

Heather Jones

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

Portfolio of work

+44 07535 980360

January 2025

Dear hiring manager,

I have worked successfully as a graphic designer and art director in the financial sector, holding senior design and management positions at Wells Fargo, Research Affiliates, and Capital Group for the last decade. Before that, I worked in agencies and as a consultant with some of America's most recognisable names, including Jet Propulsion Laboratory (JPL/NASA), Ford Motor Company, Fashion Week NYC, and Mercedes Benz.

Currently, I am a graphic designer at Hymans Robertson, splitting my time between Glasgow and London. Hymans hired me to redesign digital and print materials for the Investment and Research units to align with the brand and meet AA accessibility/ADA guidelines.

While I enjoy working with the team at Hymans Robertson and appreciate the value of data-driven design, I'm eager to be based in London full-time. I offer an excellent digital, print, packaging and events background, providing 360 design capabilities. I am fluent in Adobe Creative Suite and Microsoft Office on both Mac and PC platforms. Additionally, I am adept with tools such as Figma for prototyping and After Effects, Premiere Pro and Audio for motion graphics and video.

I earned an MSc in Digital Marketing, making me an ideal candidate with a high level of marketing and design skills. I can create engaging assets across channels while managing internal and external stakeholders.

I am comfortable in both collaborative and independent work environments and take pride in the ownership and accountability of my work. My excellent communication and organisation skills allow me to prioritise, problem-solve and switch gears while maintaining a positive attitude. Most of my career has been in high-stress environments, managing multiple groups and projects, and I am often the driving force bringing various teams together.

Since moving to Scotland, I have completed a degree in furniture making and conservation, a master's degree in digital marketing, and another in museum studies. My focus was archaeological and heritage visualisation and modelling using immersive technologies. I am passionate about preserving our built heritage and currently chair the Architectural Heritage Society of Scotland, Strathclyde Group.

Each of my previous employers can and will vouch for my excellent work ethic, positive leadership capabilities, and ability to create compelling work, no matter how large or small the project.

I work in the UK on a Tier 2 Skilled Worker Visa, valid through December 2026. I require sponsorship from any future employer. Alternatively, I'm eligible for a 2-year Graduate Visa if sponsorship isn't possible. My long-term plan is to remain in the UK and work towards citizenship, so I'm seeking a company where I can grow and contribute over the long term.

Yours sincerely,

Heather Jones



# HEATHER JONES

## Senior Graphic Designer + Art Director

heathergertiejones@gmail.com | +44 07535 980360 | LinkedIn | Portfolio

### SUMMARY

---

I have nearly three decades of experience in the creative industry in the United States. I am passionate about reinforcing narrative cohesion and innovation throughout the design process. I have consistently increased creative output and leveraged the latest technologies to create captivating and engaging marketing materials for various clients across multiple industry sectors. I thrive working in collaborative environments that nurture creative talent, experimentation and growth.

### KEY SKILLS

---

- |                                 |                                    |                                                                           |
|---------------------------------|------------------------------------|---------------------------------------------------------------------------|
| • Adobe Creative Cloud          | • Print/Digital/Packaging Design   | • Project & time management                                               |
| • Microsoft Office              | • Accessibility/ADA guidelines     | • Cross-functional collaboration                                          |
| • Motion graphics/Video editing | • Active listening & Communication | • Synthesise and interpret feedback from internal & external stakeholders |
| • Data visualisation            | • Interpersonal skills             | • Problem-solving                                                         |
| • Brand narratives              | • Leadership & Management          |                                                                           |
| • Digital Marketing/Analytics   |                                    |                                                                           |

### EDUCATION

---

October 2022 – August 2023: University of Glasgow, MSc (Merit) Museum Studies

October 2021 – August 2022: University of the West of Scotland, MSc (Distinction) Digital Marketing

October 2018 – August 2019: Chippendale International School of Furniture

September 1990 – June 1992: Pennsylvania State University, Graphic Design

### CAREER ACHIEVEMENTS

---

#### Hymans Robertson

Designed and implemented a comprehensive brand refresh and accessibility initiative for all client materials produced by the Investment business unit at Hymans. This achieved a 15% increase in brand recognition and engagement of public-facing marketing materials.

#### Wells Fargo Bank

Lead designer for nearly 100 internal and external events over a period of 5 years.

#### Wallrich Marketing + Communications

Developed a campaign for Western Health Advantage targeting small owners; the integrated campaign delivered membership growth of over 55% within two years.

### EXPERIENCE

---

#### OCTOBER 2023 – CURRENT

**Hymans Robertson, LLP, Glasgow:** *Senior Graphic Designer*

Hymans Robertson is one of the UK's leading independent firms providing pensions, investments, benefits and risk consulting with over £350bn of assets under influence. It serves many of the UK's largest institutional clients, focusing on responsible investment and ESG initiatives.

- My current role is Senior Client Materials Designer at Hymans Robertson. This is a new position to provide design support for the Investment business unit. My role is to redesign and supervise the creation of all client-facing materials the Investment and Research teams produce.
- I played an instrumental role in creating extensive brand and style guides, updating the Hymans brand to meet AA accessibility standards, and implementing processes to ensure all materials produced across the group were cohesively designed and appropriately branded.
- Crafted Microsoft templates for consultant use, providing guidance and training on best practices with special workshops for analysts on data visualisation.
- I conceptualised and executed the design output for interactive, data-driven, high-profile materials on Responsible Investment, Stewardship and Environmental, Social and Governance (ESG) initiatives.



**CAREER BREAK: SEPTEMBER 2021– SEPTEMBER 2023**

**University of Glasgow, MSc (Merit) Museum Studies**

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.

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

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

**SEPTEMBER 2019 – JULY 2021**

**Capital Group, Los Angeles, CA: Senior Design Consultant**

- At Capital Group, I was the lead designer for the Books group. I worked collaboratively in an Agile project environment, liaising with multiple work groups and stakeholders to keep projects on track, problem-solve, and foster excellent communication and teamwork in a high-stress environment.
- My excellent project management and organisational skills enabled me to successfully deliver on multiple projects within tight Sprint deadlines, always accurately, efficiently and under budget.
- I audited and redesigned the corporate catalogue to create a cohesive, responsive, and adaptable digital marketing and client reporting materials library. My specialisation in working with large quantities of complex data was a key element of this role, distilling information into easy-to-digest documents.
- As a brand champion, I oversaw and trained staff on correct brand usage across all platforms and materials.

