

HEATHER JONES

Creative Lead | Brand Strategy | Design & Digital Leadership

heathergertiejones@gmail.com

+44 07535 980360

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
- Digital, print and packaging design
- Typography, illustration and motion graphics
- Adobe Creative Cloud, Microsoft Office, Figma, Flourish
- Branding for luxury, real estate and hospitality
- Data visualisation and infographics
- Digital marketing, social media and analytics
- Scalable design systems
- B2B, B2C and POS design
- Events
- Brand identity and logo design
- 360° campaign development
- Service design and UX/UI research
- Client presentations and bids
- Project and studio management
- Leadership, mentoring and collaboration
- Client pitch and bid presentations
- Communication
- Problem-solving and critical thinking
- Prioritisation and adaptability

KEY ACHIEVEMENTS

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

Capital Group: Streamlined 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.

WORK EXPERIENCE

Hymans Robertson LLP – Glasgow, UK

Graphic Designer

October 2023 – Present

- Lead creative delivery across Investment and Research units, ensuring high-quality, accessible, and on-brand design.
- Act as brand guardian, ensuring compliance with AA/ADA accessibility standards and maintaining visual consistency.
- Developed brand and style guidelines, standardising templates across Adobe and Microsoft, reducing production time by **50%**.
- Designed digital and print assets including reports, campaigns and marketing materials that 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%**.
- Mentor junior designers and support studio operations, workflow management and resource planning to ensure efficiency and quality.

Career Break: September 2021 – September 2023

Completed MScs in Digital Marketing and Museum Studies

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Capital Group LLP - Los Angeles, CA, USA

Senior Design Consultant

September 2019 - July 2021

- Delivered end-to-end creative workstreams in Agile environments, enhancing delivery speed and stakeholder satisfaction.
- Redefined and standardised sales and marketing materials, creating a scalable asset library that improved workflow and ensured consistent branding.
- Translated complex financial data into intuitive visual formats, including dashboards and presentations, supporting clarity and strategic 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 integrated 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**.

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

September 1990 - June 1992

MEMBERSHIPS

- The Architectural Heritage Society of Scotland (AHSS), Chairman and National Trustee
- Chartered Institute of Library and Information Professionals (CILIP)

- Information and Records Management Society (IRMS)
- Scottish Museums Federation
- Heritage Crafts + Heritage Crafts Scotland

Heather Jones
Glasgow + London
United Kingdom

+ 44 0753 598 0360
heathergertiejones@gmail.com
Online Portfolio
[LinkedIn](#)

Portfolio.

HYMANS ROBERTSON

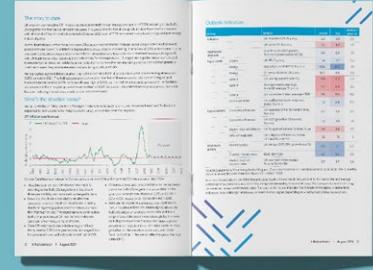
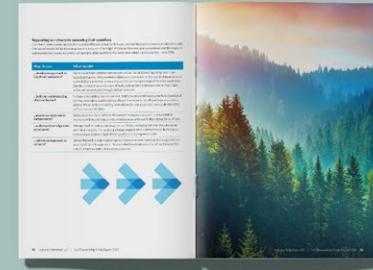
Directed creative output across investment and research units, collaborating with senior stakeholders to deliver accessible, high-quality design. Acted as brand guardian, introducing AA/ADA compliance and refreshed brand guidelines that streamlined workflows, reduced production time by over 50%, and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



KAI SER PERMANENT E

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.

