

BILL JONES

Senior Digital Designer | Visual · Web · Branding · UX/UI · Motion · 3D · AI-Augmented | 20+ Years

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PROFESSIONAL SUMMARY

Senior digital designer with 20+ years' experience. Led the Eastman.com global redesign in partnership with internal IT, Deloitte, and an external agency, and served as lead designer for Naia, Eastman's sustainable fiber brand. Generalist range across UX/UI, web, branding, motion, and 3D, with an AI-augmented workflow for rapid concept exploration.

AREAS OF EXPERTISE

DISCIPLINES

- Visual Design
- Motion Graphics
- Web / App Design
- 3D Visualization
- UX / UI Design
- Web / App Dev

TOOLS

- Adobe InDesign
- Adobe After Effects
- Figma
- Adobe Photoshop
- Adobe Premiere
- WordPress
- Adobe Illustrator
- Autodesk Maya
- AI / Claude Code

METHODS

- Design Systems
- AI Enhanced Design
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Web Designer / Developer (Contract) | Sep 2025 – Present

Hillhouse Creative, Remote · Johnson City, TN

WordPress development and web design support focused on custom site builds, accessibility compliance, and ongoing site care — helping nonprofits and small businesses maintain professional, accessible websites.

- Design and build responsive WordPress sites, delivering custom builds tailored to each client's needs.
- Lead WCAG 2.2 AA accessibility audits and multi-phase remediation for nonprofit and small-business clients, identifying compliance gaps and implementing fixes across templates, navigation, and content.
- Custom WordPress plugin development

Visual Designer (Contract) | Feb 2025 – Present

RJP Systems, Remote

Ongoing visual design support shaping a cohesive identity across web and brand assets, with strong communication and strategic design thinking.

- Design responsive web layouts and user flows in Figma.
- Create custom logos and supporting brand elements.
- Build reusable Figma component libraries and design standards, streamlining future design work and ensuring visual consistency at scale across subsequent projects.

Visual Designer (Contract) | Jan 2025 – Present **Kingsway Pharmaceuticals**, Remote

Contract designer supporting brand marketing and communications across digital and print formats for a multi-product pharmaceutical brand.

- Design brand marketing assets spanning digital and print formats, supporting product launches and elevating Kingsway's visual presence across multi-channel audiences.
- Produce 3D product visualizations and branded marketing assets, translating technical pharmaceutical narratives into accessible visuals for non-technical buyers

Advanced Digital Designer | Apr 2008 – Feb 2024 **Eastman Chemical Company**, Kingsport, TN · Hybrid

In-house digital designer supporting multiple internal business units across Marketing Collateral, UX components, responsive web, motion graphics, 3D product visualization, and event marketing — over a 16-year tenure that established cross-BU visual standards.

- Led visual design for Eastman.com global redesign in partnership with internal IT, a Deloitte consulting team, and an external design agency, delivering a more intuitive, accessible corporate experience that scaled across multiple business units.
- Served as lead designer for Naia, Eastman's sustainable fiber brand: developed marketing assets, presentation decks, and event visuals that translated a highly technical sustainability story into compelling content used at trade shows and in sales enablement.
- Produced 3D product visualizations and motion graphics in Autodesk Maya, Keyshot and Adobe After Effects, equipping sales and marketing teams with differentiated assets for trade shows, sales enablement decks, and digital campaigns.

Earlier Career: Interactive Designer, Intellithought— Kingsport, TN · 2002–2008

EDUCATION

B.S., Engineering Design Graphics, *East Tennessee State University*

CERTIFICATIONS

ICAgile Certified Professional — Agility in Marketing (ICP-MKG) | ICAgile, 2023