from inception, crafting an identity that balances urban sophistication with a sense of calm. Working with a cohesive deep-blue palette and architectural motifs drawn from the building's design language, I produced signage, marketing collateral, and promotional materials that clearly and confidently communicated Jasper's premium positioning.

Client: Cityview

Sector: Real Estate

brand identity · signage · marketing collateral · promotional materials



THE GROVELAND HOTEL

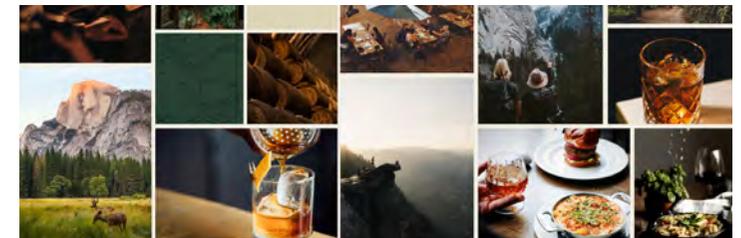
Explorers Welcome

When new ownership took over this historic hotel at the gateway to Yosemite, I created a brand that honoured its heritage while embracing a contemporary vision of California exploration and adventure. The positioning narrative, centred on the California spirit, guided a visual identity that moved away from rustic clichés in favour of something more considered and modern. Hand-drawn details and bold custom serif typography inspired by woodblock and letterpress craft were combined with a vintage map motif, carried through signage, merchandise, and branded touchpoints throughout the hotel.

Client: The Groveland Hotel

Sector: Hospitality

brand identity · positioning · signage · merchandise · environmental graphics





SOLAIR
ST COLLECTION

SOLAIR

I led the creative direction for Solair, a mixed-use luxury high-rise in Los Angeles, developing a cohesive brand identity from the ground up. The project encompassed brand strategy, logo and identity design, marketing collateral, environmental graphics, signage, and digital advertising. I also managed a high-profile launch event attended by Mayor Villaraigosa, which generated substantial press coverage and firmly established Solair as a destination address.

Client: ST Residential

Sector: Real Estate



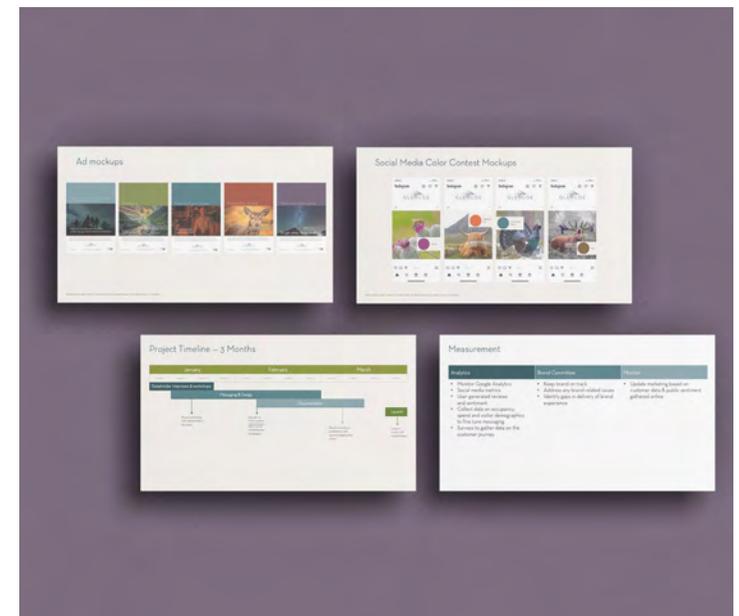
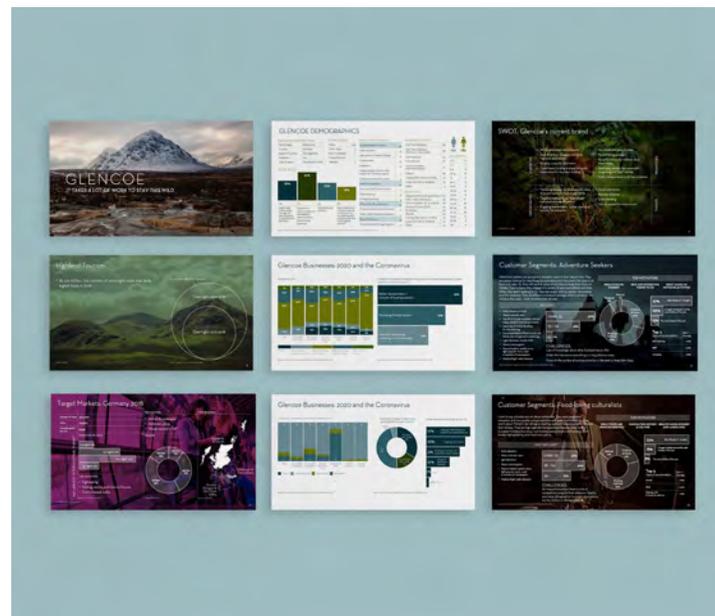
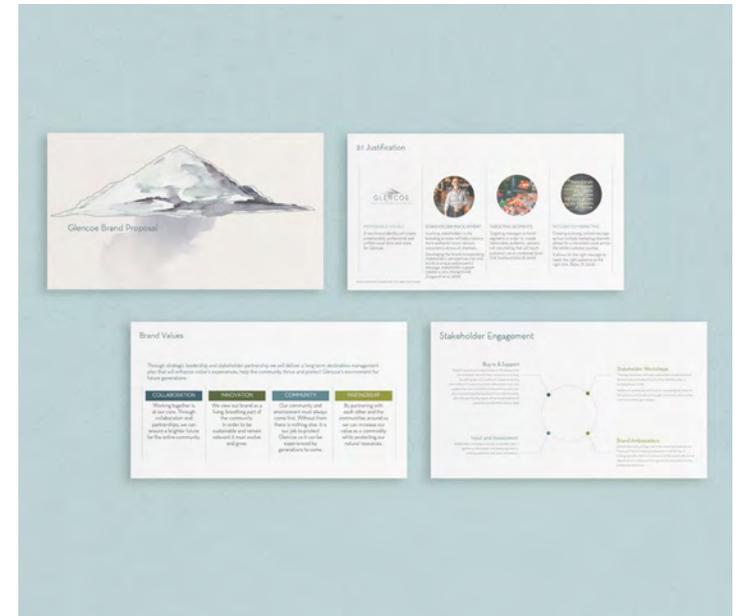
brand strategy · identity system · signage & wayfinding · brochure · print & digital advertising · events

