

Scott Jones

Designer / Art director

Overview

I'm an Interdisciplinary Designer & Visual Artist, working across diverse digital, print and film projects.

I have over twenty years experience conceiving, designing and delivering creative solutions for international tech companies, the music industry and cultural and arts initiatives. I do this through my own client relationships, as a creative consultant for design agencies and through long and short-term design contracts.

My expertise extends across print, digital, film and social media design, enabling cohesive branding and marketing campaigns that engage audiences and deliver solutions that align with clients' branding guidelines and objectives.

Early in my career I founded my own design agency, Juno, which produced branding and marketing campaigns for emerging and established music artists. I art-directed a collection of top ten albums including Arctic Monkeys 'Whatever you think I am That's What I'm not', The Coral's debut album and The Zutons' 'Who Killed The Zutons, in addition to many other campaigns across print, digital, film and TV.

I then became Creative Director at The Creative Corporation, working on high-level digital campaigns for catalogue music artists such as Marvin Gaye, Nirvana and The Doors as well as commercial campaigns for Red Bull, Waitrose, Durex, Harper Collins and The BBC.

After leaving The Creative Corporation I returned to running my own consultancy, gaining project and contract work from clients such as Paradise London, MiQ Digital, ICE Services and Pogust Goodhead (My Diesel Claim).

I also completed my MA in Visual Communication (Experimental Communication) at the Royal College of Art in 2022, which refined my research practice into alternative mixed-realities. Informed by psychology and neuroscience, my art practice explores how we receive and translate new information and use it to build belief systems, creating immersive experiences that utilise visual, sonic and haptical elements to imagine alternative data-driven forms of communication.

scott@scottjonesstudio.com
scottjonesstudio.com
[@scottjonesstudio](https://www.instagram.com/scottjonesstudio)

07817 970737
47 Egerton Park, Birkenhead, Merseyside CH42 4RA

(cont)

INDUSTRY EXPERIENCE

2013– present

Scott Jones Studio, Founder and Creative Director

Liverpool / London

Contract/Freelance creative consultant for global commercial businesses. Branding and integrated campaigns across physical formats, digital marketing and platforms, video, extended reality & social media. This includes account and project management of clients and collaborators.

I create, plan and deliver a strategic vision for clients, and am mainly responsible for maintaining a cohesive conceptual and visual style for projects across brand identity, packaging, marketing campaigns, digital projects, website UI, UX, architecture, design and build, video concept, content and editing, email marketing campaigns and social media content and management strategies.

- Responsible for concept and execution of branding and marketing campaigns.
- * Digital, print, social, OOH advertising, in-situ branding and interior promotion.
- Management of creative team.
- Work generation, client liason and concept presentations.
- Social media advertising management.
- Workflow management and delivery.
- Mentoring and staff development.

Selected Clients

Pogust Goodhead, MiQ Digital, House Worldwide (CP+B), Argos, BMG, Association of Independent Music, Gloam AR, Nissan, Paradise London, Reed Recruitment, Miller Harris, ICE Services, Camp and Furnace, Sony Music, The Telegraph, Columbia Records, PIAS, 1965 Records.

Contracted Roles

Paradise London

Creative Consultant, January 2018 - Present

Ongoing creative and conceptual support across branding and marketing projects. This includes branding for Reed Recruitment (Love Mondays Campaign) and The Association of Independent Music (AIM).

- Creative support in concept and execution of branding and marketing campaigns.
- Digital, print, social, OOH advertising, in-situ branding.

International Copyright Enterprise (ICE) Services

Creative Consultant, May 2020 - Present

Ongoing creative and conceptual support across branding and marketing projects.

- Responsible for concept and execution of branding and marketing campaigns.
- Digital, print, social, OOH advertising, in-situ branding.
- Copywriting and product naming.
- Workflow management and delivery.
- Sound design and production.
- Working with Berlin marketing team and offices in UK and Sweden.

Pogust Goodhead

Creative Designer, Aug 2022 - Feb 2023

Seven month contract with the global litigation firm specialising in client onboarding.

Design and production of landing pages and marketing materials.

- Responsible for concept and execution of branding and marketing campaigns.
- * Digital, print, social, OOH advertising, in-situ branding.
- * Copywriting and product naming.
- Use of A/B Testing and Attention Optimisation platforms.
- Workflow management and delivery.
- Working with London marketing team and offices in Brazil, Netherlands and US.

MiQ Digital

Creative Consultant, Mar 2018 - Oct 2020

Creative and project management of the design and build of wearemiq.com, the website of the global programmatic media company.

- Responsible for concept and execution of branding and marketing campaigns.
- * Digital, print, social, OOH advertising, in-situ branding.
- * Copywriting and product naming.
- Use of A/B Testing and Attention Optimisation platforms.
- Workflow management and delivery.
- Working with New York based marketing team and offices in UK and Bangalore.