**CAREER BREAK: OCTOBER 2018 – AUGUST 2019**

**The Chippendale School of Furniture**

**FEBRUARY 2013 – AUGUST 2018**

**Wells Fargo Bank, Irvine, CA: Creative Manager, Vice President, Corporate Communications Group**

- I worked with the senior executive team crafting internal and external corporate communications.
- I managed six teams for internal and external storytelling across digital channels, including web, social media, advertising and marketing, video, workshops and events. This included video production, editing, motion graphics, still photography, and all digital materials.
- Created hundreds of design assets and improved productivity by a minimum of 5% each quarter.
- I supported my team by demonstrating respect and willingness to help, regardless of the task.
- Built relationships with top executives and stakeholders to embed brand awareness at all levels.

**JANUARY – DECEMBER 2012**

**Research Affiliates, Newport Beach, CA: Senior Art Director, Senior Graphic Designer**

- I refreshed brand experiences across key touchpoints, producing consistent designs that translated across all platforms. These forward-thinking designs reflected the company's standing as a global investment leader.
- Led team from project ideation through iteration and final delivery.

**2008 – 2011**

**Design and film consultant: Art Director, Graphic Design, Production Manager, Film**

I have worked across many industries, including automotive, fashion, finance, healthcare, film, aerospace, and real estate. Clients include Jet Propulsion Laboratories (JPL)/NASA, Mercedes Benz, The Council of Fashion Designers of America, Kaiser Permanente, and The Hallmark Channel.

**2003 – 2008**

**Wallrich Marketing & Communications: Senior Art Director, Senior Graphic Designer**

- I managed an award-winning creative team.
- I created highly effective print and digital campaigns for businesses in the healthcare, manufacturing, finance, and tech sectors.



## AREAS OF EXPERTISE

---

- Graphic design
- Art direction
- Social media
- Digital Marketing
- Print, digital and packaging
- Packaging design
- Events
- Motion graphics and video
- Communications
- B2B / B2C / POS / collateral
- Digital strategy and analytics
- Project management
- Branding
- Illustration
- Logo design
- Cross-channel campaign
- Data visualisation
- Infographics

## SOFTWARE + TECHNICAL SKILLS

---

- Adobe Creative Cloud
- PowerPoint, Word and Excel
- Figma
- Photography
- Video and Editing
- Google Analytics
- Blender
- Computational Photography
- Mac / PC

## MEMBERSHIPS

---

- Chartered Institute of Library and Information Professionals (CILIP)
- Information and Records Management Society (IRMS)
- Scottish Museums Federation
- Museums Association
- The Architectural Heritage Society of Scotland (AHSS) — Chairman
- The York Consortium
- Digital Marketing Institute
- Association for Project Management

## OTHER INFORMATION

---

- I have a Tier 2 Skilled Worker Visa valid through December 2026. I require sponsorship from all future employers. If that isn't possible, I can obtain a Graduate Visa that entitles me to work in any position in the UK without sponsorship.
- I will require a 2-week leave notification for my current employer.
- I live in Scotland but split my time between Hymans' Glasgow and London offices and intend to relocate to London permanently.
- I have a full UK driver's license and National Insurance number.



Heather Jones  
Glasgow  
United Kingdom

**CONTACT**

Phone: + 44 0753 598 0360  
[heathergertiejones@gmail.com](mailto:heathergertiejones@gmail.com)

[Portfolio](#)  
[LinkedIn](#)

**PHONE + ONLINE**

# Portfolio.



# About.

Heather Jones

+44 0753 598 0360

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

[Portfolio](#)

---

## MY PROFILE

---

I have nearly three decades of experience in the creative industry in the United States. I am passionate about reinforcing narrative cohesion and innovation throughout the design process. I have consistently increased creative output and leveraged the latest technologies to create captivating and engaging marketing materials for various clients across multiple industry sectors. I thrive working in collaborative environments that nurture creative talent, experimentation and growth.

**HEATHER JONES**

**GRAPHIC DESIGNER + ART DIRECTOR**





---

## KEY SKILLS

---

- |                                 |                                  |                                  |
|---------------------------------|----------------------------------|----------------------------------|
| • Adobe Creative Cloud          | • Digital Marketing/Analytics    | • Management skills              |
| • Microsoft Office              | • Print/Digital/Packaging Design | • Problem-solving                |
| • Figma                         | • Active listening               | • Time management                |
| • Motion graphics/Video editing | • Communication                  | • Transferable skills            |
| • Data visualisation            | • Interpersonal skills           | • Project management             |
| • Brand narratives              | • Leadership                     | • Cross-functional collaboration |
- 

## AREAS OF EXPERTISE

---

- |                                |                                  |                          |
|--------------------------------|----------------------------------|--------------------------|
| • Graphic design               | • Events                         | • Branding               |
| • Art direction                | • Motion graphics and video      | • Illustration           |
| • Social media                 | • Communications                 | • Logo design            |
| • Digital Marketing            | • B2B / B2C / POS / collateral   | • Cross-channel campaign |
| • Print, digital and packaging | • Digital strategy and analytics | • Data visualisation     |
| • Packaging design             | • Project management             | • Infographics           |
- 

## SOFTWARE + TECHNICAL SKILLS

---

- |                              |                     |                             |
|------------------------------|---------------------|-----------------------------|
| • Adobe Creative Cloud       | • Video and Editing | • Figma                     |
| • PowerPoint, Word and Excel | • Google Analytics  | • Computational Photography |
| • Photography                | • Blender           |                             |
- 

## EDUCATION

---

October 2022 – August 2023: University of Glasgow, MSc (Merit) Museum Studies

October 2021 – August 2022: University of the West of Scotland, MSc (Distinction) Digital Marketing

October 2018 – August 2019: Chippendale International School of Furniture

September 1990 – June 1992: Pennsylvania State University, Graphic Design



# Marketing Materials



---

## HYMANS ROBERTSON

---

Hymans Robertson is one of the UK's leading independent firms providing pensions, investments, benefits and risk consulting with over £350bn of assets under influence. It serves many of the UK's largest institutional clients, focusing on responsible investment and ESG initiatives.

Hymans hired me as one of three designers tasked with overhauling all client-facing materials created by Investment, Actuarial Private, and Actuarial Public. Though Hymans has had Marketing and Design teams on staff for nearly 20 years, their focus was strictly marketing and internal messaging, leaving the bulk of materials produced to be created by assistants and the consultants themselves. This was an inefficient use of consultant time, and the results fell short regarding consistency and compliance and looked unprofessional and off-brand.

My first task was to audit the materials produced by the Investment team and conduct a competitor analysis to determine our ranking. We fell short on nearly every metric, and an internal process audit revealed that beyond mandatory quarterly reporting, there was essentially no process for how or why work was produced.

After extensive meetings with key stakeholders and partners to determine high-priority needs and set expectations, I devised a simple production schedule and workflow process. This collaborative approach ensured that all voices were heard and needs were met.

Before I could start any design work in earnest, I needed to create a standard to work to where currently there was nothing. I made extensive brand and style guides to meet AA accessibility standards and updated consultant-use Microsoft templates. By consulting with the designers hired in Actuarial Public and Private, I ensured that, in the future, the work produced in the three business units was cohesively designed and appropriately branded.

