DYLAN JONES
DESIGN DIRECTOR

Selected Projects
2016–2019

I am a Creative Director & UX/UI Designer with 15 years experience working in digital & content.

I specialise in content-heavy editorial platforms, e-commerce and in delivering simple & effective creative solutions.

I have worked both in agencies & consultancies and have deep experience working with luxury & fashion companies.

I’ve been a design director at R/GA and Publicis Sapient, and the design director at You & Mr Jones.

I’m currently freelancing with startups and agencies in fashion & e-commerce such as Spring Studios.

I’ve worked in Paris & London.

2019 - NOW

SPRING STUDIOS

UOMA	E-Commerce (Shopify)
De Beers	E-Commerce (Pitch)

2016 - 2018

YOU & MR JONES

Axe	Strategy
Diageo	Strategy
Chanel	Strategy

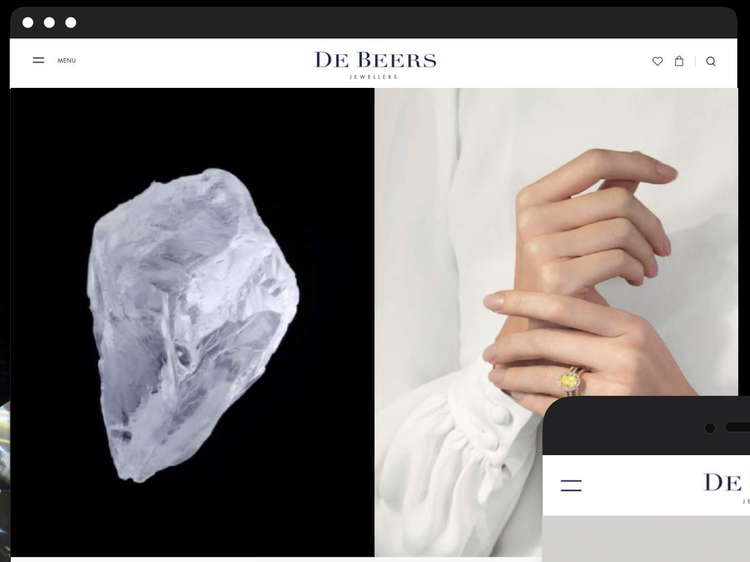
2014 - 2016

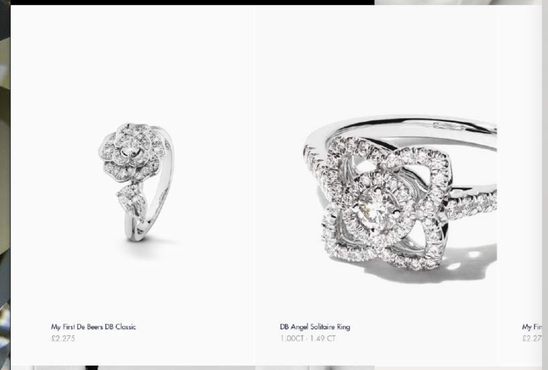
PUBLICIS SAPIENT

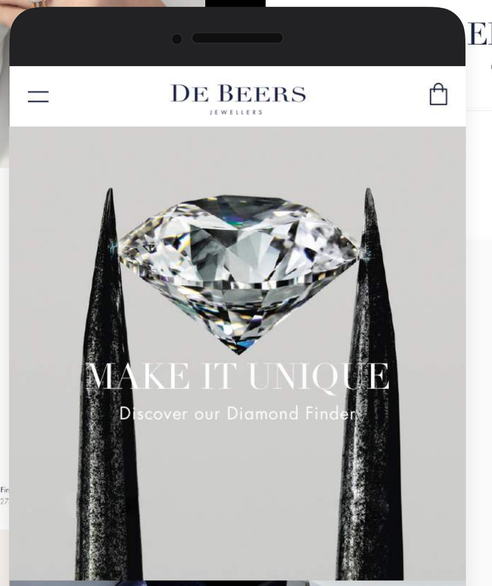
H&M	E-Commerce (Pitch)
Louis Vuitton	E-Commerce (Pitch)
M&S	E-Commerce

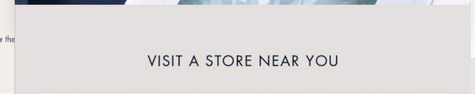
DE BEERS
JEWELLERS

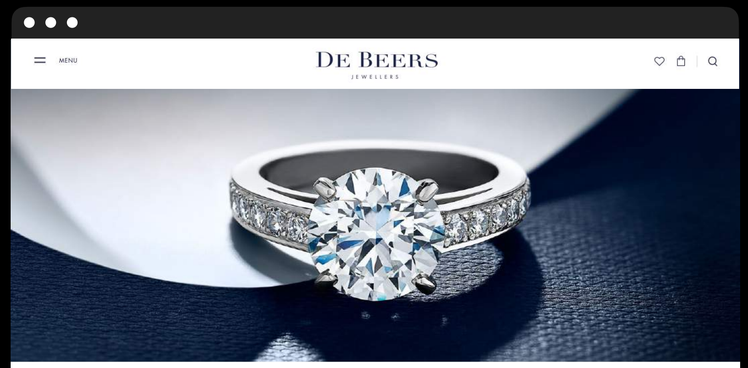
How can we re-launch the e-commerce platform and center it around bespoke services?