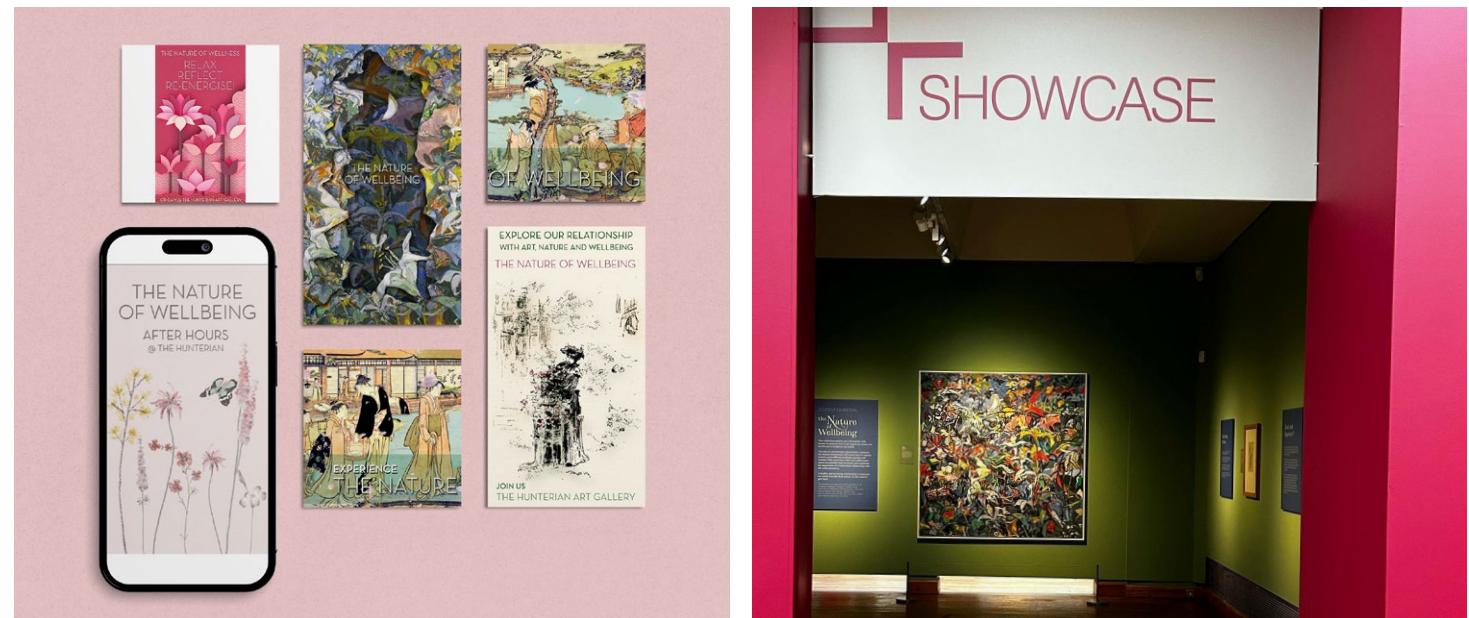
I also produced foundational design documentation for National Facilities Services, including research whitepapers, medical imaging catalogues, wayfinding and signage standards, and architectural material criteria, providing tools that continue to guide Kaiser Permanente's built environments.

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



GLENCOE REBRAND

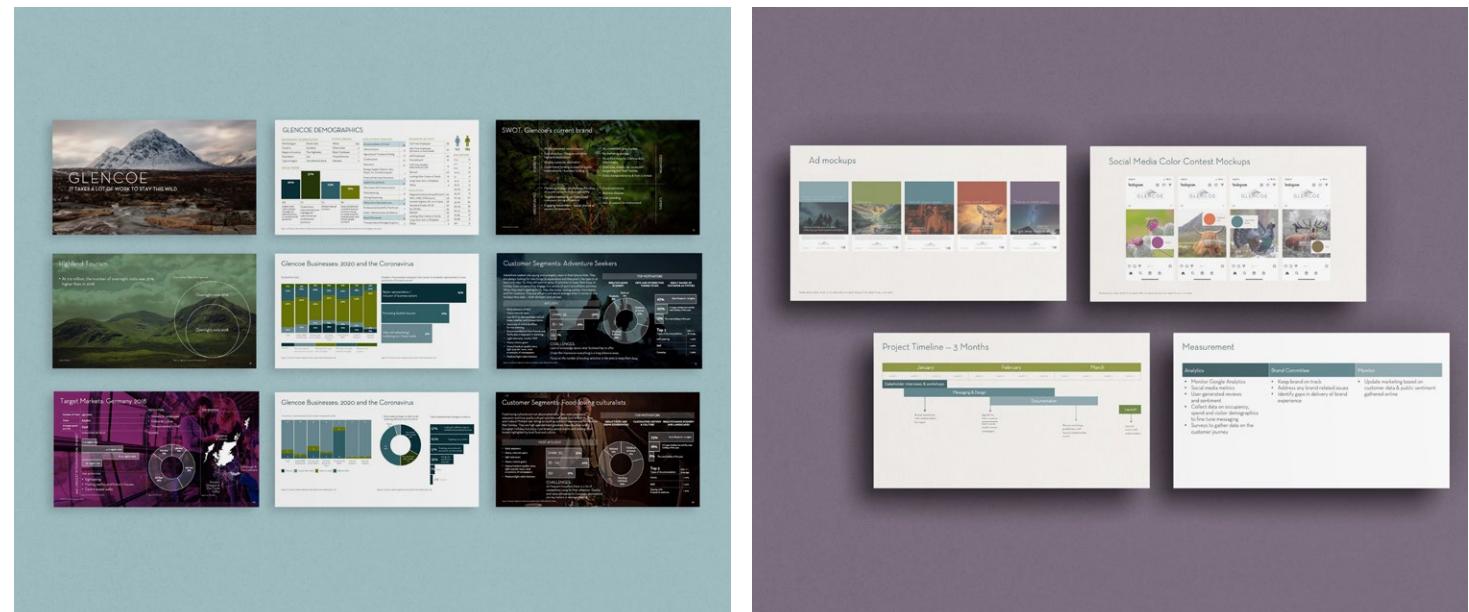
Rebranding proposal for Glencoe & Glen Etive Community Council.