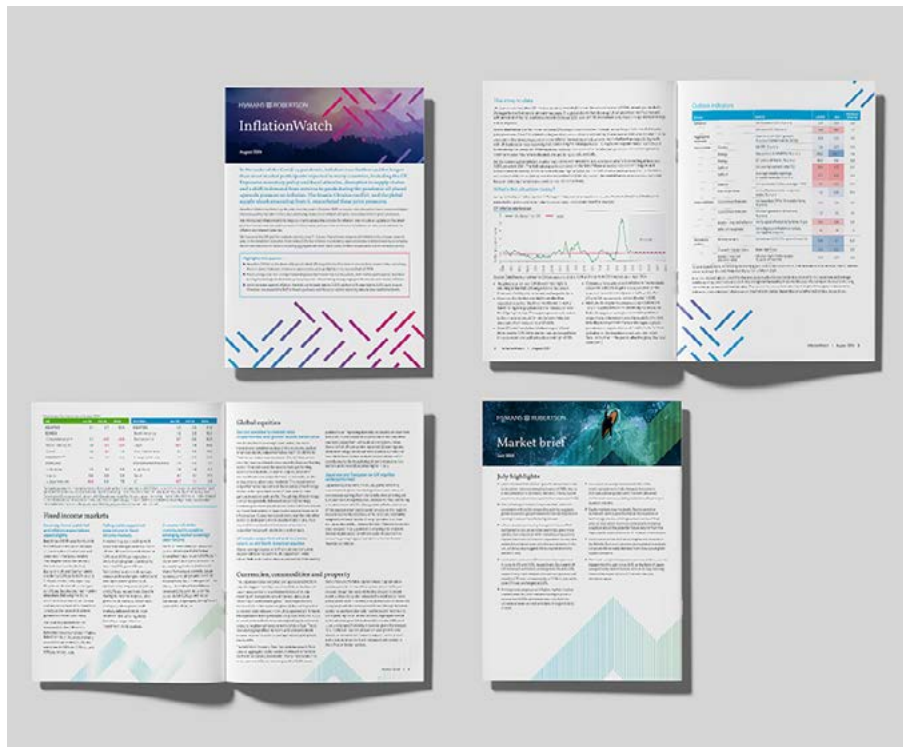
With design standards and work processes in place, I could finally start designing materials. In the last 11 months, I have implemented a comprehensive brand refresh and accessibility initiative for all client-facing materials, including investment reports and research materials. I conceptualised and executed the design output for interactive, data-driven, high-profile materials on Responsible Investment, Stewardship and Environmental, Social and Governance (ESG) initiatives. This achieved a 15% increase in brand recognition and engagement of public-facing marketing materials.

**Client:** Hymans Robertson

**Sector:** Finance

*Tags: reports, research papers, data visualisation, client-related materials, powerpoint presentations, microsoft templates, infographics, style guides*







---

## WELLS FARGO

---

As Senior Art Director with Wells Fargo Corporate Communications, it was my responsibility to ensure that all communications reinforced the company's brand and voice across its many platforms—social media, internal and external websites, corporate and leader communications and events.

### Project highlights:

**Wells Fargo Stories** combines compelling narrative, rich imagery, engaging video, and unique info/motion graphics to create an immersive experience for the audience. It plays a pivotal role in driving Wells Fargo's reputation and culture.

Strong wide-format “hero” imagery, both photographic and digitally illustrated, is the backbone of the Wells Fargo Stories' layouts. The bulk of the imagery is people-focused and intended to feel warm, natural, and approachable.

**Web redesign:** The contemporary responsive design layout structure allows flexibility for multiple story types that perform just as well on a mobile device as they do on the desktop. Written copy can easily flow with in-line imagery, infographics and video, providing an immersive experience in a tastefully branded environment.

**Infographics:** Colour, type, image and illustration combine to create clean, concise and easily digestible data and concept visualisations—perfect for simplifying complex ideas into engaging, memorable and sharable interactions.

**Client:** Wells Fargo

**Sector:** Finance

*Tags: marketing materials, internal + external communications, townhalls experiential environment, video production + editing, animation, photography, story-telling, print + online advertising, social media, web design, swag*



**Marketing Materials,  
Collateral, Advertising,  
Experiential Environment**







## Women's Representation In Select Occupations

Elementary and middle  
school teachers

**1970** **2006-2010**  
**83.9%** **79.3%**

Pharmacists

**1970** **2006-2010**  
**12.1%** **52.6%**

Accountants

**1970** **2006-2010**  
**24.6%** **60.0%**

Physicians and surgeons

**1970** **2006-2010**  
**9.7%** **32.4%**

Lawyers and judges

**1970** **2006-2010**  
**4.9%** **33.4%**

Police officers

**1970** **2006-2010**  
**3.7%** **14.8%**

Civil engineers

**1970** **2006-2010**  
**1.3%** **12.7%**

Source: U.S. Census Bureau

# WOMEN'S HISTORY MONTH

**75.6 million =**  
The number of  
females 16 and older  
who participated in  
the civilian labor force  
in 2014,  
comprising 47.4  
percent of the  
civilian labor force

**1.6 million =**  
Number of women  
veterans in the  
United States  
in 2014

162 million \* The number of females in the U.S. as of  
July 2014, compared to 157 million males

**162 million**



females

**157 million**



males

5.2 million \* The number of stay-at-home mothers nationwide  
in 2015, compared with 199,000 stay-at-home fathers

**5.2 million**  
stay-at-home  
mothers

**199,000**  
stay-at-home  
fathers

Source: U.S. Census Bureau

## 2015 Wells Fargo Affluent Investor Survey Financial Advisor as Important as Doctor

**7 in 10 (72%)** say their financial advisor  
is as important to them as their doctor



## 2015 Wells Fargo Affluent Investor Survey Affluent Investors Feel on Track to Reach Retirement Goals

Yet **4 in 10 (39%)** don't trust themselves to manage their own investments during market turbulence



## 2015 Wells Fargo Affluent Investor Survey Affluent Investors Feel on Track to Reach Retirement Goals

Yet **4 in 10 (39%)** don't trust themselves to manage their own investments during market turbulence

