

BRAND ARCHITECT & STRATEGIST / CREATIVE DIRECTOR / FOUNDING DESIGNER

Melina Jones

PROFILE Brand architect and creative director with 14+ years building visual identity systems and strategic frameworks for enterprise brands and ambitious startups. Founded Atelier COEUR creative studio in 2021, delivering comprehensive brand strategy and architecture that position visionary leaders for global expansion and market leadership. Specialized in translating business vision and goals into scalable design systems under compressed timelines.

Past clients include Mozilla, Sephora, Expedia, and more.

EDUCATION Bachelor of Arts — Industrial Design: Visual Communication
2004 – 2008 San Francisco State University

CORE COMPETENCIES

Brand Strategy & Positioning		Visual Identity Systems		Design System Development	
UX/UI Design	Content Strategy	Campaign Development		Cross-functional Collaboration	
Marketing Strategy	Brand Architecture	Creative Direction	Copywriting	Art Direction	
Photography Direction		Market Research & Consumer Insights		Customer Journey Mapping	
Team Leadership & Process Development			Strategic Thinking & Business Alignment		Figma
Rapid Prototyping & Iteration		Adobe Creative Suite	Webflow		

MELINA JONES — SAN FRANCISCO, CA

MELINACJONES@GMAIL.COM



PROFESSIONAL EXPERIENCE

2021 — Present
San Francisco, CA

Founder & Creative Director
Atelier Coeur

Founded creative studio specializing in brand strategy, visual identity, and experience design for visionary leaders across hospitality, culture, and consumer sectors.

AH2 Luxury Hospitality Holdings

Apr – Jun 2025

- Delivered 40+ page brand strategy and visual identity system in 6 weeks — a scope that typically takes 6 months
- Architected full brand framework: positioning, customer journey, marketing strategy, and operational guidelines
- Built scalable design system enabling consistent execution across the entire hospitality portfolio
- Generated \$3,680 in ticket revenue and 2,101 event page visits in 8 days via Smoke Meets Vine; sold out

Royal Bartending Co.

Jan – Apr 2025

- Drove measurable engagement lift from launch through social-first campaign and website redesign
- Secured NYAK celebrity brand partnership, elevating market presence for LA expansion
- Established brand positioning strategy enabling premium market entry in a new region

Afatasi the Artist

Feb 2024 – Feb 2025

- Directed brand strategy, content, and digital operations across a full-year retainer engagement
- Constructed brand frameworks and operational documentation enabling consistent studio execution
- Propelled 38% increase in online brand interactions and sold-out 75-person event in 10 days

Nov 2020 – Jun 2021
San Francisco, CA

CONTRACT

Sr. Associate (UX & Design Strategy)

Acorn Analytics

- Diagnosed and rebuilt a broken client delivery operation — from stakeholder research through documentation and implementation.
- Surfaced operational bottlenecks through affinity mapping of 6 stakeholder interviews including the founder
 - Architected complete client delivery framework: onboarding flows, client needs model, and process documentation
 - Implemented BigTime as the firm's project management platform — mapping ownership and workflows across the team
 - Designed all branded client-facing proposals and pitch templates

May 2019 – Oct 2019
San Francisco, CA

CONTRACT

Senior Visual Designer

Mozilla Firefox

- Delivered art direction, UX, visual, and environmental design for a global browser brand reaching 200M+ users
- Administered comprehensive brand audit and competitive analysis informing product strategy across digital touchpoints
- Crafted production-ready branded asset library establishing design standards and improving team workflow efficiency
- Partnered with product and engineering teams to ship brand-consistent experiences at scale

Feb 2019 – Apr 2019
San Francisco, CA

CONTRACT

Creative Director

Moxie (Formerly Moxielash)

- Rebranded complete visual identity: color system, typography, and editorial art direction for flagship influencer campaign
- Built creative process: standardized brief, copy deck, and art direction for photographers, copywriters, and marketing team
- Redesigned website sales page UX informed by engagement data, prioritizing onboarding and product education

Apr 2018 – Feb 2019
Oakland, CA

Head of Strategic Partnerships

Hieroglyphics (Hiero Imperium)

- Envisioned and developed corporate sponsorship strategy for one of Oakland's most iconic hip-hop collectives — founders of Hiero Day (Hieroglyphics), drawing 8,500+ attendees.
- Closed Lyft Rideshare as official Hiero Day sponsor — conceiving and presenting the full pitch deck
 - Secured 15% of fundraising goal through direct corporate outreach and relationship building

Oct 2016 – Feb 2018
New York, NY

Head of Design

Hip-Hop Education Center

- Owned UX design and brand voice across all channels for a nonprofit arts education organization
- Rebuilt operational systems using design thinking, improving team efficiency and process clarity

Feb 2015 – Feb 2016
San Francisco, CA

Visual Designer

method® Products

- Owned all visual and UX design for methodhome.com, serving millions of monthly visitors
- Performed A/B testing on email program optimizing conversion rates and user engagement

2012–2017
San Francisco, CA

Brand Design | Art Direction | Marketing Leadership

Independent Creative Consultant

Across fashion, beauty, hospitality, and technology clients: **Sephora, Bare Escentuals, Astor & Black, Farina Cocina, Igigi Women's Fashion, and Fluid Agency (Gymboree, Janie & Jack).**