

Nathaniel Robert Jones

[SUMMARY]

Senior Visual Designer with nearly 20 years of experience combining creativity with technical skill and a refined aesthetic sensibility—informed by a personal artistic practice and fueled by an insatiable curiosity and love of culture.

[CONTACT]

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[EXPERIENCE]

Freelance Design Services

Senior Visual Designer

June 2008 — Present · Remote (Los Angeles, CA)

Leads end-to-end creative design and production for organizations ranging from global enterprises to independent artists

- Provides full-service creative direction and design across branding & identity, UX/UI, digital design, motion graphics, environmental graphics, editorial, print, and video
- Designs scalable visual systems for marketing campaigns, events, and content platforms
- Collaborates directly with stakeholders to define goals, scope projects, and deliver polished outcomes

Liquid Agency

Designer, Marketing

February 2024 — August 2025 · Remote

- Led UI design in Figma for the agency's redesigned website
- Owned the complete redesign, layout system, infographics, and production of the flagship digital white paper, The Challenger Index
- Supported marketing initiatives through the design of presentation decks, social media assets, blog visuals, as well as video editing and production

Nifty's

Graphic Designer

September 2021 — October 2022 · Remote

- Contributed to product design, UX/UI, and platform assets for this Web3/NFT startup
- Designed marketing campaigns, pitch decks, and partnership materials supporting high-profile entertainment collaborations
- Helped support partnerships with Warner Bros. Discovery, Sony Pictures Entertainment, and major franchises including The Matrix and Looney Tunes

Bloomberg Marketing Studio, Bloomberg L.P.

Senior Designer

January 2015 — August 2021 · New York, NY

Senior designer within Bloomberg's in-house content, creative, and digital marketing studio

- Designed UX/UI for and launched multiple websites, including: America's Pledge on Climate Change, Bloomberg Live, Bloomberg Media, Bloomberg Philanthropies annual reports, Bloomberg Media Studios, Bloomberg New Energy Finance, Climate Finance Leadership Initiative, and Global Covenant of Mayors for Climate & Energy
- Created branding systems for global initiatives and environmental graphics for live global events
- Designed and produced social media assets and multi-channel campaign materials
- Collaborated with executives, senior stakeholders, fellow designers, art directors, copywriters, engineers, marketing managers and subject matter experts across the organization
- Contributed to the visual design and launch of multiple campaigns spanning Bloomberg L.P., Bloomberg Media, and Bloomberg Philanthropies

LearnVest, Inc.

Graphic Designer, Digital Marketing

September 2013 — January 2015 · New York, NY

- Website design and execution of digital marketing campaigns for this financial services startup prior to acquisition by Northwestern Mutual
- Collaborated with UX researchers, CPAs, financial literacy experts and the product team to provide clear, helpful information and positive user experiences
- Produced educational content, landing pages, onboarding and sign-up flows, and other custom experiences focused on conversion, retention, and financial literacy

[EDUCATION]

Bachelor of Fine Arts (BFA)
Communication Design
Sam Fox School of Art & Design
Washington University in St. Louis

[PROFESSIONAL SKILLS]

Leadership & Strategy

Art Direction

Brand Systems

Visual Communication

Design & Execution

Communication Design

Editorial Design

Environmental & Event Design

Illustration

Infographics

Motion Graphics

Print Design & Production

Typography

UI/UX Design

Marketing & Content

Document Layout & Production

Marketing Design

Presentation Design

Social Media

Video Editing & Production

Tools

Adobe Creative Suite

Claude Code

Digital Design & Production

Figma