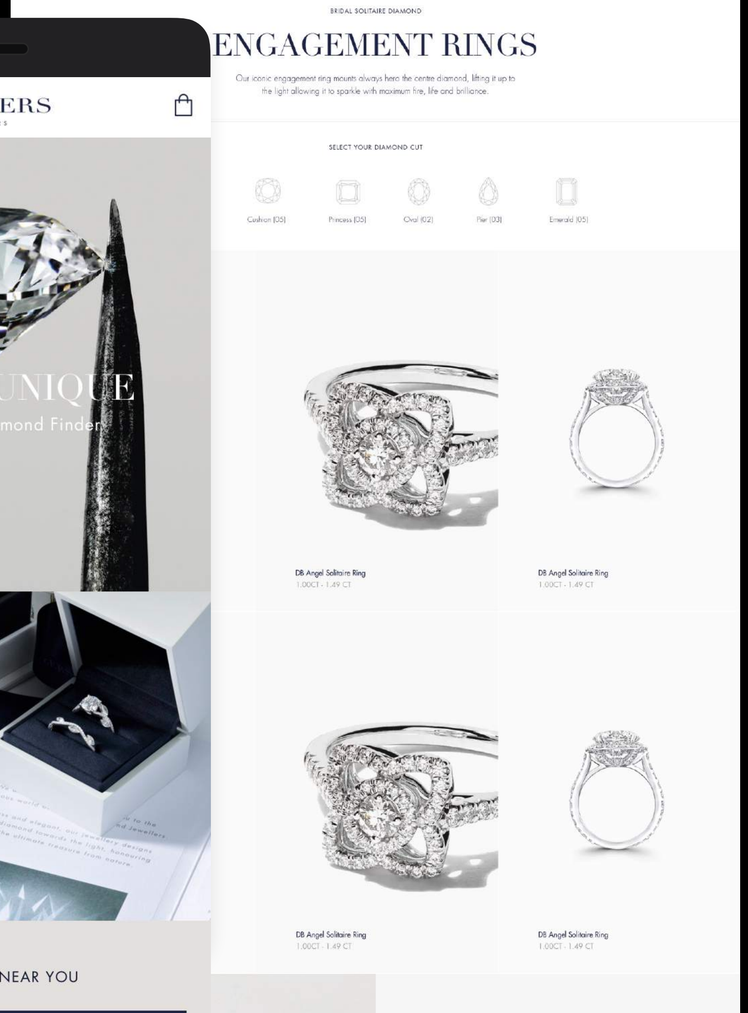






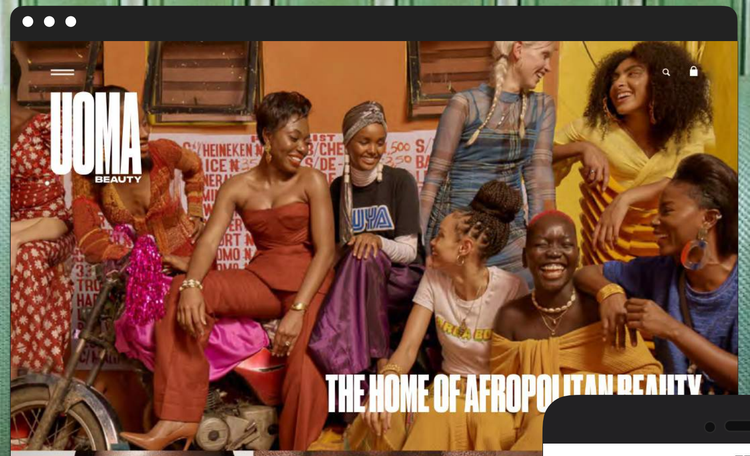


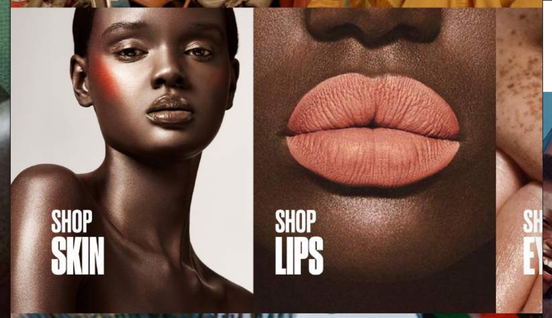


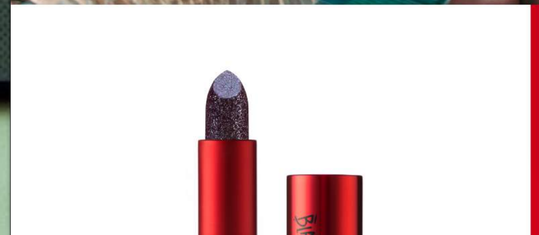


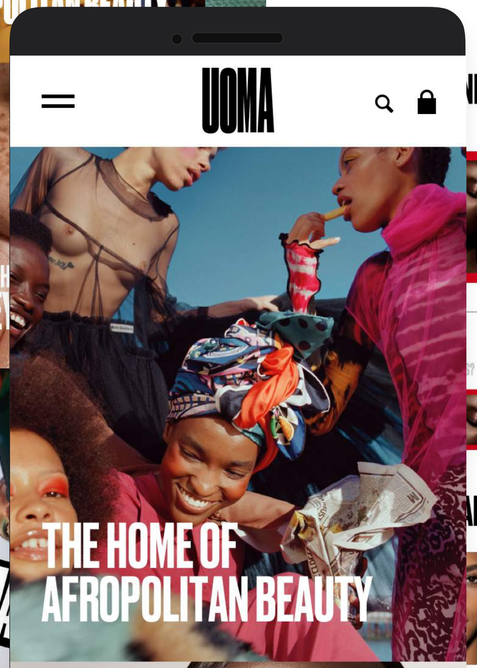
UOMA
BEAUTY

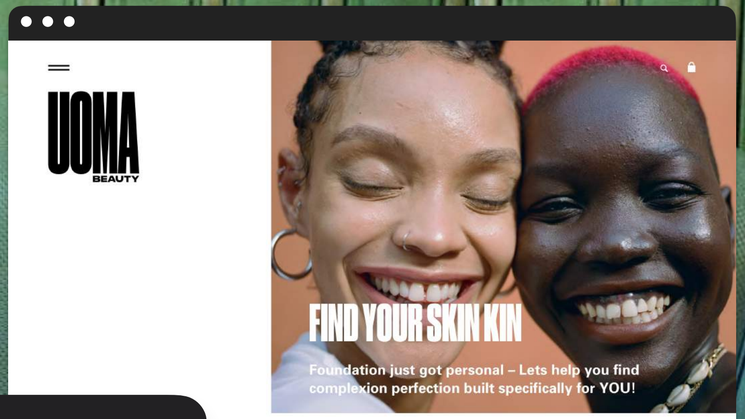
How can we launch a beauty brand aimed at the afropolitan community?

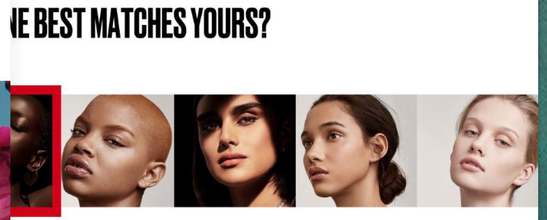






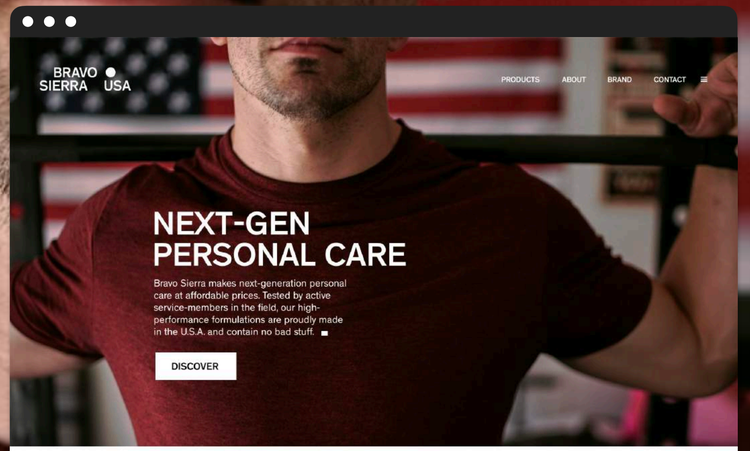


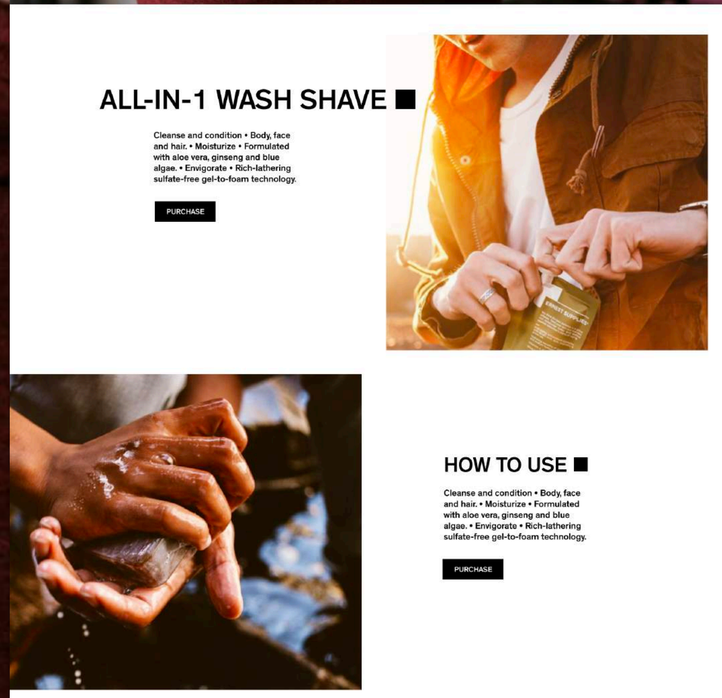


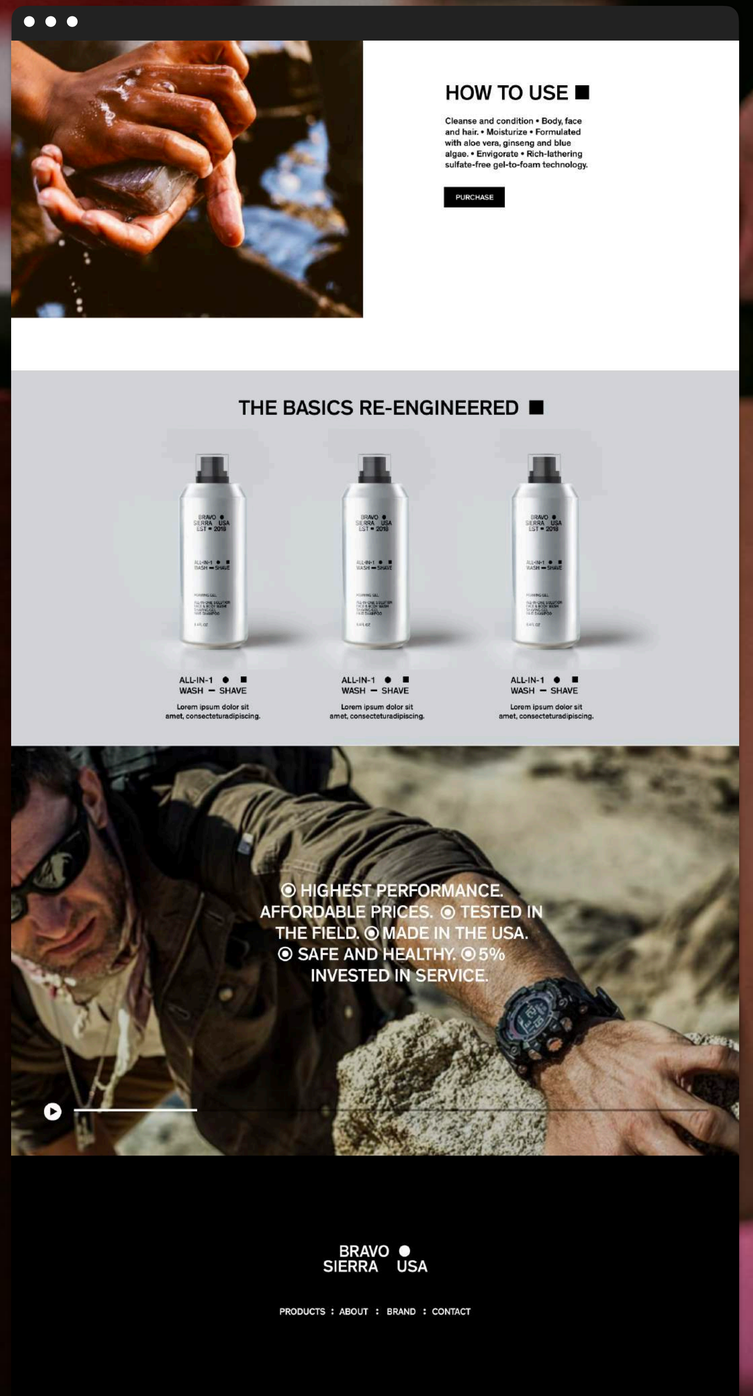


BRAVO ● SIERRA USA

How can we launch a beauty brand aimed at the afropolitan community?

