

## Tim Jones - Senior Art Director

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Phone 07789 510373

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Portfolio [timgsjones.com](http://timgsjones.com)

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### Creative Director / Senior Art Director

Strategic, award-winning creative leader with extensive experience delivering integrated campaigns, brand identities, and storytelling across pharma, NGO, tech, finance, and consumer sectors. Recognised for bold ideas, pitch-winning concepts, attention to detail and work that shifts perceptions, drives revenue, and creates measurable impact.

#### Key Strengths

- Concept and campaign development across digital, DRTV, OOH, print, and experiential
  - Brand identity creation
  - Healthcare and pharma comms (ABPI certified)
  - Charity and NGO sector expertise (fundraising, advocacy, social change)
  - Pitch-winning creative (across global and UK accounts)
  - Mentorship, team leadership and cross-functional collaboration
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### Career Experience

#### January 2023 - Present day

##### Art Director – Precision AQ (current)

Creative lead across multiple pharma clients (UCB, CSL Behring, Exact Sciences, Alnylam). Developed digital tools, symposium identities, and exhibition environments. Contributed to successful pitches; ABPI training completed.

#### August 2019 - January 2023

##### Freelance Creative (various agencies/clients)

Delivered identity for NHS 72nd Anniversary campaign; high-profile NGO and commercial work. Campaigns for British Red Cross, NSPCC, Shelter, MasterCard (US), Just Climate, Mars, BP, and more.

#### July 2016 - July 2019

##### Creative Director – BW

Led creative output across RSPB, Alzheimer's Research UK, Macmillan, BHF. Delivered RSPB's most successful campaign ever (92% response rate, multimillion £ revenue protected).

#### Previous Roles Include:

Head of Art – Burnett Works

Senior Art Director – Claydon Heeley (Bentley, Three Mobile, Royal Mail)

Creative Partner – Bright (Sky, T-Mobile, Thomson, Which?)

Creative Head – Carlson Marketing Group (AXA, BA, Eurostar, UNICEF, WWF)

Early agency and freelance experience across Jaguar, Volvo, Guinness, Costa Coffee, DoH, and more.

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### **Selected Achievements**

#### **Pharma & Health**

Created award-nominated iPad interactive tool for gMG awareness; developed symposium identities and exhibition stands for Exact Sciences, UCB and Alnylam.

#### **Non-profit Impact**

Led Shelter campaign that pressured Glasgow City Council into action on homelessness; created and delivered The RSPB's GDPR campaign achieving an unprecedented 92% response rate and safeguarding millions in revenue.

#### **High-profile Campaigns**

Designed NHS 72nd Anniversary and Biggest Thank You identity; worked on British Red Cross, NSPCC, Samaritans, and Save the Children Italia campaigns.

#### **Global Brands**

Conceived MasterCard fintech launch films (US), Just Climate identity (Al Gore's climate venture), and campaigns for Mars, BP Aramco, Moneygram, PMI, and Sky.

#### **Award-winning Work**

Gold at the DMA Awards for Bentley; campaigns recognised across sectors for creativity and effectiveness.

#### **Mentoring & Leadership**

Mentor at the School of Communication Arts 2.0.

Experienced team leader, creative mentor, and agency-wide contributor.

#### **Credentials**

ABPI Certified for Pharma Creative

#### **References**

Available on request