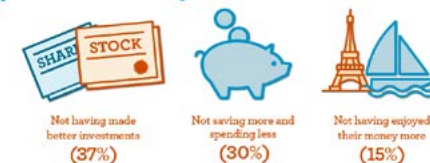


## Financial Advisor as Important as Doctor

**7 in 10 (72%)** say their financial advisor is as  
important to them as their doctor



## 2015 Wells Fargo Affluent Investor Survey Top 3 Most Common Regrets of Affluent Investors

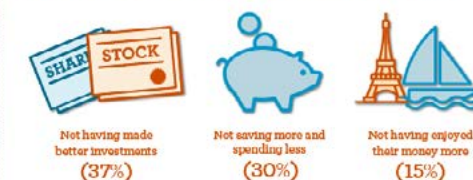


## 2015 Wells Fargo Affluent Investor Survey Prospects on Leaving an Inheritance

**7 out of 10** have taken  
steps for orderly transfer of wealth



## Top 3 Most Common Regrets of Affluent Investors

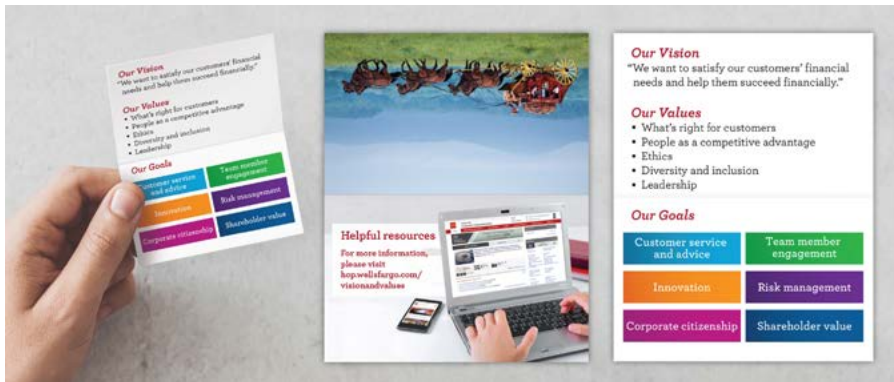


## Prospects on Leaving an Inheritance

**7 out of 10** have taken steps  
for orderly transfer of wealth









# Branding

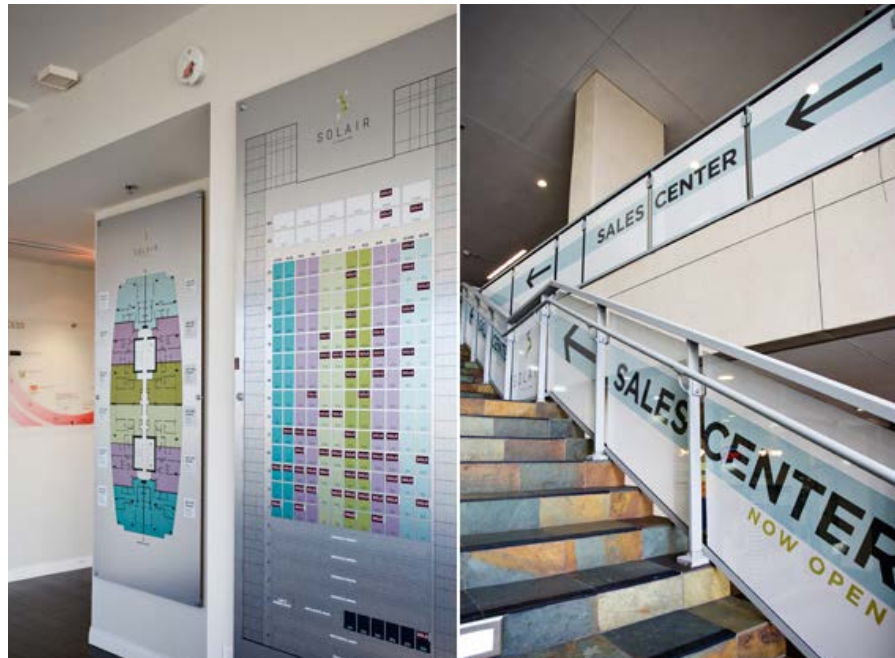
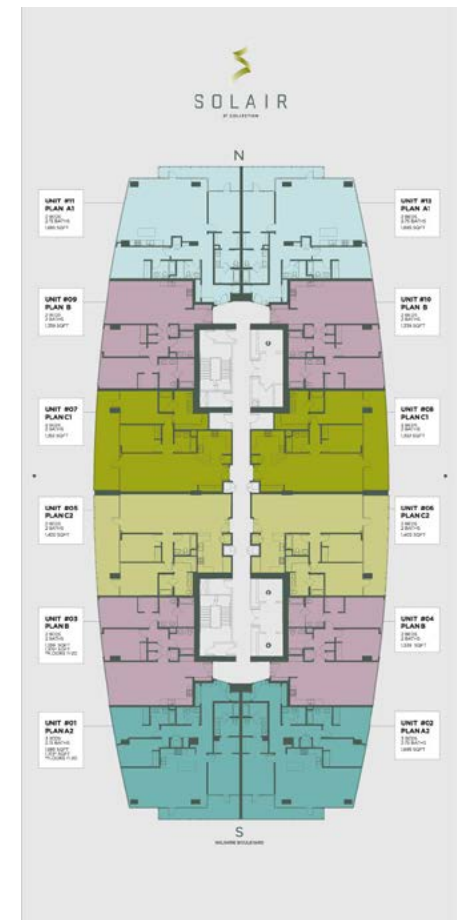
## SOLAIR

Solair is a mixed-use, luxury high-rise condominium in Los Angeles' Koreatown area. The site rests immediately above the Metro Purple line station at Western and Wilshire, making it exceptionally transit oriented. I developed all collateral, marketing, advertising, exterior and interior signage, and environmental applications. Part of the high-visibility launch included a ribbon-cutting ceremony with LA Mayor Antonio Villaraigosa, Metro CEO Art Leahy, and other respected officials, gaining mainstream media coverage on news, TV, and radio.

**Client:** ST Residential


**Sector:** Real Estate

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









**BEYOND IMAGINATION**

**A BOLD STATEMENT  
OF ALTITUDE AND PRESTIGE**

**AN ENVIED  
LOCATION**

Just 15 minutes from Beverly Hills, Downtown on Hollywood, at the corner of Wilshire and Western, Solair is a landmark in a thriving neighborhood of upscale retail, international cuisine and cultural tradition. A unique combination of Eastern and Western specialties abound within an interesting local community who recognize Solair as a well respected location in Los Angeles.

**CONTEMPORARY  
ARCHITECTURE**

Solair fuses concrete, steel and glass architecture, timeless luxury and stunning interior finishes to become a vital part of today's LA cityscape. Every detail reflects high-end cultural standards and elevated social status.

**COMFORT &  
SECURITY**

Solair is an access controlled community, combining innovation in technology and a professional security team creating peace of mind for owners and their guests.



---

## KINETEK, INC. + MCE

---

### Kinetek, Inc.

Kinetek, a motion control expert, has developed advanced technologies ranging from gear motors to elevator and escalator motors and controls. I created a flagship collateral piece containing information about its various companies, products and capabilities. The challenge was to brand this piece using all the individual companies' identities flexibly yet cohesively.