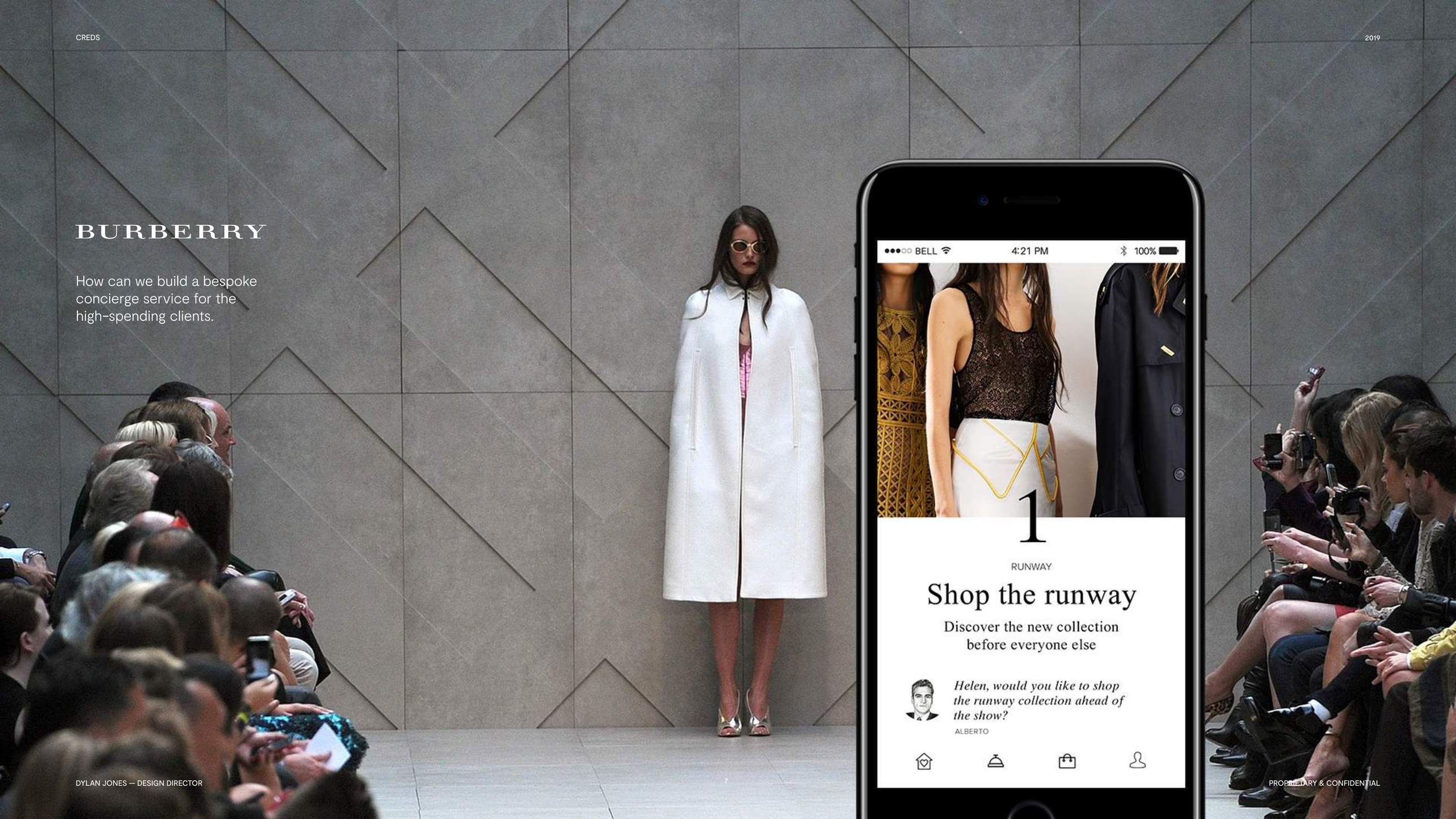




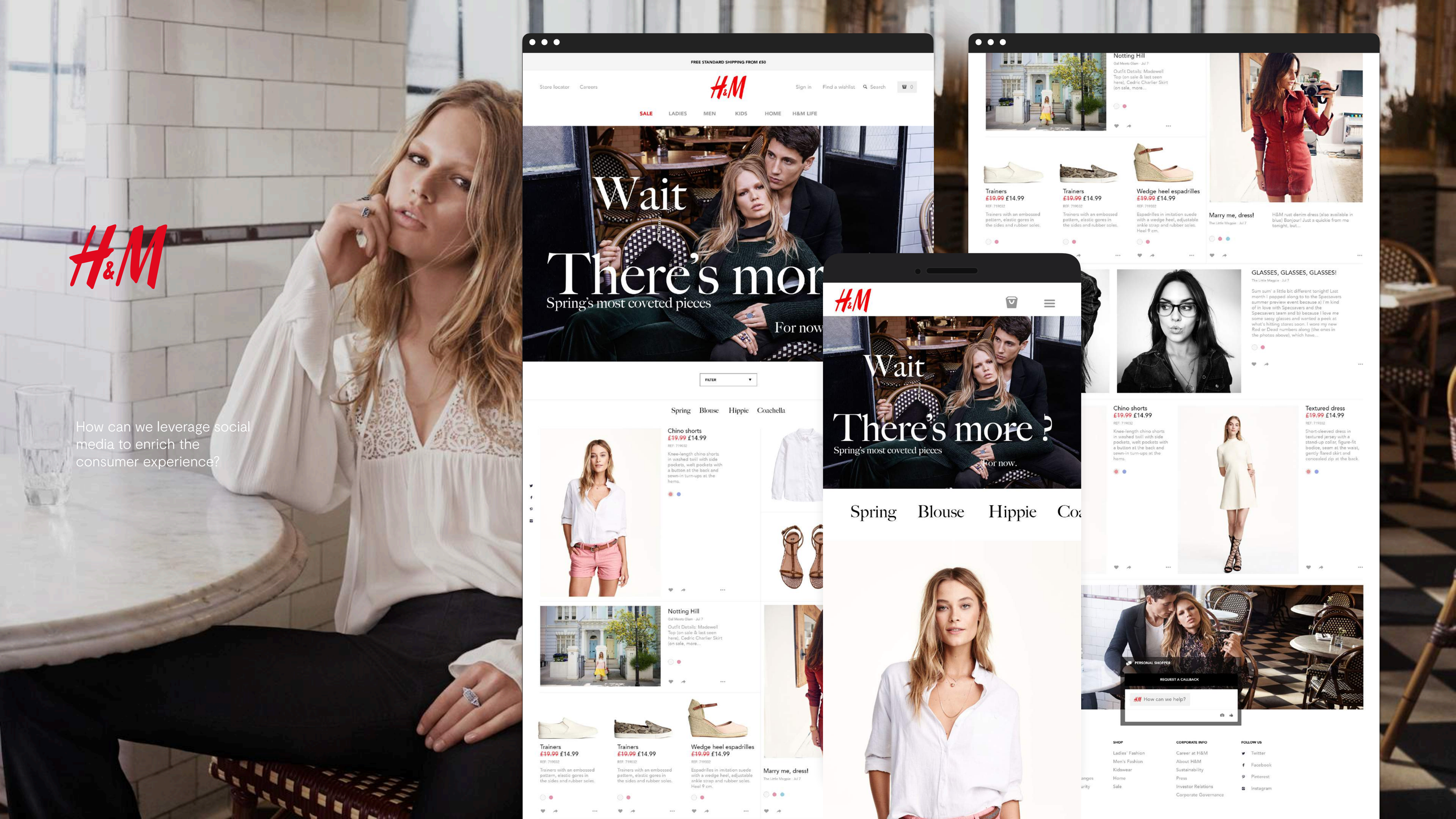


BURBERRY

How can we build a bespoke concierge service for the high-spending clients.