GLENCOE REBRAND

I led a rebrand proposal for Glencoe and Glen Etive Community Council, balancing the region's dramatic Highland landscape and cultural heritage with the expectations of modern visitors. The process was grounded in community engagement and place branding research, ensuring the resulting identity was rooted in local voices. The new brand paired clean typography with a bold, landscape inspired colour palette and evocative imagery, repositioning Glencoe as a destination that feels both timeless and forward-looking.

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

place branding · brand strategy · typography · community engagement · identity design



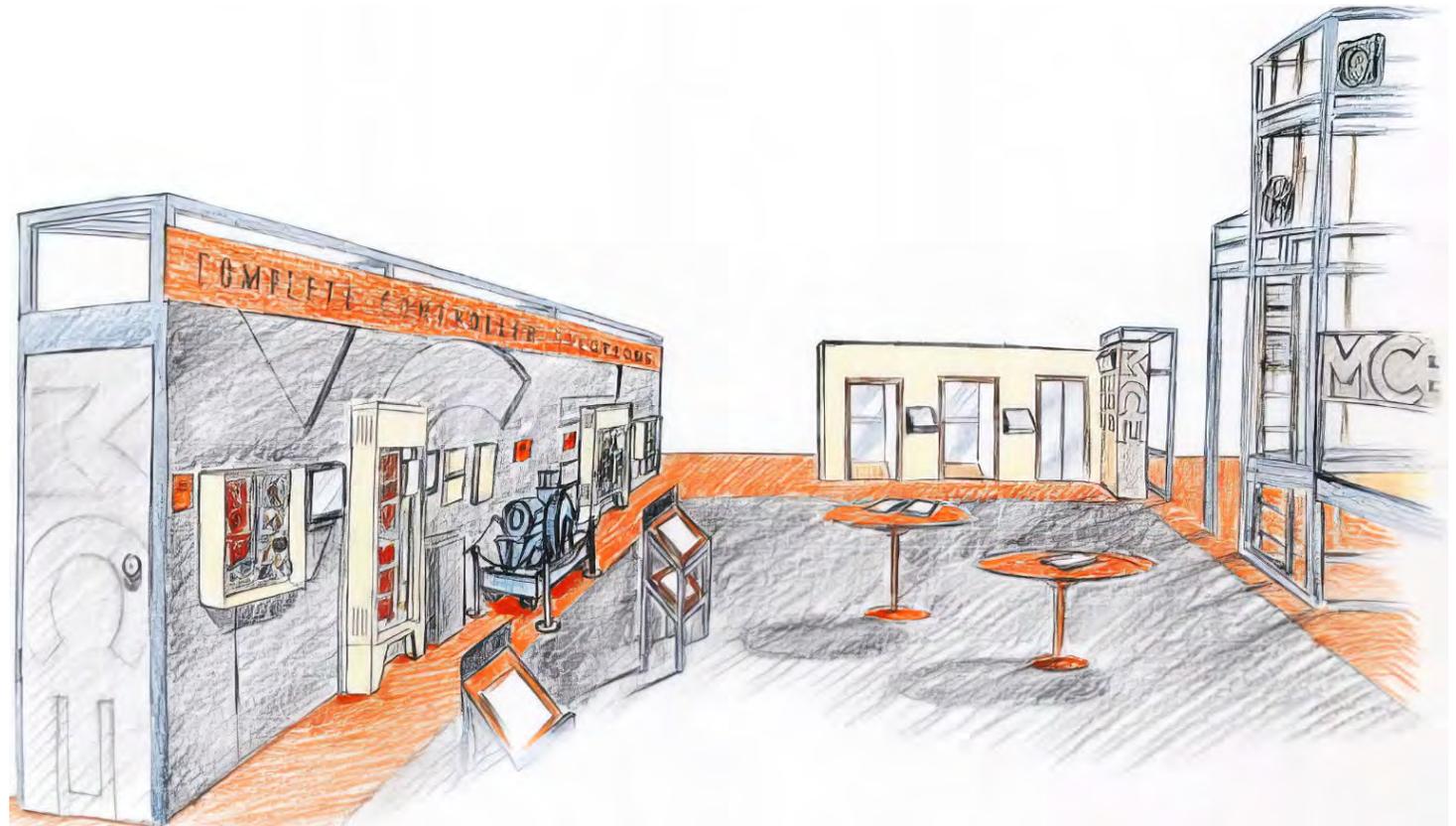
MCE

Working with MCE, a specialist in elevator control technology, I designed award-winning exhibition booths, including a modular island concept that won first place for booth design at a national industry event. Beyond