



SAMMY JONES

SENIOR DESIGNER

CONTACT INFO

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(724) 799-1381

EDUCATION

Savannah College of Art & Design
(SCAD) BFA Graphic Design

KEY STRENGTHS

Creative & curious
Skilled collaborator
Rapid & adaptive
Effective cross-functional communicator
Solution oriented professional

HARD SKILLS

- Design management, strategy, & implementation
- Creative problem solving
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, XD
- Microsoft Office Suite: Word, Powerpoint, Excel, SharePoint
- UX/UI website design & upkeep
- Web-based interactive flipbook & email campaign software
- Headshot & event photography
- Ross switcher/studio trained
- Pre-press & digital printing management & execution

WORK EXPERIENCE

Chief Creative Officer

Sammy Jones Design, Pittsburgh, PA | 2015 – Present
Created corporate identity, branding, and developed strategic marketing programs

- 2017 – 24: Allegheny Archives & Media & RNS Roll Off Services
- 2020 – 24: ACLD Tillotson School & Treasure House Fashion
- 2020 – 23: Garden Home Ministries

Marketing Manager

Nutritional Frontiers & World of Wellness | April 2023 – March 2024

- Created & maintained all marketing & product material for sales, advertising, social platforms, websites, & employee education to support two wellness/supplement brands (b2b & b2c). Resulted in sales exceeding financial goals five months in a row!
- Developed, built & maintained enterprise Sharepoint site as company's document & marketing materials repository, significantly improving downstream production efficiency
- Led team with Product Directors, Production Managers, & outside vendors to create, maintain, & manage 200+ product labels for both Nutritional Frontiers & 25 private label clients, including the launch of 20 new formulas

Graphic Design Specialist

Omnicell | April 2021– December 2022

- Part of a five-person team that produced seven live & pre-recorded videos from a broadcasting studio for corporate-wide messaging & employee training
- Increased sale consistency by creating six training playbooks using digital flipbook tools
- Improved internal communications on multiple digital platforms with 20 infographics to illustrate complex internal processes
- Made complex sales ideas easier to follow by animating customer facing PowerPoints & videos

Lead Graphic Designer

Xodus Medical Inc. | 2015 – 2021

- Led rebranding process through development, implementation, & production of all new marketing materials leading to a 30% increase in sales transactions. This also included managing a seven-person team through a website redesign—producing a 25% increase in web traffic & page views
- Created company-wide collaborative tracking tool for regulatory compliance of all instructional collateral—decreasing audit fines by 15%