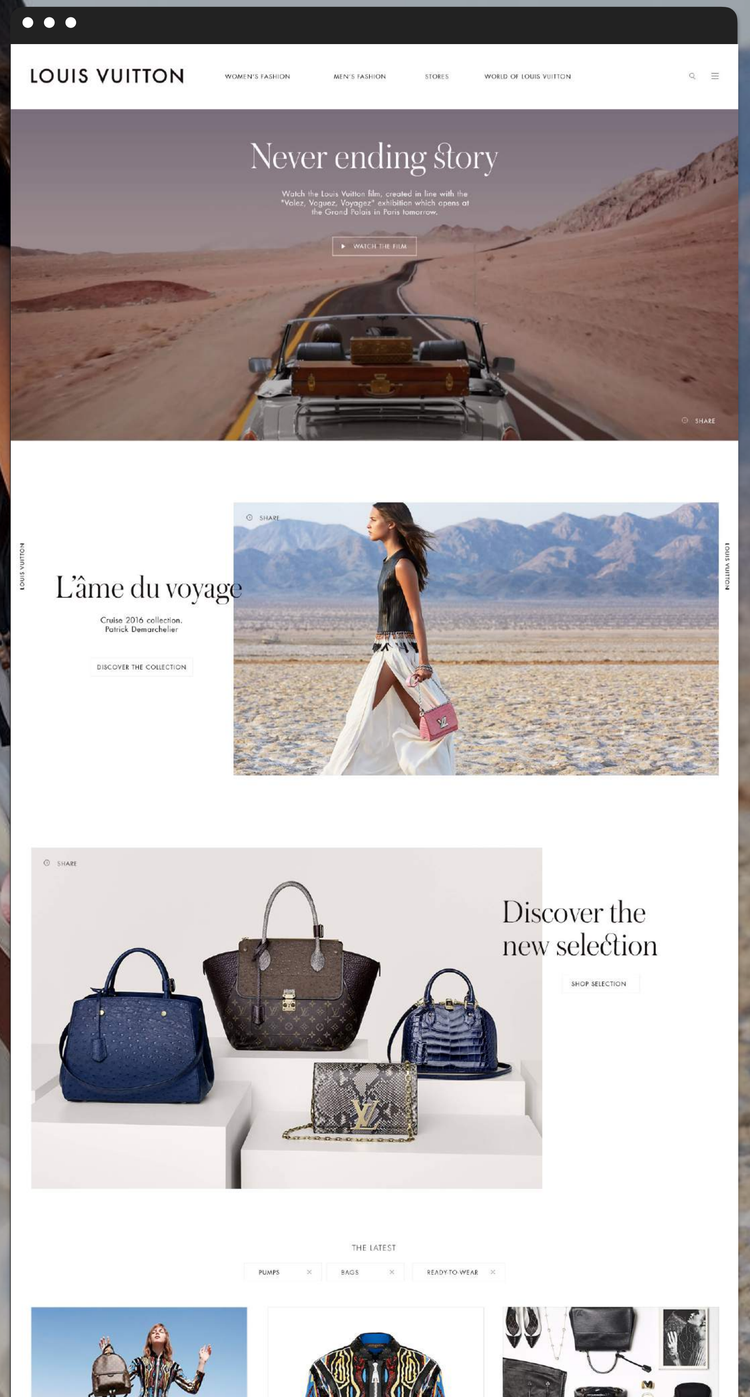


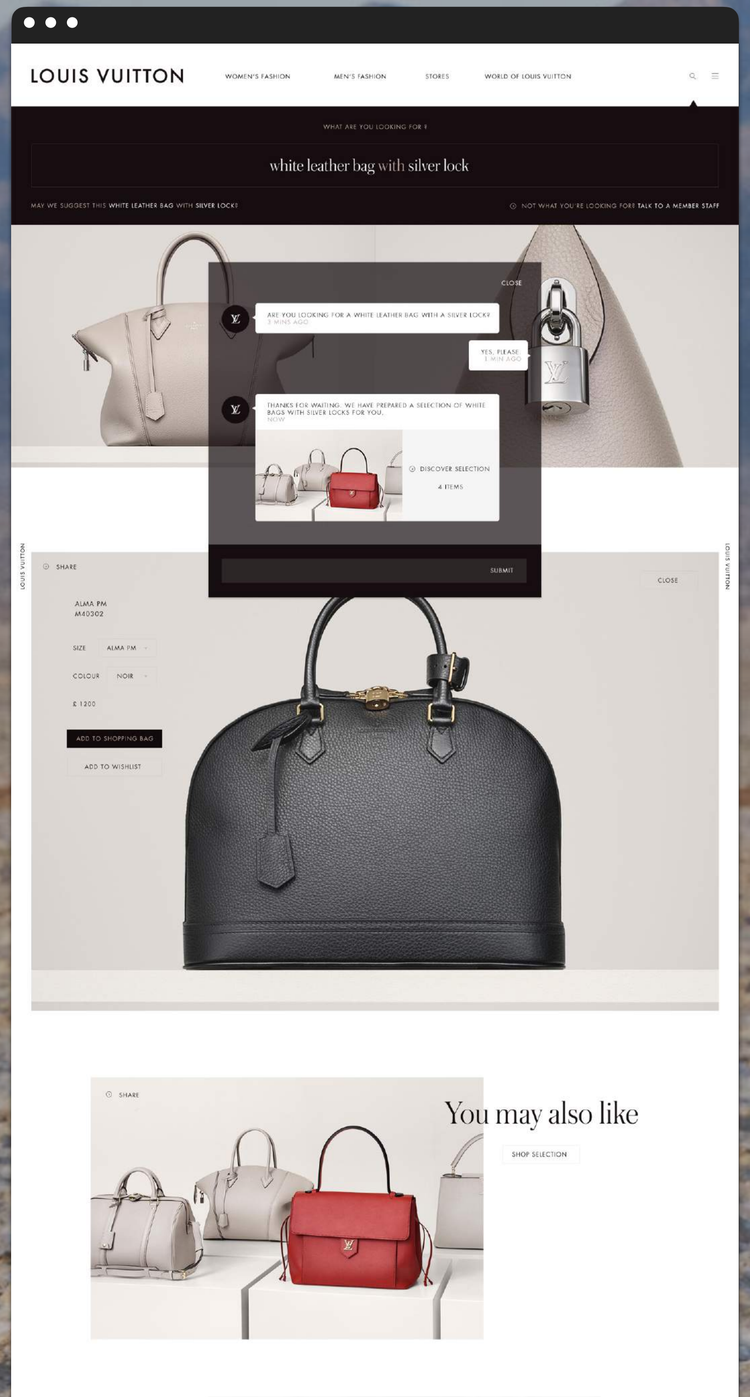
PROPRIETARY & CONFIDENTIAL


H&M
How can we leverage social media to enrich the consumer experience?
FREE STANDARD SHIPPING FROM £50
Store locator
Careers
H&M
Sign in
Find a wishlist
Search
SALE
LADIES
MEN
KIDS
HOME
H&M LIFE
Wait
There's more
Spring's most coveted pieces
For now
FILTER
Spring
Blouse
Hippie
Coachella
Chino shorts
£19.99 £14.99
Knee-length chino shorts in washed twill with side pockets, welt pockets with a button at the back and sewn-in turn-ups at the hems.
Notting Hill
Gal Meets Glam · Jul 7
Outfit Details: Madewell Top (on sale & last seen here), Cedric Charlier Skirt (on sale, more...
Trainers
£19.99 £14.99
Trainers with an embossed pattern, elastic gores in the sides and rubber soles.
Trainers
£19.99 £14.99
Wedge heel espadrilles
£19.99 £14.99
Espadrilles in imitation suede with a wedge heel, adjustable ankle strap and rubber soles. Heel 9 cm.
Marry me, dress!
The Little Magpie · Jul 7
H&M rust denim dress (also available in blue) Bonjour! Just a quickie from me tonight, but...
GLASSES, GLASSES, GLASSES!
The Little Magpie · Jul 7
Sum sum' a little bit different tonight! Last month I popped along to to the Specsavers summer preview event because a) I'm kind of in love with Specsavers and the Specsavers team and b) because I love me some sassy glasses and wanted a peek at what's hitting stores soon. I wore my new Red or Dead numbers along (the ones in the photos above), which have...
Chino shorts
£19.99 £14.99
Knee-length chino shorts in washed twill with side pockets, welt pockets with a button at the back and sewn-in turn-ups at the hems.
Textured dress
£19.99 £14.99
Short-sleeved dress in textured jersey with a stand-up collar, figure-fit bodice, seam at the waist, gently flared skirt and concealed zip at the back.
PERSONAL SHOPPER
REQUEST A CALLBACK
How can we help?
SHOP
Ladies' Fashion
Men's Fashion
Kidswear
Home
Sale
CORPORATE INFO
Career at H&M
About H&M
Sustainability
Press
Investor Relations
Corporate Governance
FOLLOW US
Twitter
Facebook
Pinterest
Instagram

LOUIS VUITTON

How can we curate the shopping experience for each customer, and interact directly through a bespoke personal shopper?

