

JONATHON HILL-JACQUARD

CREATIVE DIRECTION + ILLUSTRATION

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[Portfolio](#) // [Linkedin](#)

BIO

Experienced Senior Brand + Graphic Designer with 12 years of expertise blending analytical, technical, and creative strengths for impactful global projects. Recognized for anticipating roadblocks, promoting cross-functional teamwork, and swiftly delivering high-quality results. Possessing excellent communication and organization skills used adeptly to craft visually engaging and innovative solutions. I am excited to channel my creativity and contribute to your organization's growth.

WORK EXPERIENCE

FREELANCE DESIGNER + ILLUSTRATOR // Jan 2022 - Present

Providing comprehensive art direction, illustration, and campaign management for both local and international companies. Some clients include Wizards of the Coast, Arena Swimwear, Captured by Porches Brewing, and UNANIMOUS Apparel.

TALEND

SENIOR BRAND DESIGNER + ILLUSTRATOR, CONTRACT // Jun 2021 - Dec 2021

- Co-led company rebranding efforts during a business acquisition, aligning sales and educational campaigns with new parent company values and the "Data Health" visual directive.
- Recreated all visual media to support marketing, events, and engineering teams and align with new brand guidelines.
- Created and managed the graphic resource repository with best-use scenarios and style guide directions for all stakeholders, ensuring brand consistency and seamless execution of marketing campaigns.

AMAZON WEB SERVICES

SENIOR BRAND DESIGNER, AWS Global Brand // Jul 2020 - Mar 2021

- Co-led design for a company-wide AWS brand refresh (The AWS One Brand Initiative) in 2020, creating a cohesive and modernized brand identity across all AWS-related brands and services.
- Drove design of AWS Innovation and Learning spaces in major cities, redefining the buyer's journey to create an immersive in-person experience and sell digital products and services.

SENIOR VISUAL DESIGNER, AWS Media Services // May 2017 - Jul 2020

- Led product and campaign design, updating educational and sales materials to improve customer experience and drive B2B sales.
- Successfully branded several product families, both digital and physical, to live cohesively within the AWS brand.
- Worked directly with producers to develop event retail displays and packaging in line with product distribution needs.
- Directed stunning physical and digital events and launches, creating immersive environments that elevated the attendee experience.

SENIOR BRAND DESIGNER, AWS Elemental // Aug 2016 - May 2017

- Drove department rebrands during the 4-year transition into AWS Media Services by creating a unique brand structure with asset, icon, and illustration libraries, resulting in a modernized and cohesive brand identity.
- Led product design and brand development for digital and non-tangible subscription-based products, enhancing customer experience and driving sales growth through UI design, product packaging, and promotional materials.
- Developed and managed brand guidelines and standards to ensure consistency with the AWS Media Services brand identity across all products and marketing materials.

PINNACLE EXHIBITS

GRAPHIC MANAGER // Aug 2010 - Nov 2015

- Provided art direction, time, and cost management for diverse clients in gaming, tech, and apparel industries, delivering successful environments, campaigns from digital social media to product launches and increasing client satisfaction.
- Mentored and managed a team of 8 designers and production artists across 3 locations, including contract and 3rd party producers, resulting in consistent, high-quality output.
- Initiated a 2D creative department, generating more revenue and business opportunities for the organization.

EARLY CAREER

Graphics Specialist (In-house + Contract), MEGALODON MULTIMEDIA, 2006 - 2009 // Graphic Production Manager, BADGEBOMB, 2007 - 2008 // Media Specialist + Information Instructor, ASANTE HEALTH SYSTEM, 2003 - 2007

EDUCATION

BS, Graphic Design
Southern Oregon University

APPLICATIONS

Adobe Suite
- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere

Microsoft Office

- Powerpoint
- Excel

Google Docs

Figma