



Michelle Jones
Senior Creative Leader

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Profile

I'm a creative at heart with a knack for business. Whether leading diverse teams or diving into hands-on design work, I'm equally at home in both areas. Over 18 years in the industry, I've honed my skills across various design realms, spanning graphic, web, and product design. Beyond the projects and processes, I genuinely enjoy collaborating with exceptional people and building meaningful connections that drive impactful outcomes.

Experience

Government of Canada | Health Canada

Contract Designer

December 2023 – Present

- › Currently engaged in the process of redesigning the Health Canada brand.

Assent | August 2015 - June 2023

Creative Director

July 2019 – June 2023

- › Built a team of multidisciplinary creatives including graphic design, video editing, motion graphics and web. We completed over 1400 tasks annually, ensuring that each task was delivered on time, and to the highest standard of quality.
- › Led the rebrand of Assent's look and feel, reframing the brand's image in the market to better align with company goals and updated messaging.
- › Played a pivotal role in supporting sales growth as the company's revenue grew from \$5M ARR to \$80M ARR.
- › Responsible for ensuring the successful execution of all creative materials for high-performing campaigns.
- › Developed and implemented comprehensive branding strategies that supported the company's growth from 40 to 1000+ employees worldwide.
- › Created and oversaw the consistent adherence to brand guidelines and standards across all internal and external materials produced globally.
- › Played an instrumental role on the Marketing Leadership team, actively involved in making critical decisions that shaped the direction of the entire marketing department.
- › Cultivated a positive and inclusive team culture by prioritizing employee success and well-being, resulting in a remarkable 100% staff retention rate.

- › Provided career coaching and mentorship to facilitate employee growth and development.
- › Directed all creative aspects of Assent's annual flagship event, crafting a compelling brand experience that exceeded all stakeholders expectations.

Manager, Design & Creative

June 2016 – July 2019

- › Managed creative services across graphic design, video, motion graphics and web, providing confident and decisive leadership.
- › Developed and streamlined processes and workflows to improve team efficiency resulting in significant time and resource savings.
- › Successfully built and established the Assent brand as the most recognizable SaaS compliance brand in the industry.
- › Ensured a consistent brand image for Assent through strategic management of all branded materials.
- › Was the primary point of contact for Assent executives seeking creative support for high-stakes investor and board presentations, etc.
- › Advised the VP of Marketing on the development of high-profile creative projects, providing strategic input and creative perspectives that increased visual and messaging impact.

Graphic Designer/UI Specialist

August 2015 – June 2016

- › Implemented new branding guidelines that updated the way we were seen in-market.
- › Designed engaging and visually appealing eBooks, whitepapers, and guides that captured readers' attention and effectively communicated complex information.
- › Spearheaded the redesign of Assent's website, elevating the user experience and improving functionality across all pages.
- › Collaborated closely with Product to optimize user experience elements within the Assent Platform, resulting in a streamlined and intuitive user experience.

Creekside Communications

Senior Designer

June 2014 – July 2015

- › Collaborated closely with clients to understand their vision, goals, and target audience, translating their requirements into visually impactful designs that align with their brand identity.
- › Created engaging and user-centered designs for websites, landing pages, email campaigns, social media graphics, and print materials.
- › Utilized industry-standard design tools to create pixel-perfect designs that are visually appealing and optimized for different devices and platforms.
- › Stayed up-to-date with the latest design trends and best practices, integrating them into design concepts to ensure modern and innovative solutions for clients.

- › Worked closely with developers to ensure seamless integration of design elements into web platforms, ensuring a cohesive user experience across all touchpoints.
- › Successfully manage multiple projects simultaneously, balancing competing deadlines and delivering high-quality designs on time and within budget.

eBillme/Western Union

Graphic, Web & UI Specialist

December 2006 – February 2014

eBillme was an online payment option acquired by Western Union in September of 2011. The product name changed from 'eBillme' to 'WU Pay'.

- › Designed eBillme's online shopping site, which aggregated products from 800 eCommerce merchants.
- › Created email campaigns weekly with deals from our merchant's affiliate programs from design to using email marketing software to send to our consumer base of 300 000+.
- › Responsible for user experience on eBillme's site and through eBillme's checkout.
- › Designed and maintained eBillme's websites, blog, and social media pages.
- › Collaborated with Western Union branding team once acquired and led the rebrand of eBillme's products to the new brand of WU Pay, by Western Union.
- › Directed Social Media Campaign between Western Union and The Huffington Post to promote WU's Social Channels.
- › Studied usability tests with pre-launch products, and implemented changes as needed.
- › Coordinated product launch with R&D team and ensured brand and usability compliance throughout development.

Freelance

Graphic Designer

2003 –2016

In-Studio:

McMillan, 76 Design, Creekside Communications

Personal Clients:

Drive-2 Marketing, Hello Communications, Noibu, Astro Property Management, Impakt Protective, Edgewater Wireless, FLUX Lighting Inc., BBQing.com, iSolara Solar, PurContents, Cupcake Kindness, Printfleet, Broadview Networks, Align Alytics, Fit Minds, Nanoxi, Drytech International, Thornclyffe Retirement Home and more.

Awards

Assent Compliance

Difference Maker Distinction

Education

Algonquin College

Graphic Design - Ontario College Advanced Diploma