

PORTFOLIO

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CONNECT

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MY CRAFT

- Graphic Design
- Art Direction
- Creative Direction
- UI & Web Design
- Brand Development
- Team Leadership
- Strategy
- Generative AI Pipelines

SOFTWARE

- Adobe Suite
- Figma
- Sketch
- Miro
- Jira & Confluence
- Blender
- AI (Flux, Wan, Qwen, Veo)
- Comfy UI | Stable Diffusion

AWARDS

- SAFTA – Clover Little-Big
- Smarties Gold – Transunion
- Loeries Finalist – Ford
- Pendooring Finalist – Ford
- AEON Award – Integrated
- AAA – Best in Class

HELLO, I AM

JONATHAN CORNS

An award-winning Art and Design Director who makes brands unmissable. For 15 years, I've built visual languages, design systems, and campaigns that grab attention and don't let go. I lead and mentor teams to push ideas further, sharpen the craft and make the work and process better.

HEAD OF ART & DESIGN Wargaming UK | 2023 - Current

- Directed creative for the Steel Hunters launch at The Game Awards with 154 million viewers.
- Directed art for official game reveal trailers, promo art, and marketing.
- Hands-on in design across branding, key art, web, UX, and player acquisition assets.
- Art directed creative produced by internal teams and external partners.
- Produced marketing creative and landing pages that generated over 500,000 registrations.
- Implemented generative AI pipelines, making the team more efficient in their craft.
- Built motion design systems that streamlined video production workflows.
- Led a global launch spanning 12 countries with a seven-figure marketing budget.

CREATIVE DIRECTOR NuroKor BioTech | 2021 - 2023

- Took a single idea and expanded it into three brand verticals for a biotech startup, covering Animal Health (canine and equine) as well as Human Health, building distinct brand identities.
- Created the complete brand and product suite including hardware design, packaging, websites, SaaS app design, digital platforms, and marketing campaigns that supported market growth.
- Designed both consumer-facing and investor-facing brand strategies and storytelling, directly contributing to securing over £3 million in funding for product development and expansion.
- Managed internal teams and external partners across CGI, film, web, and animation while remaining hands-on in design delivery to maintain quality and consistency.

CREATIVE LEAD Cubiq Agency | 2016 - 2021

- Led design and art direction across a wide portfolio of clients, delivering creative solutions that aligned with brand identities, business objectives, and audience expectations.
- Built brands for startups by creating packaging, brand identities, websites, and mobile apps that combined strong visual aesthetics with practical, user-centered design.
- Directed integrated design for both established businesses and new ventures, contributing to large pitch wins and ensuring cohesive storytelling across ATL, digital, and experiential channels.
- Mentored and managed a team of designers, fostering collaboration, developing skills, and consistently raising the overall quality of design and art direction across the agency.

DIGITAL CREATIVE LEAD DSG Digital | 2014 - 2016

- Designed and developed branded digital experiences for clients, spanning websites, apps, and platforms that aligned with their brand identity and campaign strategy.
- Designed TransUnion's award-winning mobile app, which received a Smarties Gold award while establishing measurable benchmarks for usability and performance.
- Led UI and UX design for web and mobile projects, guiding a small design team and building prototypes to test, refine, and optimize user journeys before launch.

SENIOR ART DIRECTOR | DESIGNER 7DK5 | 2012 - 2014

- Designed and directed campaigns across TV, print, outdoor, AR, and digital, creating high-impact work for major FMCG clients that reached broad consumer audiences.
- Led the Clover Little-Big Cookoff project, which reached 19 million people, drove 152,000 entries, delivered R21 million in earned media, and achieved a 289% ROI.
- Won a SAFTA (South African Film and Television Award) for Best Gameshow, demonstrating the ability to produce creative work that delivered measurable results and cultural recognition.

JNR ART DIRECTOR TBWA Worldwide | 2010 - 2012

- Created campaigns for clients including Standard Bank, Nissan, and Tiger Brands, gaining experience in delivering creative within large global brand systems.
- Supported senior teams with concept development and design, helping secure major pitch wins while building a strong foundation in art direction and collaboration.