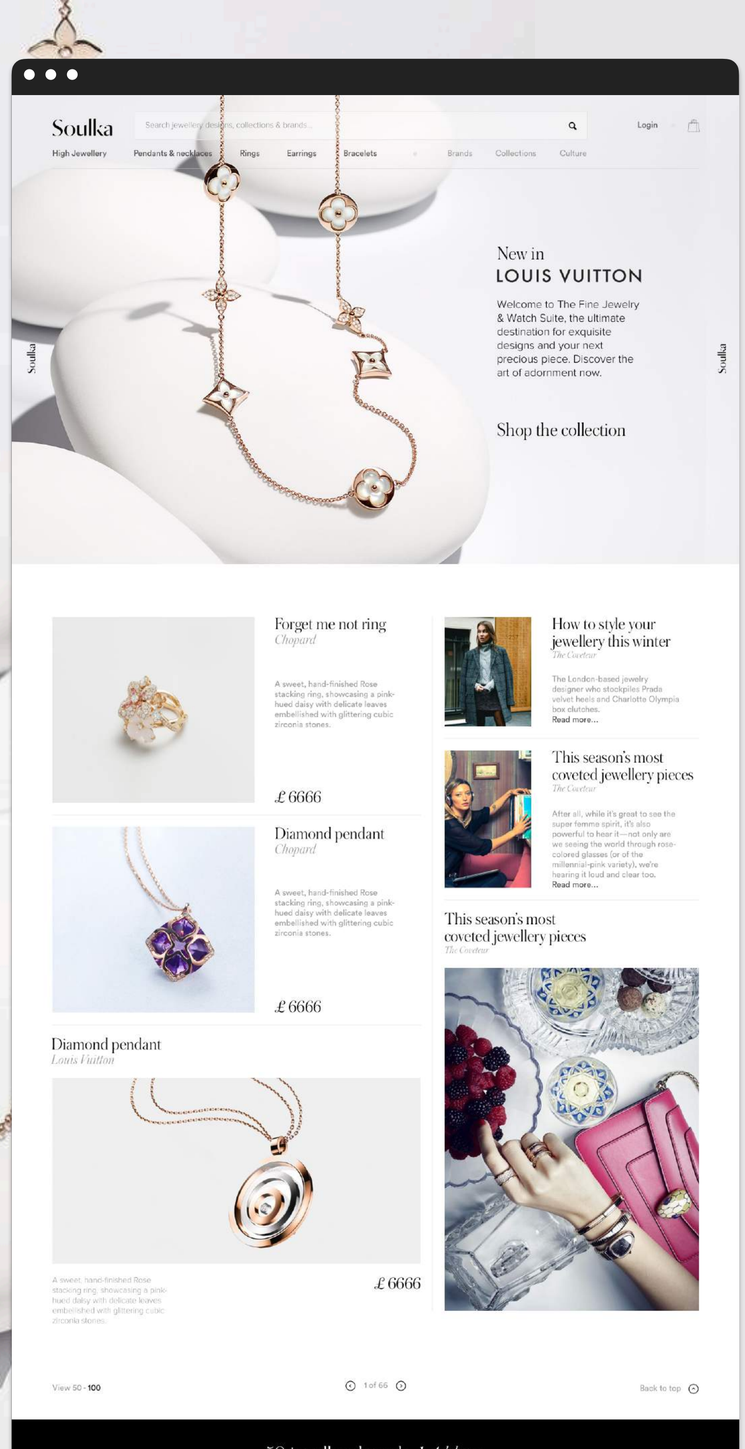


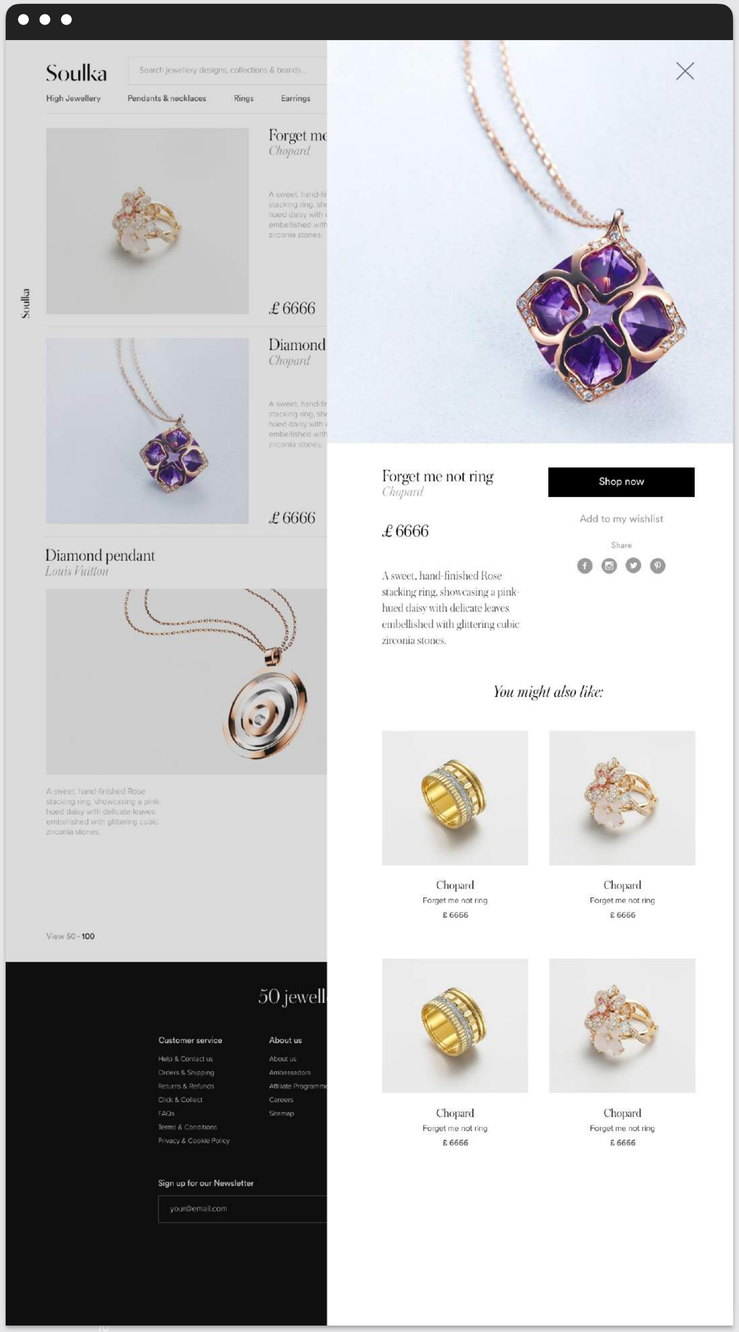


Soulka

Designing the Net-A-Porter of fine jewellery brands.

A one-stop-shop for jewellery mixing curated contents and shopping experience.



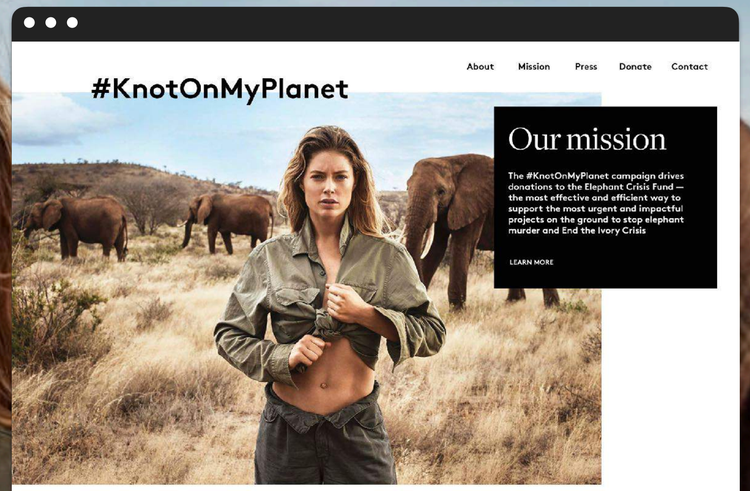


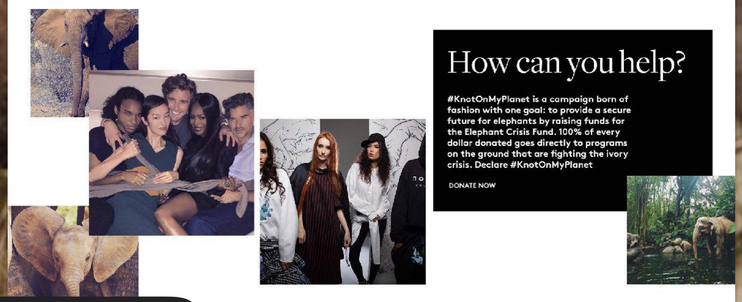
ELEPHANT CRISIS FUND

How might we gather the fashion industry around our cause?

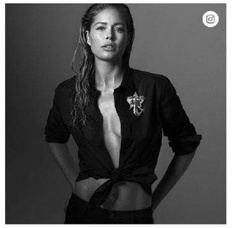
Demonstrate our reach to partner with the big brands.

DYLAN JONES — DESIGN DIRECTOR





Influencers



DOUTZEN KROES

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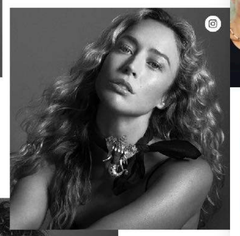

IMAAN HAMMAM

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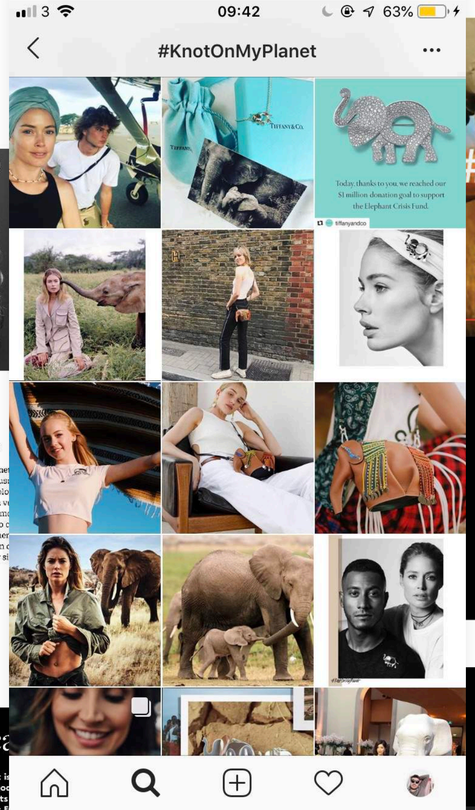
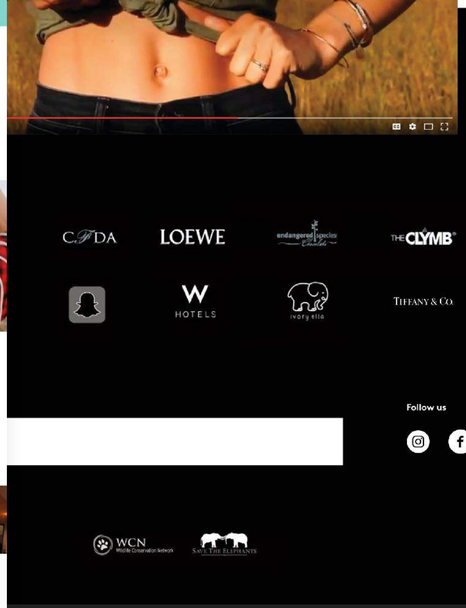
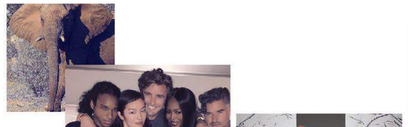
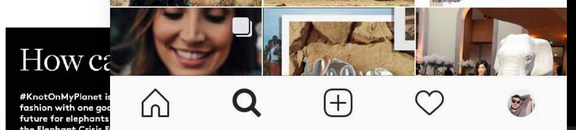