the exhibition environment, I developed a broad suite of marketing materials, including brochures, white papers, sales sheets, and print advertising, maintaining a consistent and compelling brand presence across all channels.

Client: MCE

Sector: Manufacturing

exhibition design · brochures · white papers · print advertising · sales materials



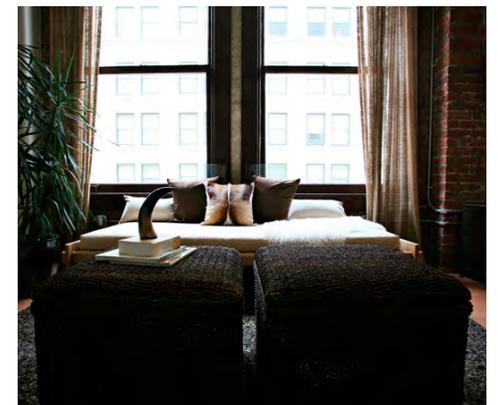
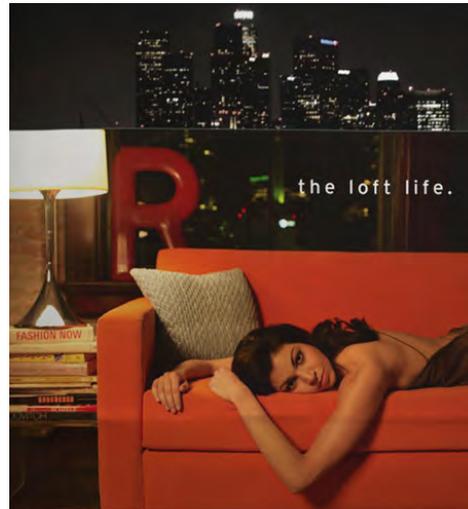
THE ROWAN

Live what's next.

The Rowan is a historic loft building in Downtown Los Angeles' Old Bank District. I developed a brand rooted in authenticity and artistic heritage, designed to resonate with buyers who feel a genuine connection to the neighbourhood's character. A bold, skyline-inspired logo paired with commissioned original photography gave the identity emotional depth, carried through integrated marketing materials including digital assets, print brochures, signage, and advertising campaigns.