Camp & Furnace

Creative Consultant, Oct 2017 - Dec 2019

I was contracted as Design Manager for the long-standing Liverpool social and events venue. I managed a young marketing team producing branding and marketing assets for various events and initiatives including club nights, family events, food offerings, special events, educational and art launches.

- Responsible for concept and execution of branding and marketing campaigns.
- * Digital, print, social, OOH advertising, in-situ branding and interior promotion.
- Social media advertising management.
- Workflow management and delivery.
- Mentoring and staff development.

Telegraph Media Group

Digital Contractor, March 2016 - October 2015

Creative and production of various digital marketing projects including services branding, product landing pages, email campaigns and print advertising.

- Production of HTML emails and templates
- Management of workflow

2009 – 2013

**The Creative Corporation, Creative Director
London**

As Creative Director at digital agency The Creative Corporation, I developed my interest in UI and UX, digital design and build. I managed a small team of talented designers working with the development team while contributing a print-focused project base.

My responsibilities were to create, plan and deliver a strategic vision for clients, being responsible for maintaining a cohesive conceptual and visual style for projects across brand identity, packaging, marketing campaigns, digital projects, website UI, UX, architecture, design and build, video concept, content and editing, email marketing campaigns and social media content and management strategies.

- Management of creative team.
- Responsible for concept and execution of branding and marketing campaigns.
- Client liason and concept presentations.
- * Digital, print, social, OOH advertising, in-situ branding and interior promotion.
- Social media advertising management.
- Workflow management and delivery.
- Mentoring and staff development.

Main duties included creative direction and project management of many high profile websites, social network campaigns and print projects, including Red Bull, Harper Collins, Durex, Waitrose, Universal Records, Decca, Island Records and EMI.

Significant Projects

- Red Bull
- Harper Collins - Pizza Pilgrims Website
- Oasis Website

2007 – 2009

BadFormat!, Founder and Creative Director Liverpool

An interest in social networking, crowd sourcing and bringing the internet into the real world, led to the foundation of BadFormat!, a company championing the connection between the connection between online and offline. This manifested itself in a bi-monthly magazine that brought socio-political opinions out of social-networking sites into a printed publication.

This also led to a bar/ venue that promoted on and offline communities, workshops, crowdsourced events/lectures and workspace for the creative/music industries. During this time I also ran a creative arm of the project, accepting various creative work for additional companies and clients.

Roles

- Creative Direction of Venue and Publication.
- Work generation, client liason and concept presentations.
- Management of creative and marketing team.
- Responsible for concept and execution of branding and marketing campaigns.
- * Digital, print, social, OOH advertising, in-situ branding and interior promotion.
- Workflow management and delivery.
- Mentoring and staff development.

Significant Creative Projects

Reverend and the Makers 'Open Your Window' music video.

- Film Direction, Script Treatment, Production support, Film editing.

Heebiejeebies, Peacock, The Masque Creative Consultant.

- Creative Direction of Venue and Publication.
- Responsible for concept and execution of branding and marketing campaigns.
- Digital, print, social, OOH advertising, in-situ branding and interior promotion.
- Workflow management and delivery.

1999 – 2007, Juno Design Agency

Founder and Creative Director

Liverpool

Creative Director and founder of Juno, art directing a wide variety of projects for international recording artists and record labels, cultural and educational organisations. Clients including record sleeves, music promos, photography, events, web design, tv adverts, films, point of sale, branding, magazines, promotion, marketing, illustration, animation and merchandising.

I created, planned and delivered a creative vision for clients, responsible for maintaining a cohesive conceptual and visual style for projects across brand identity, packaging, marketing campaigns, digital projects, website UI, UX, architecture, design and build, video concept, content and editing, email marketing campaigns and social media content and management strategies.

- Responsible for concept and execution of branding and marketing campaigns.
- * Digital, print, social, OOH advertising, in-situ branding and interior promotion.
- Management of creative team.
- Work generation, client liaison and concept presentations.
- Workflow management and delivery.
- Mentoring and staff development.

Clients included Polydor, Deltasonic Records, Distiller Records, Vertigo, Wall Of Sound, Universal Music, Domino Records, Independiente, EMI, Mercury Records, Mute Records, Placid Casual, Epitaph and Interscope.

Significant Projects

- Arctic Monkeys 'Whatever People Say I Am That's What I'm Not' Album Campaign.
- The Zutons 'Who Killed The Zutons' Album Campaign.
- The Coral 'The Coral' Album Campaign.

(cont)

1999 – 2000

**New Mind Internet Consultancy, Designer
Liverpool**

Designer for the tourism-focused web company. Clients included Rage Games and Liverpool City Council.

- Concept and design for website destinations
- Member of a growing team

1998 – 1999

**Habitat
Chester**

Sales executive for the high street design-focused furniture and home store.

- Customer service.
- Stocking and Stocktaking.
- Part of a small retail team.

1997, 3 month contract

**North Wales Newspapers
Flintshire**

Advertising designer for a selection of North-Wales based publications.