### Event MCE

Developed for a national elevator contractors' event, this modular island design captured plenty of traffic—as well as a first-place award for booth design. Spanning the aisle, a 20' x 20' island is visually connected by truss bridges to a 20' x 30' island for an imposing booth presence from any angle. Product and service messaging accentuated the truss bridges, while a clean, brand-driven graphic approach gave other panels an appearance of leadership.

MCE is among the world's leading elevator control companies. Over a relationship spanning several years, I developed collateral pieces such as brochures, white papers, sales and spec/data sheets, and catalogues. I also created multiple print advertising campaigns for all three companies. I managed the production of hundreds of pieces, from concept to design and product photography to printing and press checks.

**Client:** Kinetek, Inc., and MCE

**Sector:** Manufacturing

*Tags: logo + identity systems, stationery, brochures + marketing collateral, events + invitations, print advertising, experiential environment, swag*



**Collateral  
Advertising  
Experiential**



## GOLF REQUIRES EXCEPTIONAL MOTOR CONTROL

Introducing the SXDC DC Motor Controls.

- Silent, efficient and smooth operation, standard DC motor control.
- Available with field control for optimum motor torque and speed.
- Regenerative braking.
- Rated for superior efficiency and environmental performance.
- Surface mount IGBTs provide optimum power density.
- Programmable and user configurable via PC.
- Advanced diagnostics provide motor and load feedback.
- Grounding and undervoltage protection.

SXDC DC Motor Controller - \$100

**Kinetek Controls®**  
A Kinetek Company®

POWER CONTROLS  
800 353 5375  
WWW.KINETEKCONTROLS.COM  
KINETEK - DRIVING MOTORS AND CONTROLS

## THE SHORTEST DISTANCE TO MODERNIZATION?

### STRAIGHT UP.

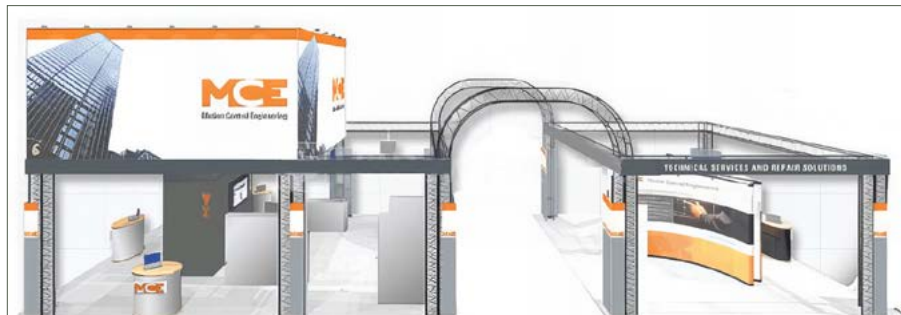
The best choice in the long run is the first name in non-proprietary elevator controls.

MCI controls offer building owners a long life of efficient, low maintenance service without proprietary constraints. No fixed contracts to limit your choice of spare parts or service. Just top quality systems, comprehensive support and the lowest total life cycle cost.

**MCI**  
A Kinetek Company

THE LEADER IN NON-PROPRIETARY ELEVATOR CONTROLS

800 353 5375  
505 244 7347  
915 482 5200





HEATHER JONES





# Logo + Identity

**Client:** PRI, Pension Resource

**Sector:** Finance, Education

*Tags:*

*brand strategy, logo + identity system,  
brand standards, brochure*



## PROJECT NAME

Pensions Resource Institute provides configurable compliance frameworks for home offices, advisors and financial institutions. The brand identity was born from the founder's belief that their strength comes from the interplay of their talents. Early discussions around the company's ethos revealed the importance of the chemistry each partner brought to the table and again in their mission to provide bespoke compliance frameworks for each client based on their core building blocks of strategy, knowledge and trust.

The brand identity I created expanded on this idea of PRI's chemistry, providing the building blocks for streamlined yet configurable compliance for businesses of any size. The hexagon is a recurring element across the identity, a nod to the precise chemistry PRI brings to the industry and the harmony and balance experienced by firms knowing their pension compliance needs are always met.

Typography is clean, clear and streamlined, echoing the PRI ethos and chemistry. A punchy palette of citruses and teal sets the brand apart from competitors, and a sea of financial dark blue and greens.





# Branding + Identity

Client : Industry Partners

Sector : Real Estate

*Tags: logo + identity system, brand strategy, stationery, website, events + invitations, print + online advertising, digital + social media marketing, swag*



---

## THE TAFT BUILDING

---

A part of Hollywood history.

*Bringing the Taft Building into the present day while still celebrating its past.*

The Taft Building is a creative office space located at the iconic Hollywood and Vine in Los Angeles. Once home to Charlie Chaplin's original office and LA's first high-rise building, the Taft is one of Hollywood's most iconic buildings and has always been a beacon of creativity. The branding position centred on the idea of building your legacy and making your mark—secondary messaging played on the world-famous location of Hollywood and Vine.

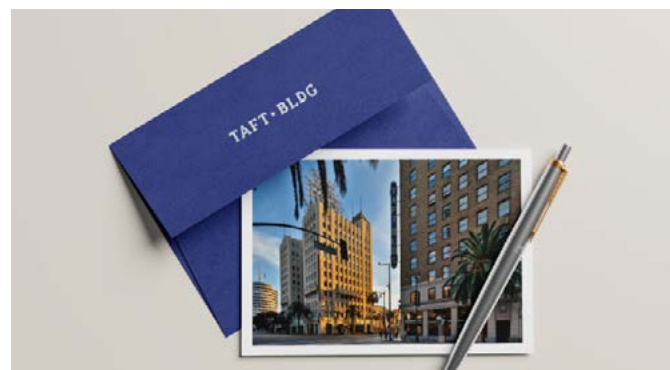
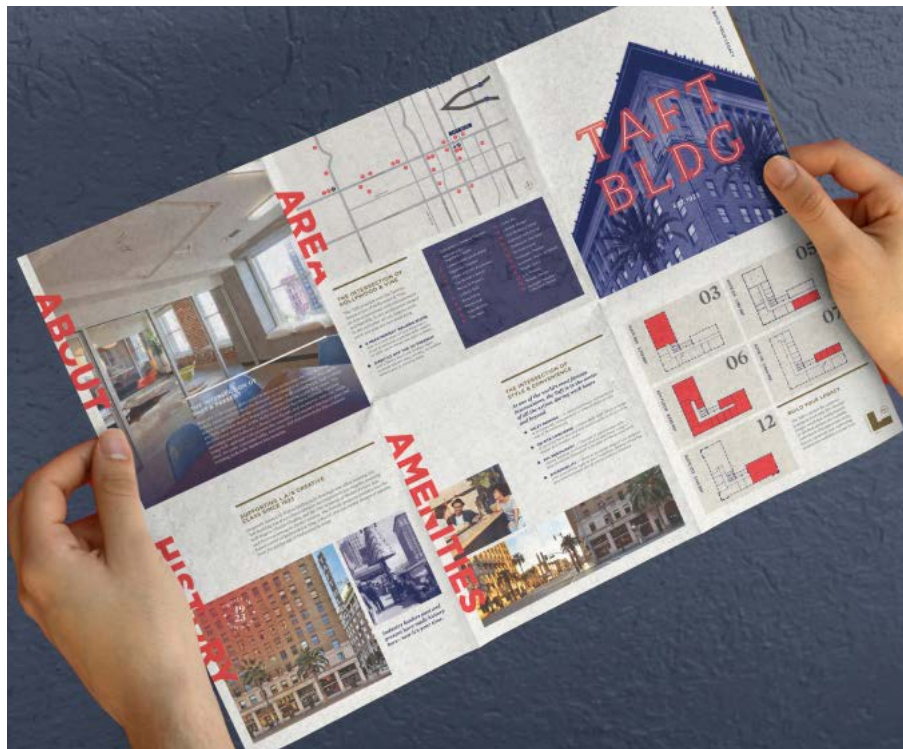
A neutral palette and bright pops of coral and blue overlay meet classic serif lettering for a look that blends the modern and historic. Combining serif and sans serif typography creates a unique mix combining contemporary and heritage aesthetics.

