

## Jonathan Franklin Doss

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## WHO I AM

With over 20 years experience in both agency and corporate environments while leading creative for marketing communications, multi-channel graphic design, and product & experiential design, I can speak the languages of both creative and business in order to lead a fast-paced team to success.

## WHERE I'VE BEEN

DELTA AIR LINES

2005-2020

PROJECT DESIGN LEAD

IN-HOUSE BRAND AND CREATIVE TEAM

- Researched, developed, and designed a first-in-the-industry, award-winning private cabin concept for Delta's flagship A350 aircraft
- Launched Delta's thorough and total top-to-bottom rebrand within record time while building global brand recognition to its highest rating ever
- Led rebranding, renaming, and redesign of the onboard retail Flight Fuel food program—taking it from break-even to profitability within a single quarter
- Modernized and redesigned Delta's premiere employee recognition program for broader channels and applications
- Expanded and grew the internal creative team over a number of years from 2 to 16 members covering multiple areas and disciplines
- Reimagined serviceware and service design for a new international cabin experience with heightened product design for customers and ergonomic features for cabin staff
- Educated and evangelized to employees and corporate partners on brand guidelines and principles through in-person training and digital channels
- Developed, consulted on, and rolled out entire range of branded retail merchandise

CREATIVE CIRCUS

2007-2008

INSTRUCTOR

ADVERTISING LAYOUT

- Created and executed out-of-the-box lesson plans showcasing basics of layout and typography to classes of 20 emerging portfolio students
- Reviewed and gave thorough feedback to students' current overall portfolios to maximize their strengths and talents guiding them to a 96% placement rate
- Achieved a 90% approval rating from end-of-quarter surveys

BLUE SKY

1999-2005

DESIGNER / ART DIRECTOR

- Brainstormed and ideated creative campaign concepts for national television campaigns encompassing print, out-of-home placements, event activations, and on-air executions
- Recognized for regional excellence in print production

## WHERE I'VE LEARNED

- Bachelor of Fine Arts in Design, University of Tennessee  
*Graphic Design with emphasis on conceptual thinking, photography and studio art*
- Graphic Design in London Extension Program  
*Contemporary on-site design firm visits paired with behind-the-scenes archive study*

## WHAT I CAN DO

- Adobe Creative Suite, PC, Mac, Microsoft Office suites
- Strong speaking skills between creative and corporate stakeholders
- Brand management and guideline education
- Strong attention to detail
- Photo shoot direction, talent selection, and on-set food and wardrobe styling
- Product naming with complete legal and trademark search and clearance
- Project leadership for design team as well as non-design-related departments
- Vendor and partner audit and management
- Visual merchandising and exhibit design
- Strong volunteerism and philanthropy background
- Extensive travel background

## STUFF I WON

- *Crystal Cabin Award*
- *Winner, AMY Awards, AMA Atlanta*
- *Best In Show, Printing Industry Association of Georgia*