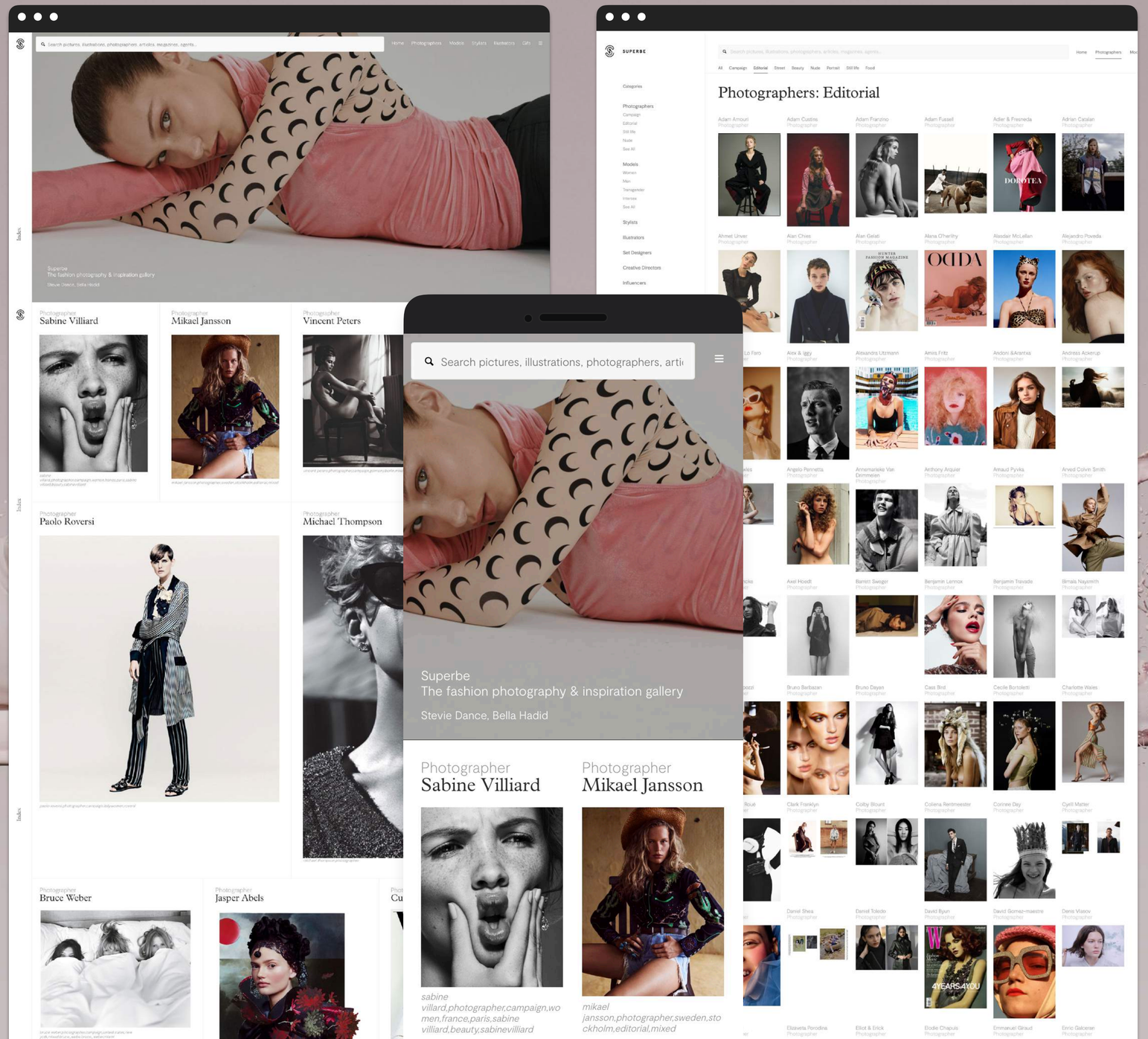
SUPERBE

Superbe is a fashion photography search engine.

Currently indexing 5000 talents and 200,000 images.

VISIT SUPERBE.CO

DYLAN JONES — DESIGN DIRECTOR



PROPRIETAR

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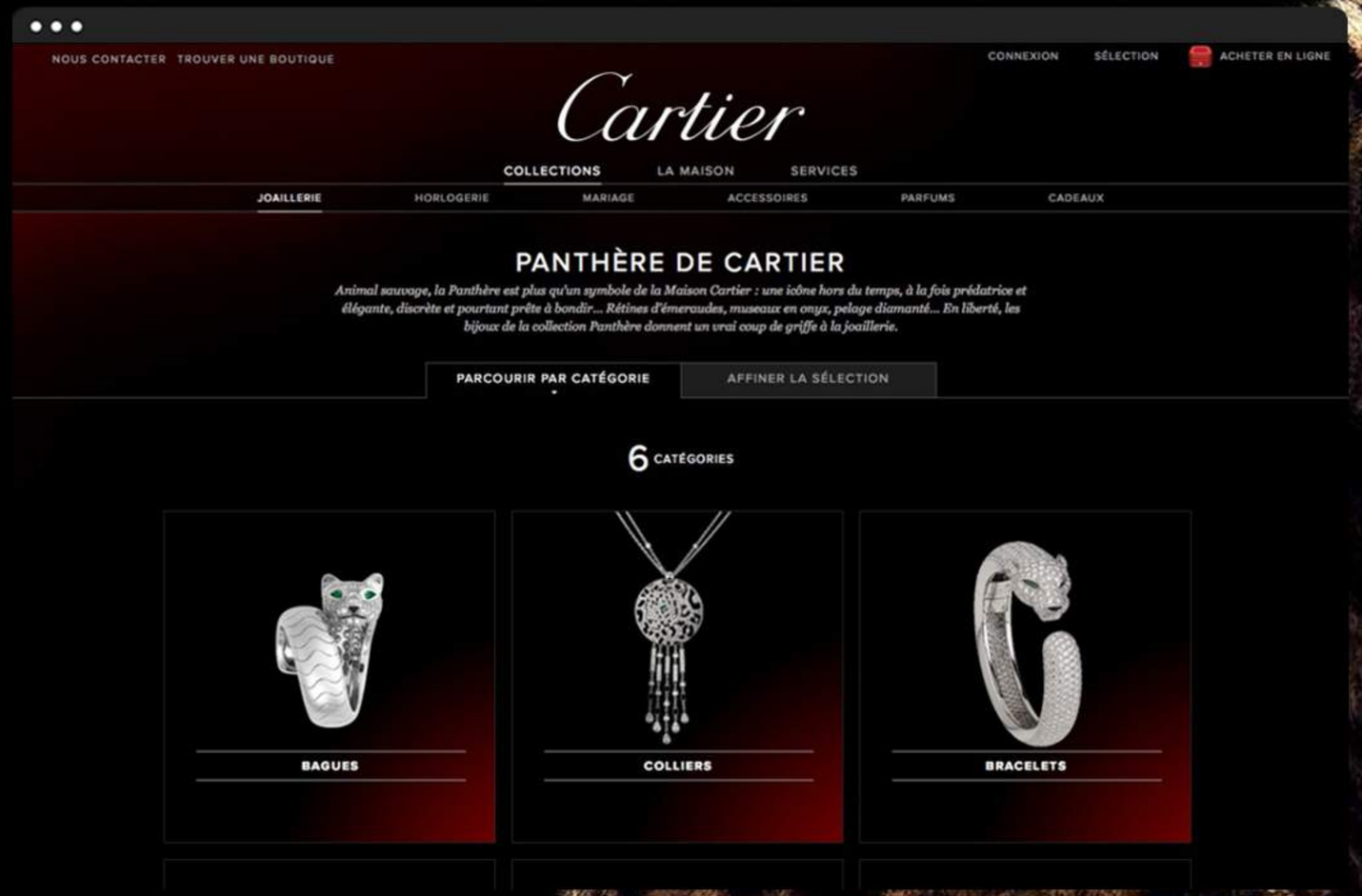
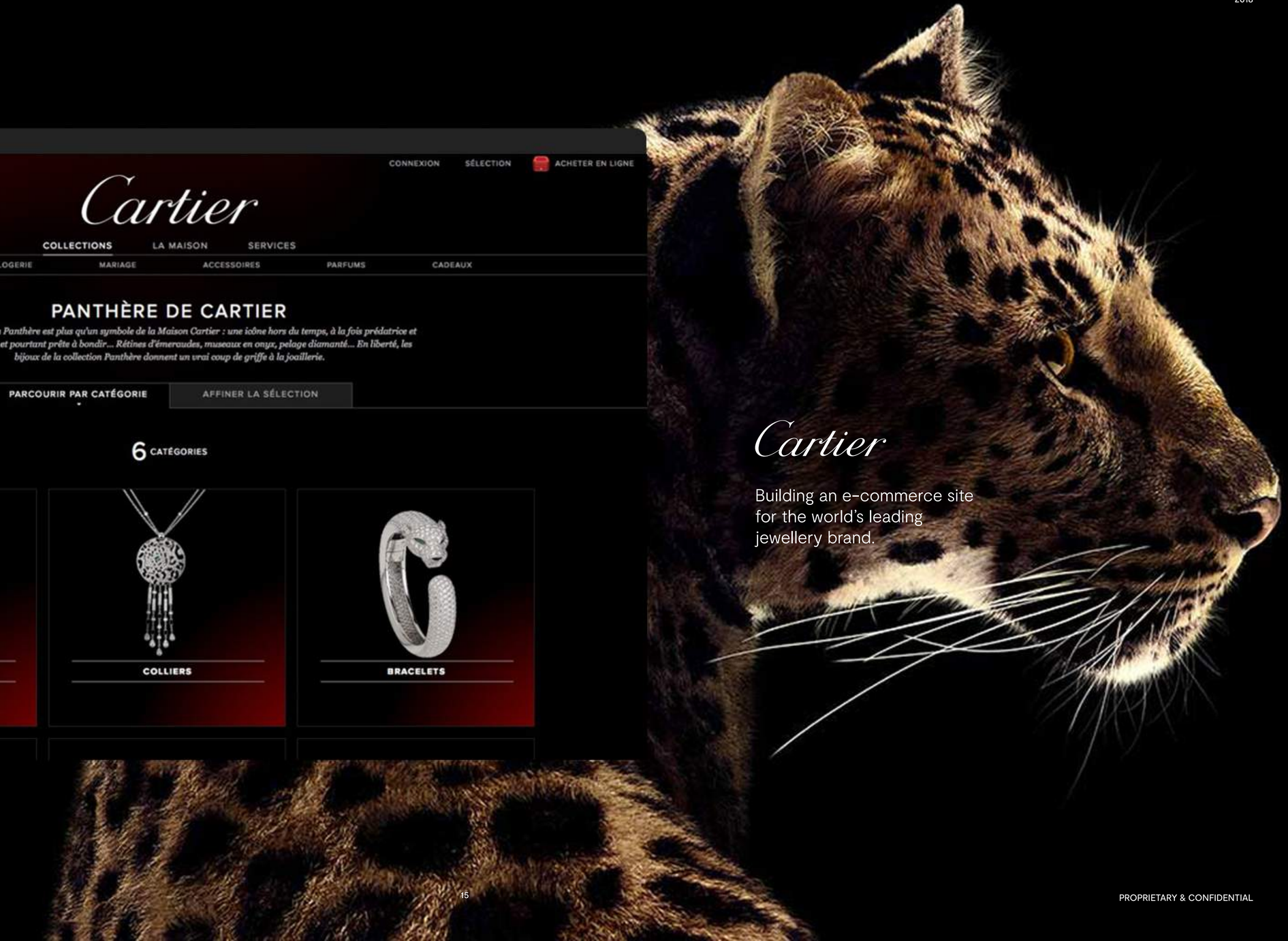


