

Bruce Jones

Danville, KY - Email me on Indeed: [indeed.com/r/Bruce-Jones/a1839b0ea7d6dd6b](https://www.indeed.com/r/Bruce-Jones/a1839b0ea7d6dd6b)

Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

Identity Group (Company Restructured) - Danville, KY - 2004 to 2016

- Director of in-house design, advertising and marketing department
- Adobe PhotoShop for Identity Group's five environmental graphics divisions
- Adobe InDesign • Art direction and design of corporate promotion
- Adobe Acrobat • Print, web, direct mail, displays, advertisements, trade shows, P.O.P.
- Adobe Dreamweaver • Brand development, brand management, marketing strategy
- Microsoft Office Suite • Art direction/design of client environmental graphics and displays
- Personnel management - design and production art

Knowledgeable in

Art/Marketing Director

AdMart/Identity Group - Danville, KY - 1995 to 2004

- Brand management • Director of in-house design, advertising and marketing department
- Marketing strategy for AdMart / Identity Group's in-store and resell graphics divisions
- Offset printing • Art Direction, design, project scheduling, budgeting
- Large format digital printing • Marketing strategy and visual campaign development
- Screen printing • Print, web, direct mail, displays, advertisements, trade shows. P.O.P.
- Environmental design • Advertising media contact and buyer, print buyer
- Sign manufacturing • Vendor and client relations
- Web design • Press releases, photography art direction
- Photography • Art direction/design of client environmental graphics and displays
- Project organization/scheduling, personnel management

Designer

AdMart Custom Signage - Danville, KY - February 1988 to 1995

- In-house designer AdMart Custom Signage
- Catalogs, brochures, cards, announcements, direct mail, trade shows, advertisements, website, signs, POP and packaging
- Design of client environmental graphics and retail displays

Designer

University of Kentucky - Lexington, KY - January 1986 to February 1988

Lexington, Kentucky

College of Business and Economics, Information Services

- Departmental in-house designer
- Newsletters, fliers, posters, logos and other collateral materials

Digital Portfolio

EDUCATION

BA in Graphic Design

University of Kentucky - Lexington, KY

August 1983 to December 1987

SKILLS

Adobe Illustrator (10+ years), Adobe Photoshop (10+ years), Adobe InDesign (4 years), Adobe Acrobat Pro (10+ years), Adobe Dreamweaver (6 years), Microsoft Office (10+ years), Marketing Strategy (10+ years)

ADDITIONAL INFORMATION

Knowledgeable in

- Brand/logo development
- Brand management
- Marketing strategy
- Offset printing
- Large format digital printing
- Sign manufacturing
- Screen printing
- Environmental design
- Website design
- E-mail marketing
- Social media marketing
- Photography