The client needed materials to support leasing efforts, and the goal was to create something people would want to keep. Reminiscent of classic movie posters, the brochure doubles as a fold-out poster.

*Logo*

A close-up of the Taft Building logo, featuring the text 'TAFT \* BLDG' in a classic serif font, embossed on a blue background.







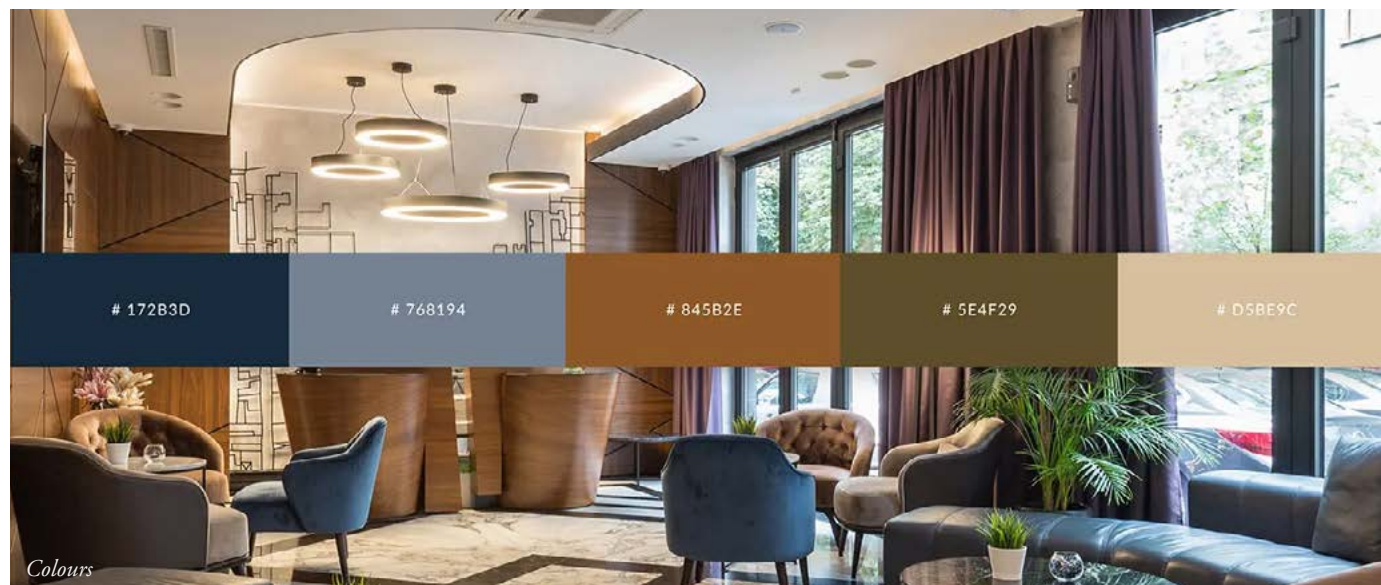
# Branding



Brochure



Coasters



Colours

HEATHER JONES





Logo



Business card

## JASPER

I was tasked with building a distinctive brand for Cityview's latest Downtown LA venture. From audience and location studies to final signage, Jasper was a brand built from the ground up. The name "Jasper" was chosen for its strong associations with luxury, sophistication, and urban elegance, targeting the local audience's lifestyle, preferences, and aspirations.

The brand positions Jasper as a premium residential space that seamlessly integrates urban living with health and wellness. Key differentiators that set it apart were its prime downtown location, modern amenities such as a gym and pool, and elegant design, all catering to a young professional audience that pushes itself to improve.

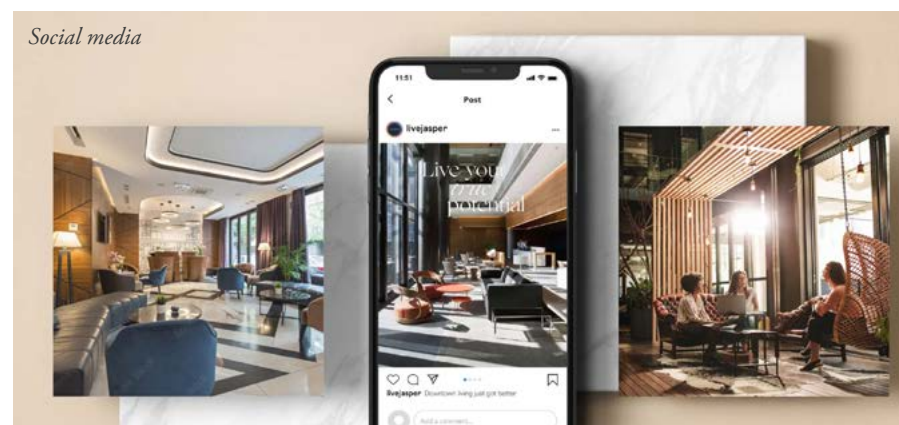
The identity is masculine, leaning toward clean lines and a deep blue palette that evokes a feeling of modernity and sophistication. The logo adopts elements from the building's architectural details, highlighting its sleek and contemporary design.

Foundational brand assets were carried across signage and collateral, including digital and print brochures and promotional materials like notebooks, postcards, and swag.