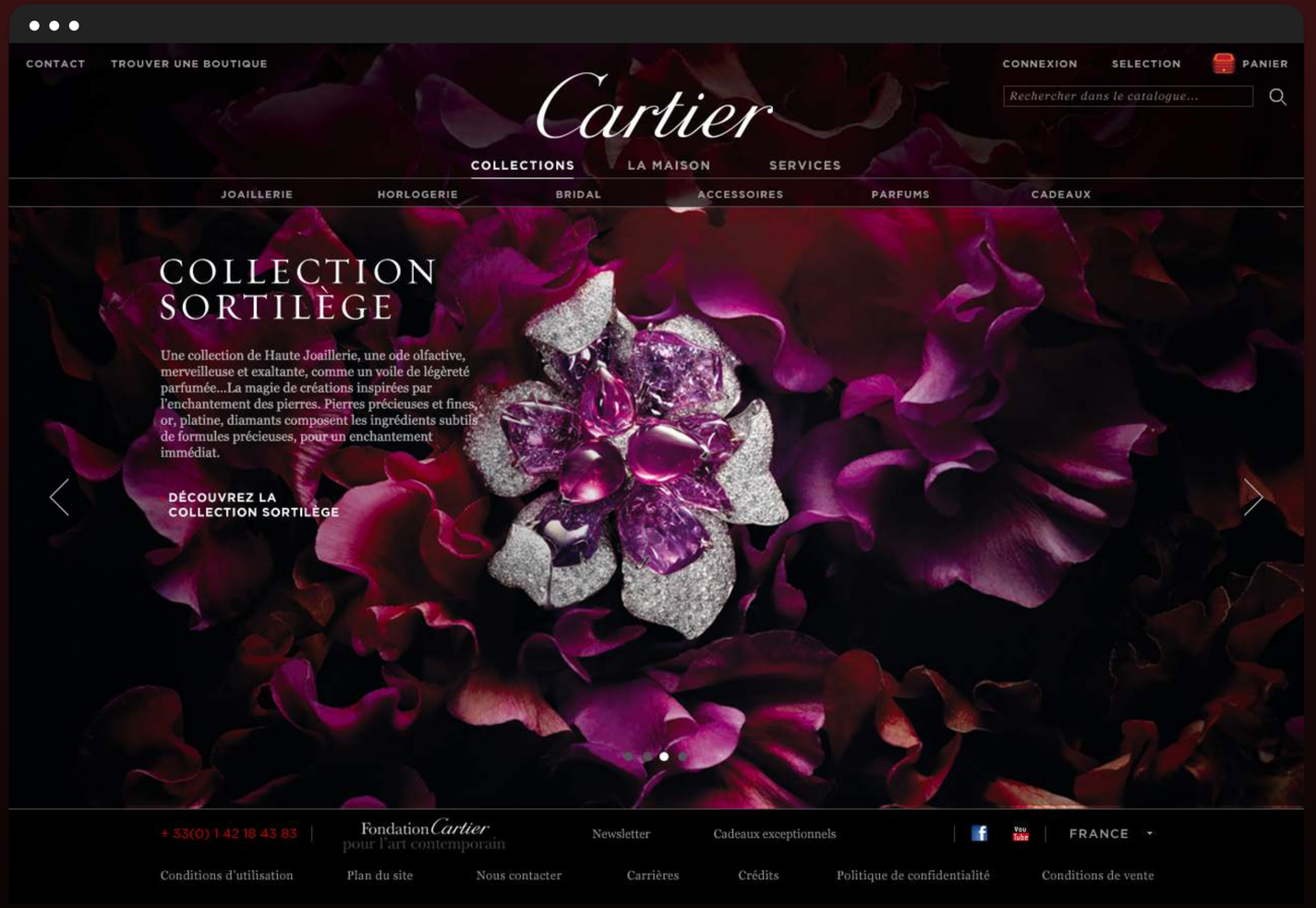


Cartier

Building an e-commerce site for the world's leading jewellery brand.

Cartier

How can we showcase the cultural heritage of the Maison?



PROPRIETAR

YOU & MR JONES

Branding a new technology holding company and enabling design projects across disciplines.

VISIT YOUANDMRJONES.COM

HOME OUR GROUP LEADERSHIP NEWS ONE YOUNG WORLD CONTACT US

YOU & MR JONES
THE WORLD'S FIRST BRANDTECH™ GROUP

OUR GROUP

You & Mr Jones is the world's first brandtech group — a technology holding company that helps brands do their marketing better, faster and cheaper using technology.

GROUP COMPANIES

blood

Blood is our brandtech practice. It sits at the center of You & Mr Jones as the portal into the group and its creative and strategic operating system.

MOBKOI

Mobkoi is a premium mobile marketing specialist. They work directly with publishers to deliver tailor-made creative solutions into safe and select environments.

theAmplify

theAmplify is a leading full-service technology and data-driven influencer marketing platform that enables brand-safe scaling of influencer marketing programs globally.

MOFILM

Mofilm is a global community of over 10,000 filmmakers connected by technology to create brilliant video content for the world's leading brands.

THERE'S BEEN A REVOLUTION IN THE WORLD BUT NOT YET IN THE WORLD OF BRAND-BUILDING

OLIVER

Oliver (part of Inside Ideas Group) is the pioneer and global leader in building in-house digital marketing capabilities for brands.

STRATEGIC INVESTMENTS

NIANTIC

Niantic is building a state-of-the-art augmented reality platform for current and future generations of AR hardware. They are best known as the creator of the AR

Pinterest

Pinterest is a visual social bookmarking platform that helps you discover, save and shop creative ideas.

AUTOMA

Automat provides Conversational Marketing Cloud platform that help companies use AI talk to their customers, and to understand and s them better.

BRANDS USED TO BE DEFINED BY WHAT BRANDS SAID TO PEOPLE, NOW THEY'RE DEFINED BY WHAT PEOPLE SAY

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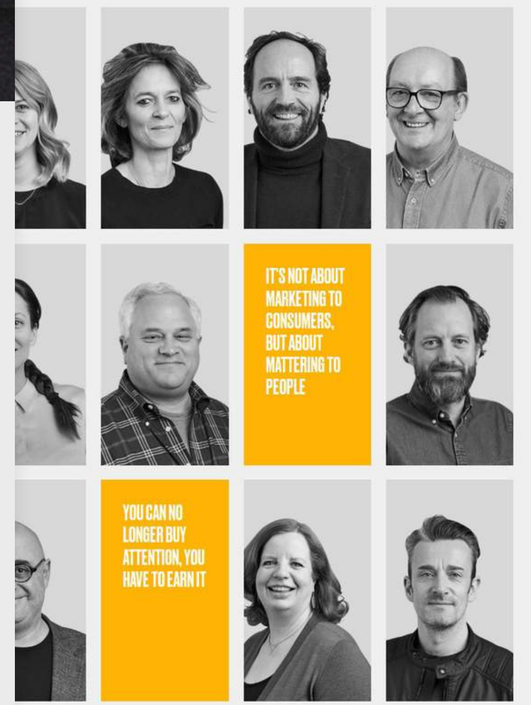
GROUP COMPANIES

blood

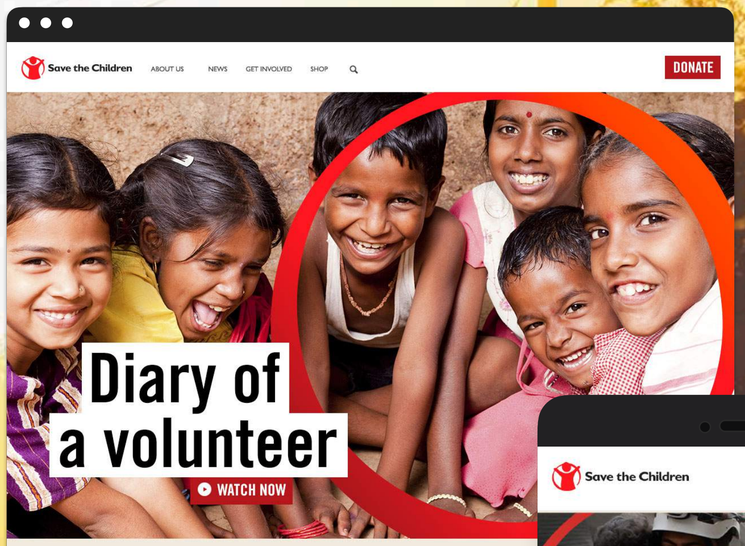
MOBKOI

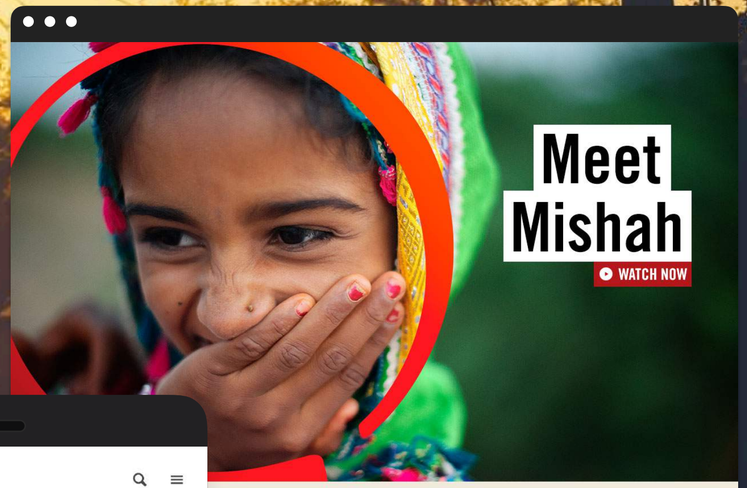
55 the data company



Save the Children

How can we accelerate appeals while being more transparent?





We helped 17.4 million children thr
We run world-class programmes to
challenge world leaders to keep to
children a brighter future.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quis quam et nisi eleifend malesuada. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In sodales tincidunt dui, vel pharetra eros sagittis.

GET INVOLVED DONATE

MAKE A MONTHLY DONATION

£3 Per month, over a year, can purchase enough anti-malarials to cure 156 people.

£3 £10 £50 or £

MAKE A SINGLE DONATION

£10 Per month, over a year, can provide dressing kits to treat 96 people.

