

CHRIS D. JONES

Creative Lead | Art Direction, Brand Systems & Integrated Design

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PROFILE

Multidisciplinary designer with 20+ years of experience across brand identity, editorial, marketing, and digital design. Combines hands-on art direction, product photography, responsive web design, and production coordination to take projects from concept through final delivery.

PROFESSIONAL EXPERIENCE

PENN STATE INDUSTRIES

Graphic Designer

May 2023–Present

- Lead creative development across catalogs of up to 128 pages, promotional campaigns, email, ecommerce landing pages, and responsive web graphics, maintaining consistency across print and digital channels.
- Art direct product photography from concept through delivery, developing shot lists, sets, props, and product arrangements while coordinating photographers, retouchers, vendors, samples, and studio schedules.
- Moved cover and product planning up to five weeks ahead of catalog production, allowing more time for product review, concept development, prop sourcing, and shoot preparation.
- Reorganized shared creative assets by product and website category, creating a consistent structure for locating, editing, packaging, and saving production files.
- Develop and test reusable standards across regular and slim catalogs, addressing typography, pricing hierarchy, imagery, promotional treatments, content density, and category consistency.
- Translate Figma designs into responsive HTML/CSS for the Miva ecommerce environment across desktop, tablet, and mobile breakpoints.

RODALE, INC.

Tech Designer

December 2014–March 2017

- Designed and produced high-volume marketing and sales materials across digital advertising, email, social media, print inserts, and branded collateral for Rodale's health and wellness publishing portfolio, carrying projects through revision, preflight, and press-ready delivery.
- Coordinated freelance production assignments, reviewed work against project specifications, and maintained organized archives of print and digital assets.

TURN UP THE MUSIC

Graphic Designer

July 2004–August 2006

- Designed sales and promotional collateral, including catalogs, brochures, and press kits, with occasional product assignments.
- Handled large-format printing and production of trade-show display graphics.

ENTER.NET

Web Designer / Senior Web Designer

September 1998–December 2001

- Advanced from Web Designer to Senior Web Designer as the department expanded, taking responsibility for larger client projects, more complex website assignments, and direct client communication following the sales handoff.
- Designed and hand-coded hundreds of websites for Lehigh Valley businesses and organizations using HTML and table-based layouts, adapting each site to its audience and business needs.
- Designed and built the first website for Kwik Goal, establishing an early digital presence for the soccer-equipment brand.

SELECTED INDEPENDENT & CONTRACT EXPERIENCE

INDEPENDENT GRAPHIC DESIGNER

2002–Present

- Built and maintained an independent design practice serving agency partners and direct clients across publishing, consumer products, municipal services, retail, and regional organizations.
- Created editorial design and illustration for scientific and medical publishing, including recurring covers and feature layouts for the American Geophysical Union's *Space Weather Quarterly* and credited medical illustrations for *Elsevier's Surgical Clinics of North America*.
- Designed visual identities, websites, menus, signage, and promotional materials for direct clients across food, retail, and municipal sectors.
- Partnered with GGA Global on recurring web and marketing assignments for Hughes Supply Fort Myers, WDIY, Hojoka, and Classic Quality Homes; separate direct-client relationships included design support for Monarch Furniture.

CHURCH & DWIGHT CO., INC.

Contract B2B Graphic Designer

2006–2023

- Built and sustained a 17-year direct freelance relationship supporting multiple stakeholders across Church & Dwight's Commercial Products business, managing recurring print, digital, sales, and trade-show projects from brief through final production.
- Produced multichannel B2B campaigns for Arm & Hammer products, including catalogs, sales and fact sheets, trade advertising, presentations, email, social media, animated web banners, event materials, and booth graphics for trade shows nationwide.
- Designed sales materials for food-service, institutional, pool-care, and industrial audiences, presenting product benefits and technical information clearly for each audience.

EDUCATION

KUTZTOWN UNIVERSITY

Visual Communication coursework

2017–2018 academic year

THE ART INSTITUTE OF PHILADELPHIA

Associate of Arts, Art

Completed 1998

CAPABILITIES

CORE

Art Direction · Brand Systems · Integrated Campaigns · Catalog & Editorial Design · Product Photography · Studio & Set Direction · Retouching Direction · Web Design

OPERATIONS

Creative Production · Vendor Coordination · Workflow & Asset Systems · Adobe Creative Cloud Administration

TOOLS

InDesign · Photoshop · Illustrator · Acrobat · Figma · HTML/CSS · WordPress · Miva