Client: Downtown Properties

Sector: Real Estate



brand identity · logo design · photography direction · signage · print & digital advertising



KAISER PERMANENTE

As the lead designer for a brand refresh of one of the United States' largest not-for-profit health plans, I created an updated visual identity system, including colour palettes, typography, and photography guidelines, which was integrated into hospital interiors across California. I also developed foundational design documentation for Kaiser Permanente's National Facilities Services, such as research white papers, medical imaging catalogues, and wayfinding and signage standards that continue to guide the organisation's built environments.

Client: Kaiser Permanente
Sector: Healthcare, architecture, construction



visual identity · interior graphics · wayfinding & signage · research publications · brand guidelines · experiential design



HEATHER JONES FURNITURE + DESIGN

To commemorate a year spent crafting furniture in Scotland, I created the identity and print collateral for my solo exhibition Greyfriars Cathedral, Edinburgh. The suite included a business card and brochure printed on vellum with gold foil embossing, illustrated with original watercolour and digital artwork. The outcome was a premium, narrative-driven printed system that showcased both the craftsmanship and the personal journey behind each piece.



brand identity · print design · illustration · exhibition collateral · copywriting

MPA FAMILY

MPA, a global leader in automotive aftermarket components, sought a brand refresh that honoured its manufacturing heritage while positioning the business for future growth. I developed a repositioning strategy that championed American manufacturing excellence and delivered a comprehensive suite of materials spanning packaging, advertising, trade show design, and an interactive Innovation Centre. The work established clear visual differentiation across MPA's product brands while preserving a unified, coherent identity.

Client: MPA

Sector: Automotive

brand repositioning · packaging · advertising · trade show design · interactive environments



THE MAIL ORDER DISTRICT

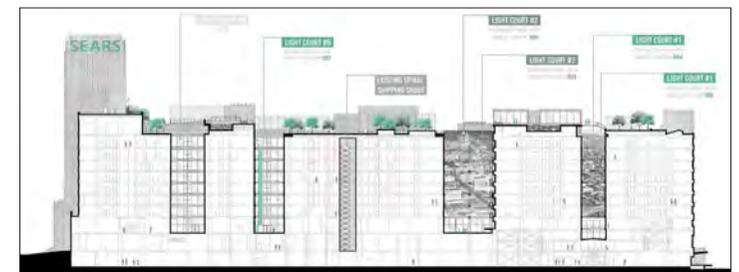
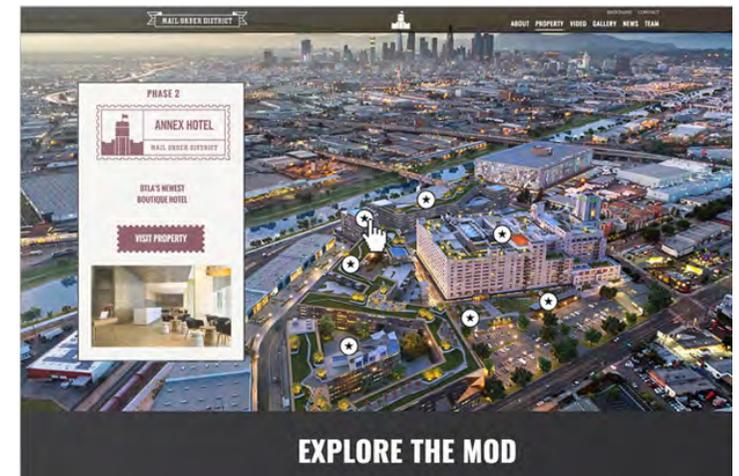
A New Era of Fulfilment

The transformation of the historic Sears Building in Downtown Los Angeles into a 26-acre mixed-use neighbourhood called for a brand that could embody both its historical significance and the ambitions of the project. I named the development the Mail Order District (MOD), a direct nod to its mail-order heritage, and developed a comprehensive brand architecture to unify its diverse spaces under one cohesive vision. Inspired by vintage postal materials, stamps, and textures, the identity balanced tradition with the contemporary character of DTLA, applied across leasing portfolios, art volumes, and a website featuring original film content, visual renderings, and interactive maps.

Client: Shomof Group

Sector: Real estate

naming · brand architecture · identity design · collateral · digital · film



THE SUMMIT

Located in the centre of Los Angeles' Koreatown, The Summit underwent a complete rebranding to support an ambitious sales campaign targeting over 60 condominiums within a tight deadline. I created a bold, cohesive identity system implemented across building signage, a user-friendly website, a printed portfolio with oversized floor plate inserts, and branded stationery. All units sold in less than half the projected time frame, setting a benchmark for future residential development.

Client: Kennedy Wilson

Sector: Real Estate

brand identity · signage · website · print collateral · stationery