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





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 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 ROWAN

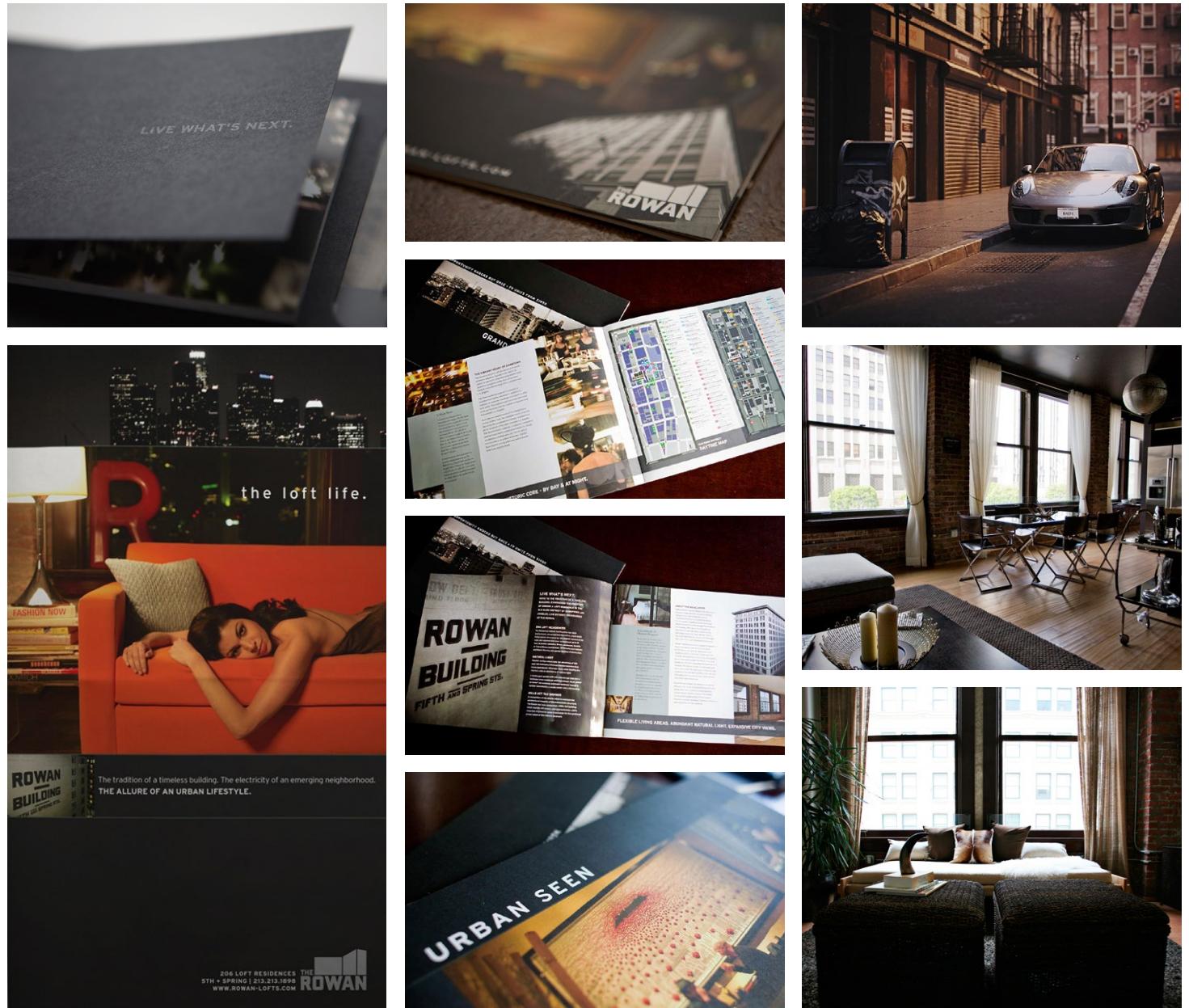
The Rowan is a historic loft building in DTLA's Old Bank District. I developed a brand that emphasises authenticity and artistic heritage, appealing to niche buyers with a genuine passion for the neighbourhood.

