



JONDAVENPORT

# PROFILE

All round creative based in the USA, with over 20 years of valuable industry experience. Specialities include branding, identities, advertising creatives, magazine makeovers as well as modern web and mobile design.

	Ipswich, UK on 24 Jun 1972
	Atlanta, Nov 2004
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## CREATIVE SKILLS

ART DIRECTION	WEB / UI / UX	IDENTS & BRANDING	MAGAZINES	ADVERTISING	BROCHURES

## BUSINESS SKILLS

TIME MANAGEMENT	ORGANIZATION	TEAM PLAYER	SEO	SOCIAL MEDIA	ANALYTICAL

## SOFTWARE SKILLS

Also:-  
Sketch  
Crazy Egg  
Google Analytics  
Fireworks  
Pages  
Numbers

CSS	APPLE GURU	ADOBE CC EXPERT	WORDPRESS	REPRO	HTML

## FAVORITE ACTIVITIES

MAKING ART	IPSWICH TOWN FC	SCI-FI	LEGO	FITNESS	BEER

# FREELANCER

ATLANTA GA / LOOKOUT MOUNTAIN TN USA

Providing a full agency service for a fraction of the cost to clients in the UK, USA & Mexico. Duties included everything from art direction to photoshop / illustrator work, branding & brochures to Wordpress dev and social media marketing.

- ★ Co-creating, & selling a Vacation Rental web solution.
- ★ Having time & organizational skills to successfully work with 3 small kids.
- ★ Keeping my client base despite moving to the USA.
- ★ Selling my own digital based art & illustration.
- ★ Remote working with multiple timezones

# GRAPHIC DESIGNER

ARCHANT LTD, IPSWICH, UK

Graphic designer, working in the in-house art studio of a magazine & newspaper group.

- ★ Upgrading the local business magazine's quality & money making potential.
- ★ Becoming an expert in making a difficult brief translate into an engaging feature or advert.
- ★ Promotion to Senior Graphic Designer
- ★ Winning the "Best in-house advertisement" award.
- ★ Training members of the art studio.
- ★ Making the PDF an integral part of newspaper & magazine production, saving the group over \$30K per annum.

# PRODUCTION ASSISTANT

ARCHANT LTD, IPSWICH, UK

# CREATIVE DIRECTOR

ROUND WINDOW LTD, LONDON, UK

Creative director/joint owner of a small London based design consultancy, providing fresh, idea-driven solutions for magazines, brochures, corporate identities & branding, as well as on-line & multimedia projects.

- ★ Directing design & production teams to ensure a high quality result within the budget & deadline.
- ★ Managing & art directing the \$500K educational news magazine which is sent to over half a million school children, bimonthly. Prime Minister, Tony Blair, said what a great product it was.
- ★ Creating & running a series of magazine websites for Highbury House Communications. This saved them over \$50K in costs, & created an advertising vehicle which now brings in an additional \$50k per annum.
- ★ Starting & owning a international design consultancy in London, UK, with over \$1 million turnover.
- ★ Richard Branson's recognition of the work carried out on Virgin Trains childrens magazine.
- ★ Driving branding strategies for start-up companies.

# BRUNEL UNIVERSITY

LONDON, UK

This was a four year sandwich course in Bachelor of Science, Honours degree, Biology. In addition to academic studies, three industry work placements were carried out at the following:

## **Addenbrookes Hospital 1993**

Research assistant working creating an in vitro model of the gastrointestinal tract.

## **Harris Ltd 1992**

Testing food products for any microbial presence.

## **Westminster Hospital 1991**

Assisting with research on creating a urine test for the presence of malignant melanomas.

2015

2010

2005

2000

1995

1990