**Client:** Cityview

**Sector:** Real Estate

*Tags: logo + identity system, naming, signage, marketing collateral*



Social media





Logo

## THE ROWAN

The Rowan is a historic building in Downtown LA's Old Bank District. I created a brand presence that reached the niche buyer with a true passion for the neighbourhood. The logo mirrors the silhouette of the building against DTLA's skyline, with a bold sans serif font that nods to the structure's imposing stature. To forge an authentic urban identity, I produced original photography, a website, ads, print brochures, impact signage, and events that connected emotionally and captured a bohemian, artist-influenced aesthetic. This resulted in qualified leads that converted into loft sales.

**Client:** Downtown Properties

**Sector:** Real Estate

*Tags: logo + identity system, brand strategy, logo + identity system, brochure, stationery, events + invitations, print + advertising online advertising, e-mail marketing, signage + wayfinding, website*



Brochure interior spread



Brochure interior spread





*Identity system*



*Print ad*



*Brochure*

# Branding



**Client:** MPA

**Sector:** Automotive

*Tags:*

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

## Branding

### PRIMARY LOGO



### LOGO LOCKUPS



### STREET SMART



## MPA FAMILY: MPA, QUALITY BUILT, XTREME HD, PURE ENERGY

MPA, or Motorcar Parts of America, stands among the world's largest producers of automotive aftermarket components. I provided this industry leader with a range of creative support to bring the historic brand under a comprehensive brand strategy. Across a combined portfolio of dozens of brands, multiple sales forces, and a customer list of major retailers, I delivered a broad range of services, from promotional and launch campaigns to training materials, packaging, website design, and tradeshow design.

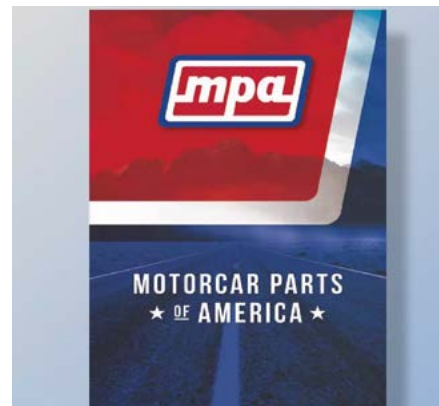
Following a series of corporate challenges, MPA needed a reset but was conscious of losing its existing mindshare to a complete redesign. I crafted a reposition highlighting the history of domestic manufacturing and a commitment to American excellence. Originally, MPA stood for Motorcar Parts and Accessories; I changed it to Motorcar Parts of America, a shift that gave an emotional resonance to their red, white, and blue colours.

I developed comprehensive custom product and lifestyle photography for a look that respected their past while bringing them firmly into the present. The look was created across printed and experiential touchpoints.

Within the MPA family, a host of brands all required distinct, channel-specific strategies. I organised a coherent brand architecture and developed an evolved visual and written language for each product brand across packaging, collateral, and the web.

I developed packaging for each product brand to differentiate their many offerings and make that variety clear to consumers. I ensured that the visual system for each brand would have enough flexibility to encompass a wide range of packaging while maintaining cohesion.

I created custom signage to brand their new Innovation Center in their North American headquarters. This interactive space brings their advanced technology and innovation to life for potential customers and partners, bringing the brand into the built environment.









**Client:** Kaiser Permanente

**Sector:** Healthcare, architecture, construction

*Tags:*

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

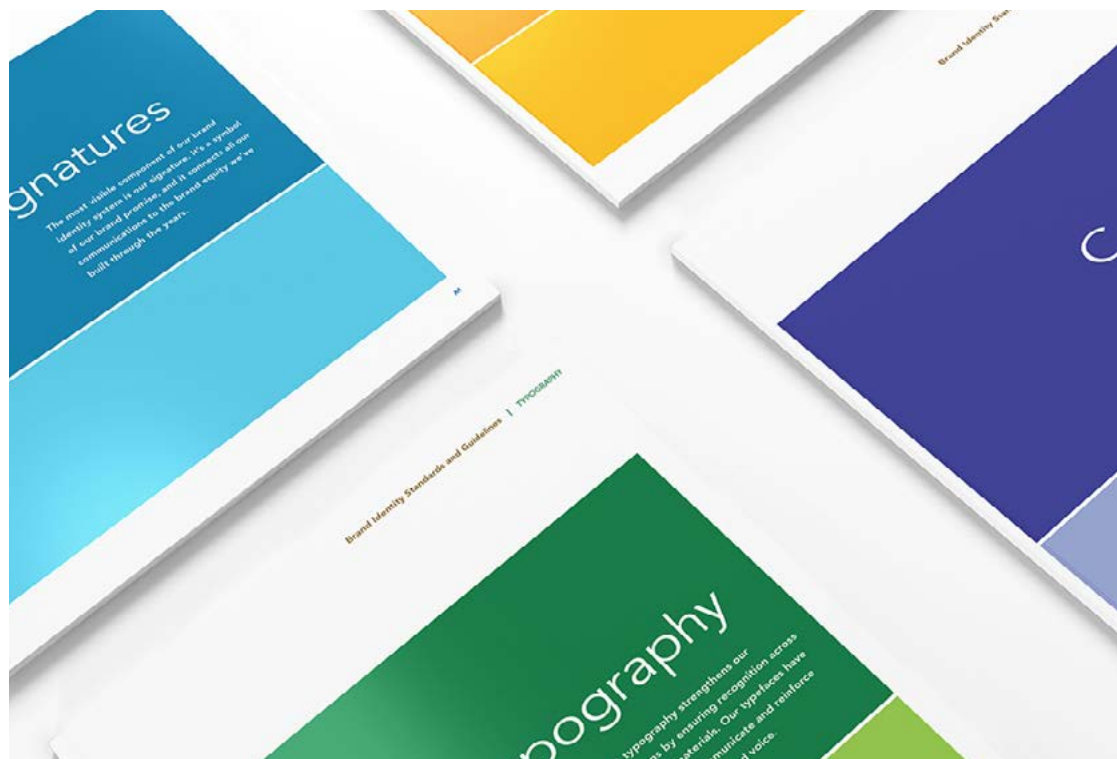
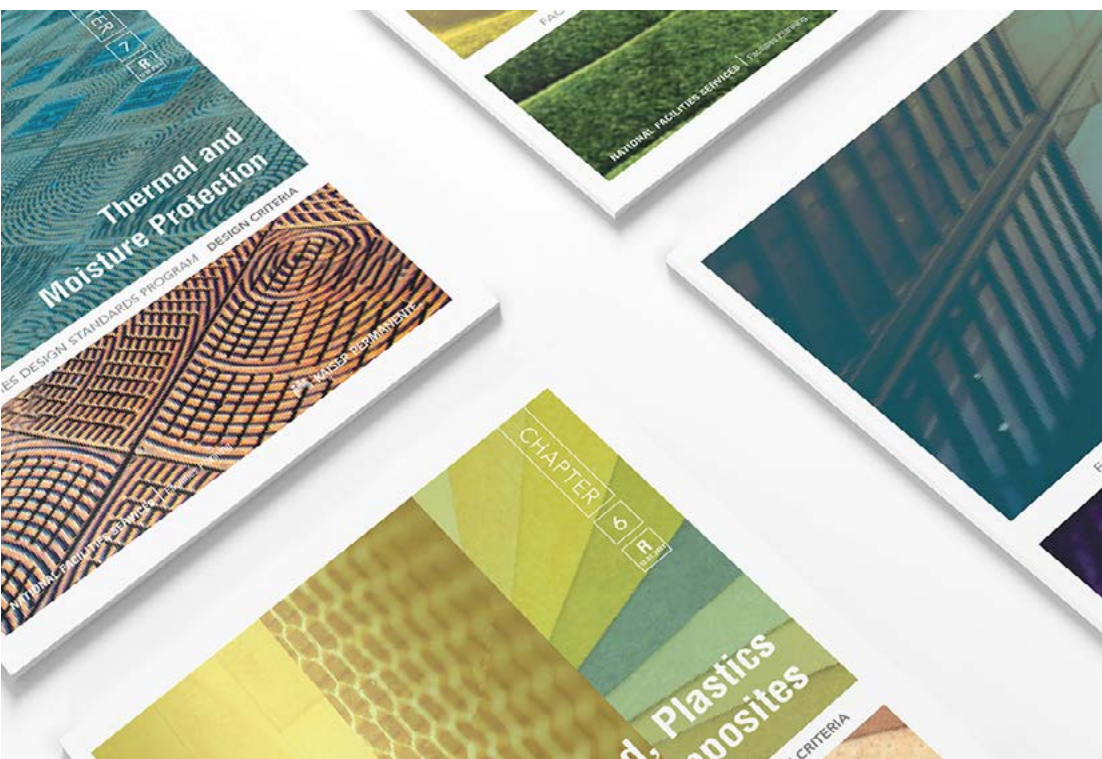
# Visual Identity