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



JASPER

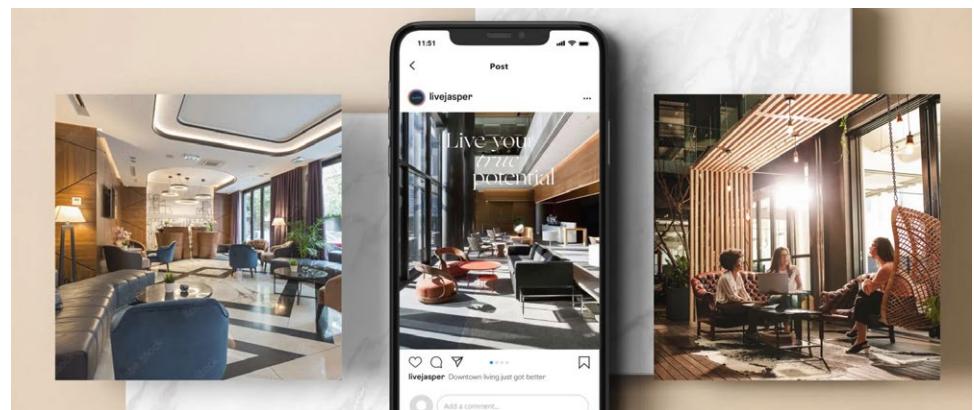
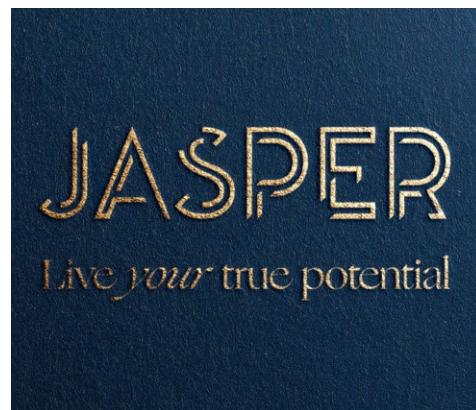
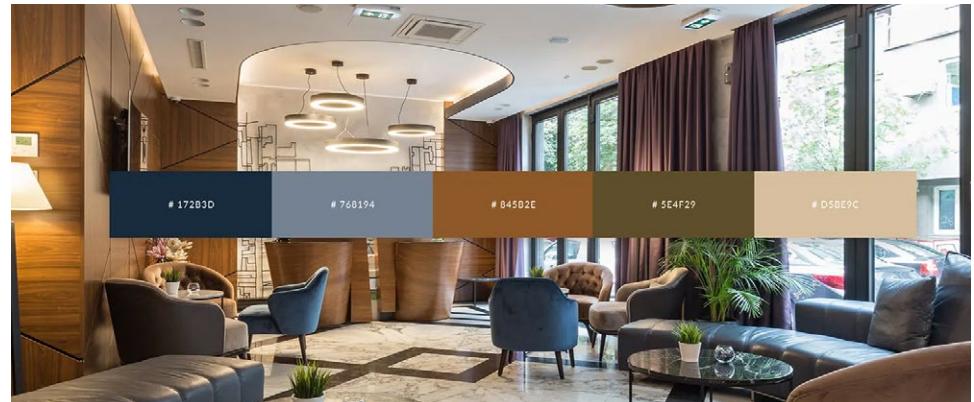
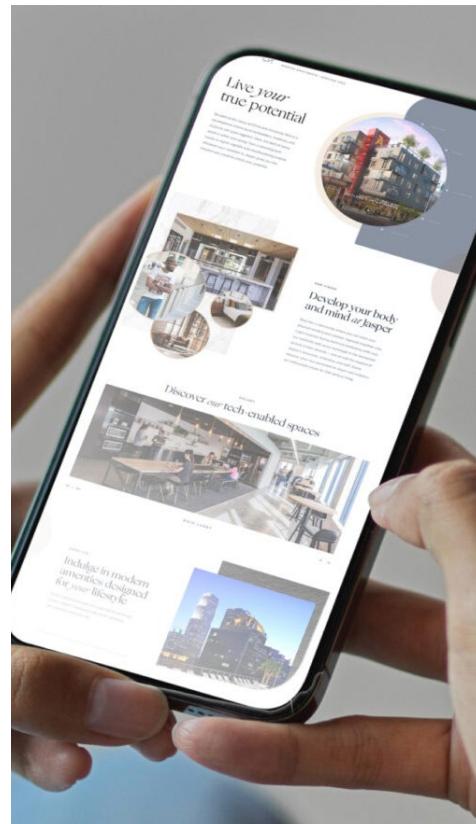
Jasper is a luxury residential development aimed at young professionals seeking modern amenities and wellness-focused living. The brand positions Jasper as a premium space that seamlessly blends urban lifestyle with health and wellbeing. Its prime downtown location, contemporary facilities such as a 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



