



Marlon Jones



Portfolio

<https://www.marlonjones.design>

marlon.jones096@gmail.com
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Work Experience

Designer & Creative Director

Society Seven
2020-Present

- Specialized in award winning fashion design and overseas garment production workflow
- Developed original designs for women's wear, men's wear, and accessories, contributing to a diverse product line.
- Participated in fittings, fabric selection, and pattern making to ensure precision and quality in final garments.
- Directed high-impact campaigns for 15+ major brand clients, combining digital, cinema, social, experiential, and integrated media.
- Led creative team of various designers and copywriters, mentoring talent and fostering a collaborative, high-performance environment whilst managing strict budgets.
- Developed innovative experiential OOH campaigns leveraging AR, VR, and gamification to create immersive brand experiences.
- Grew account billings by 32% in 3 years through creative leadership and nurturing long-term client relationships.
- Spearheaded ad creative for integrated brand campaigns for key clients: YZY x GAP, Canvas Gallery

Tenant

HXOUSE
2022-Present

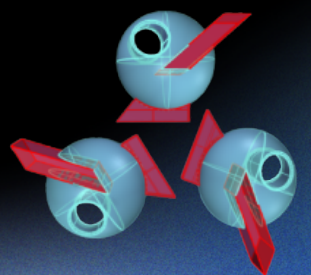
- Mentee under The Weeknd's XO team to learn all facets of creative production, and entrepreneurship
- Produced garment design concepts and visual branding storyboards for digital and traditional campaigns regarding The Weeknd's surrounding "After Hours Til Dawn" Tour
- Crafted brand narratives and user interface for all digital forefronts translating strategy into impactful performance creative across mediums.
- Directed magazine photoshoot editorials, overseeing talent, photographers, post production, and multi-channel mobile content for all socials.
- Re-invigorated HXOUSE graphic design and garment merchandise for other mentees in the program

Awards

- Top 5 Finalist Nike x Harlem Fashion Row Product Innovation Award - Harlem, New York (2024)
- Top 3 Finalist Black HXOUSE Start-Up Pitch Competition - Toronto, Canada (2022)
- Rookie of the Year: Menswear Design - Black Designers of Canada (2021)
- York Region SBC Business Plan Competition - 1st Place (2020)

Education

Dual Degree Bachelor of Arts: Financial Economics
Western University, London, ON
2020 Graduation





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Creative Highlights

Case Studies available upon request

YZY x Gap Warehouse Sale

Cross Channel Campaign

- Led integrated campaign spanning exclusive in-store activations, photoshoot editorial, digital, print advertising
- Campaign delivered 300% increase in brand awareness and success led to multi-city execution (Toronto, Montreal)
- Leveraged AR, VR, and interactive displays to showcase product capabilities throughout the store.
- Drove 1M+ in impressions of User Generated Content across social media and press coverage during event.
- Curated all visual merchandising of the store space leading to seamless consumer experience

Nike Product Design

Accessory Intellectual Property

- Top 5 finalist at Nike Harlem Row international design pitch competition amongst 75 designers across America
- Innovated garment product design called "Nike Redemptions" an Anti-Slip Glove for Wheelchair Athletes
- Concepted and spearheaded a new fabric technology for a Nike product launch.
- Leveraged 3D Modelling, and interactive displays to showcase product capabilities.
- Combined emotional brand storytelling with calls-to-action driving presentational flare
- Executed market research to find gaps in the market, and display thorough understanding of product industry.

Burberry Pitch Deck

Charity Fundraiser Event

- Orchestrated event development and creative pitch deck for a charity fundraiser collaboration event between Burberry and Universal Music Group Canada on behalf of artist PartyNextDoor
- Sourced all facets of the logistics/production of the event including venue, and staff personnel
- Executed the campaign visuals fundraising structure, and visual merchandising of the venues
- Curated the sponsorship packages, as well as the donation deliverables per guest list candidate

Creative Software Proficiency

Adobe Suite: Photoshop, Illustrator, InDesign, Dall-E AI
 Web Design: WIX, Spline
 Stage Design: Disguise One (Designer)

Core Skills

Campaign Strategy & Concept Development
Creative Direction & Design Thinking
Market Research & Mood-Boarding
Client Presentations & Pitch Deck Creation

