

BRYCE JONES

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SUMMARY

Presentation & visual communications designer with 12+ years turning complex ideas into clear, compelling narratives. Currently designing pitch decks and microsites at Edelman for \$2M+ opportunities with clients like Anthropic, Microsoft, and Samsung. Led Assembly Global's visual rebrand, earning Ad Age's 2022 Agency of the Year, and designed visual systems for Apple Retail's transformation across 500+ stores worldwide.

EXPERIENCE

Edelman

2024 - Present

Designer, New Business / New York, NY

February 2024 - Present

- Design high-impact pitch decks and microsites for \$2M+ global new business opportunities, turning dense strategic narratives into clear visuals that help win competitive reviews.
- Contribute to securing clients including Anthropic, Microsoft/Xbox, Dove/Unilever, Samsung, Uber, HP, and Autodesk through custom pitch materials averaging 65+ slides per presentation.
- Collaborate with new business leadership, strategists, copywriters, and data analysts to shape both narrative flow and visual direction under tight 5-day turnaround deadlines.
- Built an internal design review system that standardized how decks are critiqued, improving visual consistency and reducing last-minute rework across the new business design team.
- Deliver design solutions across multiple formats including presentations, microsites, print collateral, AI mockups, and social media assets, adapting quickly to evolving project requirements.

STUDIO B23

2022 - Present

Freelance Designer, Founder / Brooklyn, NY

November 2022 - Present

- Run a solo studio focused on presentation, brand, and web design for select clients, from early-stage startups to established businesses.
- Concept, design, and build narrative-driven decks and microsites, using real-world projects to continuously sharpen my visual systems and storytelling skills.

Assembly Global

2019 - 2022

Design Lead, Global Marketing / New York, NY

June 2021 - October 2022

- Led visual design for Assembly Global's post-merger rebrand, creating a cohesive brand identity that unified 30+ international teams and earned recognition as Ad Age's 2022 Agency of the Year.
- Developed comprehensive brand guidelines, presentation templates, and design systems in Figma that scaled globally across all departments and regional offices.
- Served as creative lead on client projects and new business pitches, collaborating with executive leadership, strategists, and account teams on concept development and visual storytelling.
- Partnered with external agency GALE to execute the brand evolution, maintaining institutional knowledge as one of the final original Assembly team members through the ForwardPMX merger transition.

Senior Designer, Global Marketing / New York, NY

March 2020 - June 2021

- Developed internal and external communications including social media campaigns, newsletters, town hall presentations, and client case studies during company transition and remote work shift.
- Created visual concepts for RFPs and pitch presentations in collaboration with Marketing and New Business teams, ensuring strategic alignment across all client-facing materials.
- Produced editorial white paper reports and visual content that met client standards and supported Assembly's thought leadership positioning.
- Developed 50+ presentation and social media templates to maintain brand consistency across global touchpoints.

Designer, Global Marketing / New York, NY

July 2019 - March 2020

- Designed assets for social media campaigns, A/B testing, and paid advertising as part of Assembly's marketing initiatives.
- Implemented an event registration page design system in Webflow, streamlining event management and improving user experience for thought leadership events.
- Managed marketing collateral production with external vendors, ensuring brand integrity and timely delivery.

Apple Inc.

2013 - 2019

Designer, Apple Marcom / New York, NY

December 2013 - June 2019

- Designed high-impact presentations for product launches and executive communications under tight 2-3 day turnarounds, collaborating with cross-functional creative teams.
- Created visual content and training materials supporting Today at Apple's global rollout across 500+ stores, contributing to program recognition at Cannes Lions 2018 (winning both Grand Prix and Titanium Lions)
- Designed graphics and content for wallOS, Apple's proprietary video wall system powering Forum displays up to 34 feet wide across all Apple Stores globally.
- Coordinated global merchandising strategies for product launches and store resets, ensuring brand consistency across all retail touchpoints.

SKILLS + TOOLS

Cross-functional collaboration, strategic storytelling, client & stakeholder management, project management, creative problem solving, brand identity systems, visual design, rapid prototyping

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Framer, Webflow, PowerPoint, Keynote, Google Slides, Final Cut Pro, Jitter, ChatGPT, Claude, MidJourney, RunwayML, Notion, HubSpot, Mailchimp, Google Workspace

EDUCATION

Bachelor's of Arts, Communication

University of California, Santa Barbara