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2013-Present
Ideal Energies, Minneapolis, MN

Brand Manager

This sustainable start up has grown into one of the largest seller/installers of commercial solar in Minnesota in less than four years. I was brought on to develop their brand. They had a clever logo and a great sales pitch. From there I was able to develop a look and a voice that were then used to develop sales pieces, educational materials, and redesign the website.

2010-2013
Park Square Theatre, Saint Paul, MN

Graphic Designer & Content Coordinator

I spent a season as the design intern for Park Square after which they created a permanent position for me. I became responsible for concept development and execution for all print and social media materials, social media strategy, photo direction and editing, press checks and web design. As their first dedicated on site designer I was able to collaborate with all of the departments, identify their individual needs and then make the brand work for them to support the overall goals of the organization.

Special Projects:

- Developing a multi-channel social media strategy that increased online presence by 3-5% every month for 18 consecutive months.
- Designing a two stage website redesign focused on first, bringing the site into brand and then improving user experience.
- Digitizing and archiving 35 years of images, slides, playbills, and newspaper articles so that they are organized, easily accessible, and protected from any further deterioration or loss.
- A book commissioned by the board of directors for the retiring Executive Director chronicling his career. I did all of the research, interviews, graphics, and design and then hand-bound three copies of the completed book.

2009-Present
Self Employed, Saint Paul, MN

Freelance Designer

Historically, my clients have been individuals and smaller organizations needing one-off pieces across all mediums. I've worked in the arts, sports, health, and legal industries delivering brand consistent results when budgets are low and timelines are short. Please visit my website at www.taylorajones.com to see clients and examples.

Education

BFA, Graphic Design
The College of Visual Arts
Saint Paul, MN

Technology

Adobe InDesign, Illustrator,
Photoshop & Dreamweaver.
Microsoft Word, Excel,
Powerpoint, and Outlook.
Constant Contact. Hoot Suite.

Associations

AIGA, the professional
association for design
Member since September 2009

Ad Fed MN, the Advertising
Federation of Minnesota
Member since September 2012