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

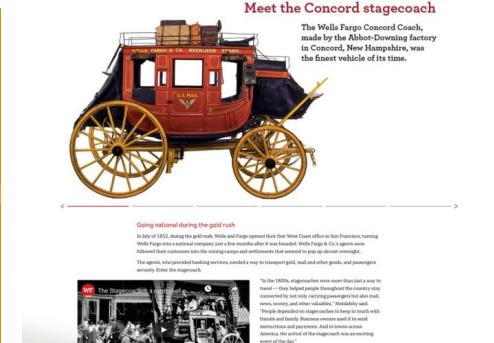
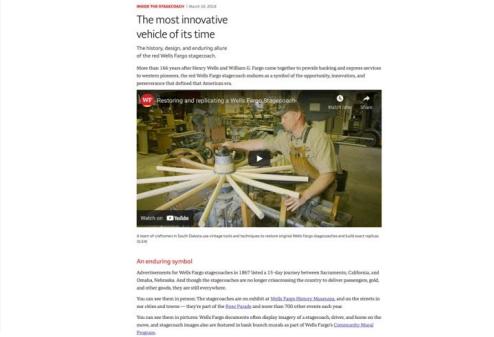
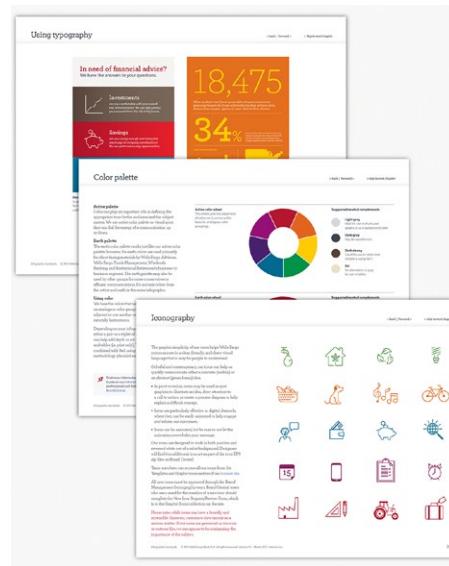
Wells Fargo Stories: Designed and developed an immersive storytelling platform that combined powerful narratives with rich imagery, video and infographics to showcase company culture and values.

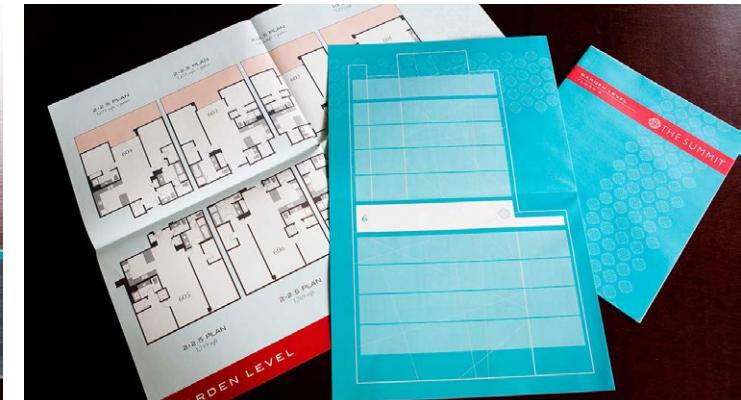
Web Redesign: Directed a complete responsive redesign of the corporate website, improving usability across desktop and mobile and significantly increasing user engagement.

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





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



MPA FAMILY

MPA, a global leader in automotive aftermarket components, sought a brand refresh that balanced tradition with innovation. I developed a repositioning strategy highlighting American manufacturing excellence and created a comprehensive suite of marketing materials, including packaging, advertising, trade show design, and an interactive Innovation Centre.

The work established visual differentiation across MPA's product brands while maintaining a cohesive and unified identity.

Client: MPA

Sector: Automotive

brand strategy, logo + identity system, brand standards, brochure, packaging, collateral, photography, brand architecture, signage + wayfinding, experiential environment