## KAISER PERMANENTE | NATIONAL FACILITIES SERVICES (NFS)

Kaiser Permanente is one of the nation's most extensive not-for-profit health plans and one of California's largest architecture clients. The healthcare provider has over \$24 billion of construction in the works, fuelled by membership growth and California's seismic safety legislation and to reshape its facilities in alignment with its vision of promoting health, safety, and environmental sustainability. Kaiser Permanente organised all its facility functions in one group called National Facilities Services (NFS). I was the lead designer during a brand refresh that coincided with the overhaul of many of Kaiser's California hospitals. My work included an updated visual identity system, providing extensive colour palettes, typography and photography guidelines, which were then carried over into the interior design of the hospitals. My work also included creating master design documents for the NFS, ranging from research whitepapers to medical imaging catalogues, wayfinding and signage standards, and design criteria for architectural materials.









---

## VALLEY VISION

---

Valley Vision is a civic leadership organisation in Sacramento, California. Through research and action, the group engages in issues such as healthy communities, climate and clean air, food and agriculture, and digital equity, which determine the region's livability. Its work creates long-term solutions that improve people's lives.

The Sacramento Valley was discovered in the 1500s and has always been central to California history as a hub of government and agriculture and the passageway between northern and southern California.

The branding explores the notion of the Valley Vision acting as the conduit for thought and action, a place where ideas and issues from all sides can come together and find solutions to challenging problems that impact the lives of the entire community.

The arches of the icon for the double “v’s” of Valley Visions’ name create an abstract landscape of central California’s valley region, including its green hills and the deep blue Sacramento River running through it.

**Client:** Valley Vision

**Sector:** Non-profit

*Tags: logo + identity system, stationery, brochure, website*

## Logo + Identity





# Logo + Collateral



## PROJECT NAME

Antibodies Incorporated has been a premium immunochemistry product and service provider for over forty years. I developed the brand identity, which suggests living tissues, and brand literature that reflects Antibodies' focus on living systems. A pristine design aesthetic mirrors the stringent and well-established Quality Management System that guides their work and provides a thoughtfully organised, logical system to showcase their complex product line.

**Client:** Antibodies Incorporated

**Sector:** Manufacturing

*Tags: logo + identity system, brand literature, marketing*





## Social Media Animation

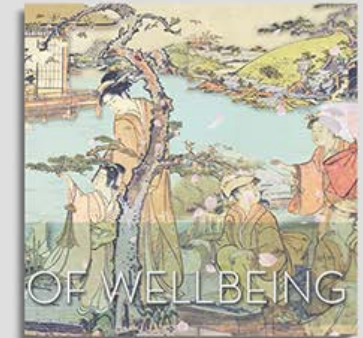
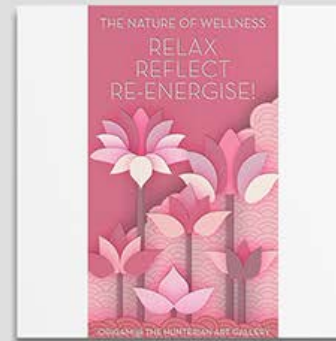
### THE HUNTERIAN MUSEUM

One of my final projects in Exhibition Design during my Museum Studies, MSc was to curate and design an exhibition from start to finish to be shown at The Hunterian Art Gallery & Museum at Glasgow University. As part of the social media campaign to advertise the exhibition and events, I created a series of animated stories for The Hunterian's social channels. The exhibition's theme was 'The Nature of Wellness' and explored our relationship with nature.

**Client:** The Hunterian Art Gallery & Museum

**Sector:** Creative

*Tags: social media, animation, events, exhibition design*





# Illustration

## SELF-PROMOTION

*In 2018, I moved from Los Angeles, California, to Haddington, Scotland, to attend a year-long furniture-making programme. Our final project was creating marketing materials for our future business. Since this wasn't a real 'job', I was free to be a little silly and capture the spirit of my magical year in Scotland. I designed a business card and small brochure to hand out during the final exhibition of our furniture at Greyfriars Cathedral in Edinburgh, Scotland.*

*The brochure and card were printed on velvety vellum with gold foil embossing. I painted illustrations for each piece and included quirky copy that told its story.*

*Tags: logo + identity, illustration, brochure, copywriting*





# Branding

---

## SARETSKY HART MICHAELS & GOULD

---

Saretsky, Hart, Michaels & Gould is a law firm in Detroit. I crafted an identity system and website that reflect a modern aesthetic and improve functionality across various applications. The website's design incorporates the new logo and complimentary stationery system, creating a cohesive branded experience.

**Client:** Saretsky, Hart, Michaels & Gould

**Sector:** Professional Services

*Tags: brand strategy, logo + identity system, brochure, website*

