



**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

# CONSULTANT ART DIRECTOR

ATLANTA GA, USA

Working from the home office. Consulting for clients in the UK, who still needed strong creative skills, as well as working with new clients in the USA and Mexico.

- ★ Co-creating, building and eventually selling an entire Vacation Rental web solution.
- ★ Working with clients across multiple countries and timezones.
- ★ Having the time management and organizational skills to successfully work at home and raise three small boys.
- ★ Retaining clients despite moving to the USA.

# GRAPHIC DESIGNER

ARCHANT LTD, IPSWICH, UK

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

- ★ Upgrading the local business magazine's quality and 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 and magazine production, saving the group over \$30K per annum.

# PRODUCTION ASSISTANT

ARCHANT LTD, IPSWICH, UK

2015

2010

2005

2000

1995

1990

# 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 and branding, as well as on-line and multimedia projects.

- ★ Directing design and production teams to ensure a high quality result within the budget and deadline.
- ★ Managing and 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 and running a series of magazine websites for Highbury House Communications. This saved them over \$50K in costs, and created an advertising vehicle which now brings in an additional \$50k per annum.
- ★ Starting and 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.