

## RESUME

RILEY JONES

3400 S Spring Avenue Apt 8  
St. Louis, MO 63116  
423.762.5423

jonesr423@gmail.com  
@rileyj\_s (twitter) (dribbble)

www.rileyjonesdesign.com  
behance.net/RiJones  
medium.com/@rileyj\_s

### EXPERIENCE PROFESSIONAL

#### COVENANT THEOLOGICAL SEMINARY

11/16 - Present

12330 Conway Rd  
Creve Couer, MO 63141  
*Designer*

- Designed and developed web pages for marketing a variety types of content/events that forwarded the mission and brand objectives for the school using tools like Figma, Wordpress, Illustrator, Git, HTML, SCSS, and a little of Javascript.
- Implemented a small design system/style guide for the communications team to use and share with other departments in using brand assets.
- Applied brand positioning and values to all designs to keep the brand's messaging as a driving factor in the content bring presented.
- Created wireframes and prototypes for ideas concerning news kinds of design for the school's site through Figma and Invision.
- Collaborated and led other departments through web projects and design processes.
- Re-designed and developed school's site. Custom coded a Wordpress theme and implemented my designs into templates for the site.
- Built and designed a marketing site using Webflow for a capital campaign the school was pushing forth.

#### FREELANCE

01/16 - Present

*Identity Designer & Web Designer*

- Designed identities for a variety of brands using tools like Dropbox Paper, Illustrator, Photoshop to move the process forward.
- Achieved a professional and reliable level of communication between myself and clients.
- Applied strategic thinking in branding projects.
- Designed and developed sites for a variety of businesses using Webflow and Figma.
- Applied clear communication skills and direct collaboration in achieving designs/solutions that had

#### SWITZER CREATIVE

11/15 - 05/16

Freelance Front-end Web Developer

- Assisted in helping develop websites using HTML, and CS.
- Helped with the development of a variety of Word press themes and design.

#### BFM GROUP INC

08/15 - 02/16

315 Stag Industrial Blvd  
Lake St Louis, MO 63367  
*Multi-Media Designer*

- Worked along side the creative team to achieve creative solutions for collateral designs using InDesign, Photoshop, and Illustrator.
- Developed identites from concept sketches to refined deliverables.
- Assisted in developing Wordpress themes and designs that achieved objectives for the clients related to the projects.

**EXPERIENCE  
SKILLS**

**DESIGN**

- Tuned eye for visual design
- Wire-framing & prototyping
- Typography
- Content first design
- Logo design
- Web Design
- Sketching
- Adobe Creative Cloud
- Principle
- Incision, Sigma, Marvel

**FRONT-END DEVELOPMENT**

- HTML, CS3, Java-script
- Word press
- Familiarity with React  
And Revues
- Mobile first design
- Web flow
- Site mapping

**BRANDING & STRATEGY**

- Marketing
- Messaging & Positioning
- Content strategy
- Storytelling
- Writing

**EDUCATION  
FORMAL | INFORMAL**

**Middle Tennessee State University**

BFA in New Media Communication w/ emphasis in design  
Minor in Art  
Minor in Music

**Skills-hare**

Visual hierarchy & spacing in Web design  
U animation: timing and animation in Principle  
Logotype: creative brand marks with typography  
Responsive web design: mobile first design.

**Brand New conference**

**WP Campus**

**Lynda**

The essentials of Java-script  
CS grid first look  
Word press and Genesis: building custom themes from scratch