- Design of advertising layouts using Quark XPress.
- Daily, weekly and monthly deadlines.
- Member of large marketing team.

SKILLS

Professional Skills

- Creative Direction, Art Direction, Branding,
- Leadership, Team management, Project Management, Campaign Concept, Pitch Building and Documents, Pitch Presentation.
- Digital Design, Responsive Design, Lean UX, Site Architecture, Front End Build, Email Marketing Build, Web Accessibility
- Product Packaging, Print Management
- Film Direction, Film Treatment Film Editing

Tools

Adobe Creative Suite, Figma
Wordpress, Webflow, Elementor, ABTasty, Hubspot.
HTML 5, CSS3, Visual Studio Code, Mamp.
MS Office, Monday, Asana, Miro
Final Cut, Premiere, After Effects
Blender, Cinema 4D
Chat GPT, Midjourney, Descript, Melobytes, Dragonfly AI,
Arduino, Processing
Logic

Selected Clients

BMG, Red Bull, House Worldwide (CP+B), Reed Recruitment, MiQ
Pogust Goodhead, Universal Music, Argos, Harper Collins, Royal College of Art,
Association of Independent Music, ICE Services, Camp and Furnace, EMI, Island
Records, BBC, Warner Music Group, Polydor, Alpha Music Publishing, Sony Music
UK/USA/JAPAN, Columbia Records, Virgin Music, Domino Records, Mute Records,
The Guardian, Oxfam UK, Learning Direct, Social Fuel (Tesco, Sky, Durex, Waitrose),
North West Arts Board, Epitaph, Mercury Records, Third Rock Records, Memphis
Industries, Wall Of Sound, Spear Havoc, Independiente, Moshi Moshi, Placid Casual,
Liverpool Institute of Performing Arts, SJM Concerts, Chrysalis, Spotify, iTunes

ART PRACTICE EXPERIENCE

FutureHenge, Planned for January 2024, Egerton Park Birkenhead.

An immersive installation within a meanwhile space investigating public-use spaces
in the physical and digital realms, sustainable energy systems and human/non-
humans relationships framed within a futuring methodology.

Recipient of a Developing your Creative Practice grant award from Arts Council
England.

A Resonant Cave, May 2022, Futureyard, Birkenhead.

A workshop inviting the local community to participate in an alternative digital social
network. Each user wears a finger pulse monitor corresponding to a red, green or
blue mark on screen. Chaotic marks are displayed over lidar scanned textures of the
installation's location, producing collaborative marks that bypass assumptions and
belief.

Muxed Messages: Hunting for Microsonics, March 2022, Royal College of Art.

Discovering hidden messages from environmental appliances and visual rhythms,
amplifying and reconfiguring inaudible electrobabble into semi-comprehensible
messages.

The goal of the session was to explore audio capture through close listening, and
image sonification, combining our discoveries to produce a visual/audio exquisite
corpse loop of some kind, a conversation between hidden emissions and invisible
waves.

Power, June 2022

Producer for AR content of Power project with Hilary Powel and Dan Edelstyn..
<https://www.power.film/>

Fugitive Voices, October 2021-June 2022

Co-designer for lecture series started by Eleni Ikoniadou. Collaborating with Anya
Landholt, Saba Mundlay, Rafa Zugliani, Andrea Sisó, Shannan Hu and Junyi Yan.

ARC: Proxerotics, May-June 2021

Web design and build for RCA's Creative Writing graduating year.

Experimental Realism, November 2021

Included in Experimental Realism's ProjectStore, a speculative spatial design
project. <https://www.experimentalrealism.com/the-project-store>

Future Music Formats: January 2014, Victoria and Albert Museum.

A showcase of the application of conductive ink when used in music packaging. The record sleeves themselves became digital controllers, traversing the gap between traditional physical formats and digital listening experiences. Part of the V&A's Friday Late series.

DIY Single Sleeves: October 2013, Victoria and Albert Museum.

A workshop enabling museum visitors to construct their own vinyl singles sleeves through collage. Part of the V&A's Friday Late series.

EDUCATION**MA Visual Communication,
Royal College of Art , London
Pass (Excellent)**

Completed an MA in Experimental Communication at the Royal College of Art, London in order to investigate new ways of visual communication through digital and physical environments, targeted viewer contexts and disruption of popular platforms and processes.

My art practice harnesses noise and uncertainty across visual, sonic and haptic outputs with the intention of flattening out preset behaviours and attitudes.

**BA (Hons) Graphic Communication,
Liverpool John Moores University
2:1**

- Completed my Bachelor's degree with specialism in graphic design.

**HND Graphic Communication,
Stockport College of Further and Higher Education
Distinction**

- Completed my HND with specialism in illustration.
- Work used for final year show marketing.

OTHER ITEMS OF INTEREST

Scott's work has been included in several publications on sleeve art and been included in Creative Review's 'Album Sleeves of the Month' and also had work nominated for 'Innovation in Publishing' at the Future Book awards.