£3 £10 £50 or £

DONATE TO AN EMERGENCY

£50 Per month, over a year, can provide antibiotics to treat 20 war wounded people.

Give time and help us save children's lives.

Join us as we demand governments put children first.

Run, walk or join one of our mass fundraisers.

LATEST NEWS

1 in 4 children arrive alone
Sat 19 Sep

1 in 4 children arrive alone
Sat 19 Sep

1 in 4 children arrive alone
Sat 19 Sep

SUBSCRIBE TO OUR NEWSLETTER

Your email GO

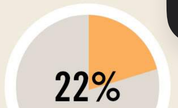
OUR LATEST UPDATES

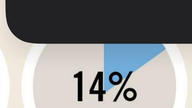
Sustainable development goals: Not just a piece of paper.
See more

WHERE YOUR MONEY GOES

For every £1 we receive, we spend 88p on our activities to benefit children, 11p to raise the next £1 and 1p on governance and other costs.

Lorem ipsum dolor sit amet,





School bag kit
This bag of school tools means children don't miss out on an education during emergencies.
£40

A child's bicycle
Give a child a bike so they can get to school and get their chance to learn.
£21

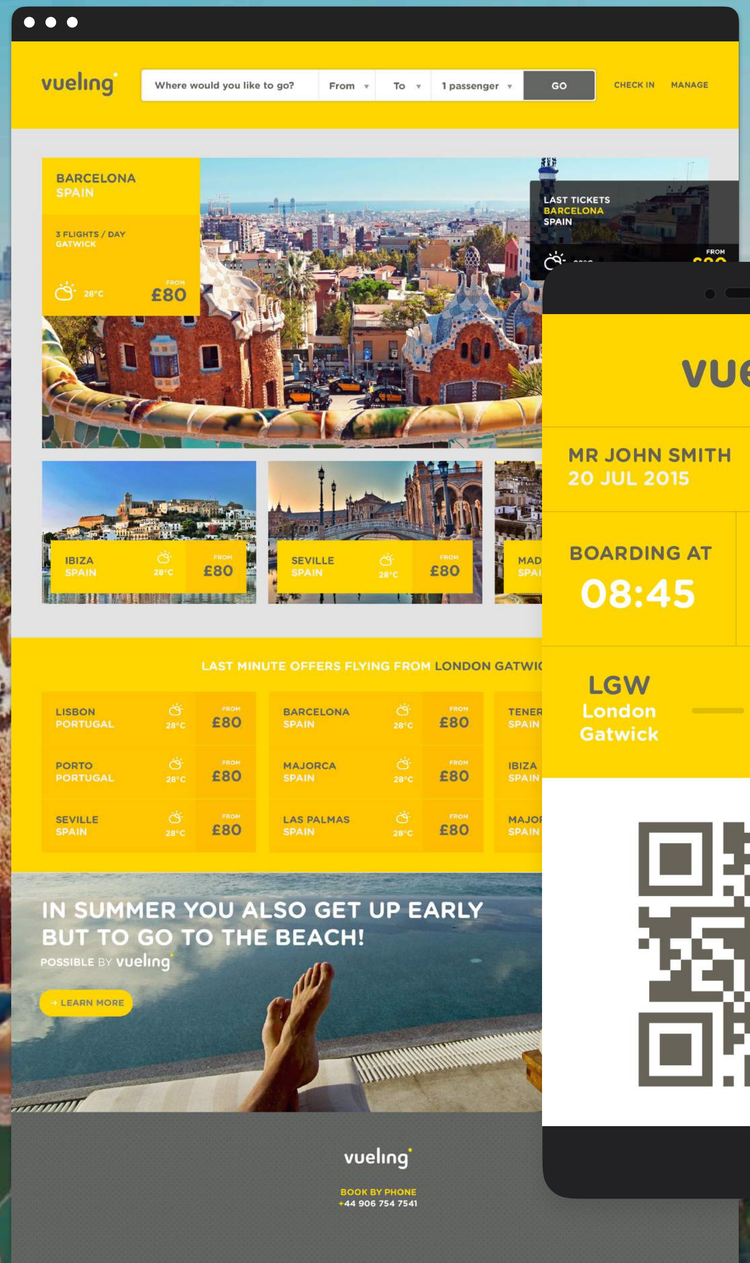
OUR PARTNERS

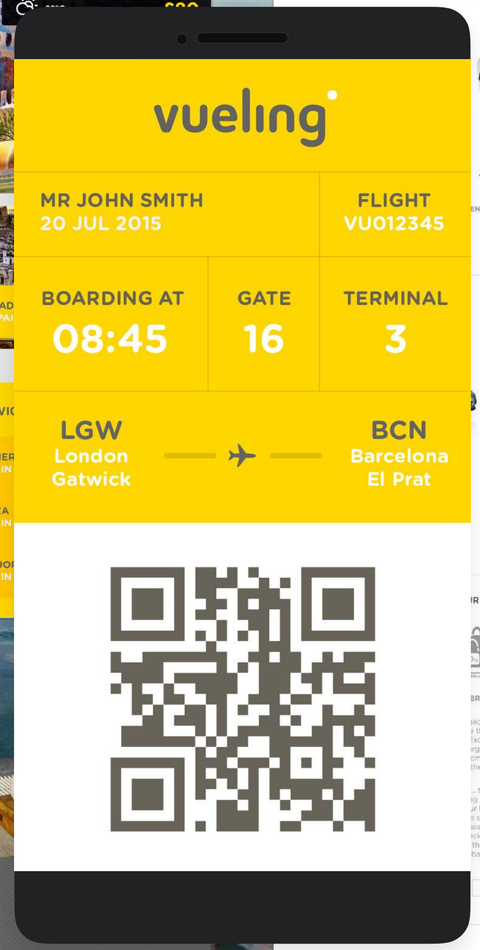
Your time and money can

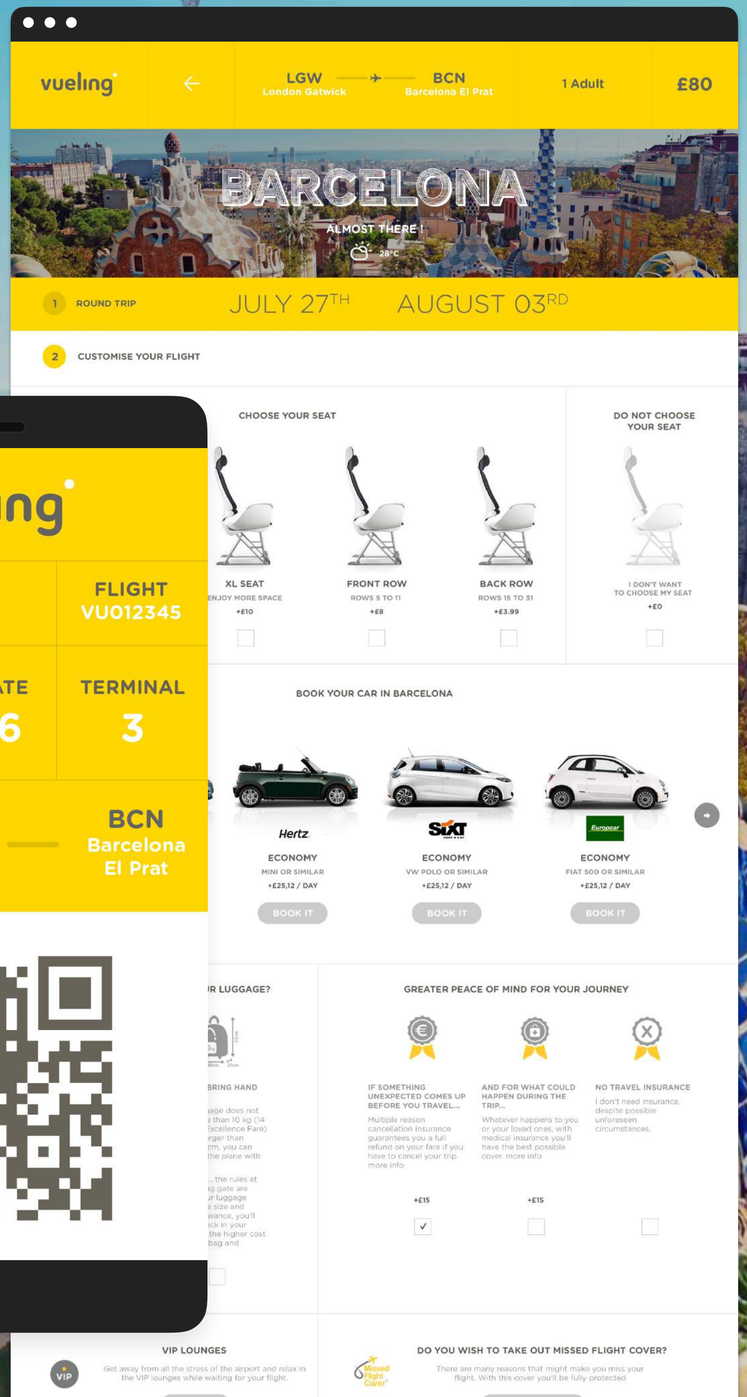
IKEA Soft toy

vueling

How can we make travel simpler and more exctiting?







My expertise and work areas

Creative strategy

Define clear goals and strategies to achieve desired results in order to build brand positioning and recognition.

Come up with creative and high-end design propositions.

Cautious, proven & realistic business solutions rather than big creative ideas.

Success comes from hard work, not presentations.

Design & UX

Craft experiences aimed at a clearly defined audience.

Measure and analyse data to validate our design thinking.

User experience is at the heart of everything we build.

Validate propositions through the use of a qualified experience test panel.

Technology & Delivery

Design and build digital products using proven frameworks and open-source technologies, building platforms at scale.

Blend design and technology to deliver best-in class products.

Operate our own framework for rapid prototyping. We’re not reinventing the wheel with each new project.

Thank you.

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