

JONATHAN BARNES

CREATIVE STRATEGIST
E-COMMERCE MANAGER
MULTI-DISCIPLINARY DESIGNER



EMAIL

Create@JonathanBarnes.work

PHONE

(213) 267-2355

PORTFOLIO

JonathanBarnes.work

LOCATION

Las Vegas, NV

SUMMARY

Multidisciplinary Creative Strategist and E-Commerce Leader with a decade of experience driving brand growth across the US and UK. Adept at not just strategizing, but conceptualizing, designing, and flawlessly implementing digital ecosystems.

Passionate about integrating emerging AI to optimize business operations, I blend bold creative vision with commercial rigor to maximize long-term revenue.

APPROACH & PHILOSOPHY

STRATEGIC OPTIMIZATION Engineering digital ecosystems by blending conceptual design, frictionless UX, and SEO data-driven execution to multiply conversions and propel commercial growth.

AUTOMATION & RETENTION Leveraging AI tools and targeted lifecycle campaigns to build robust CRM workflows that amplify social engagement and maximize repeat customer revenue.

STORYTELLING Orchestrating premium campaign visuals that align digital narratives and content marketing with luxury market reputations to build authoritative, lasting brand equity.

EXCELLENT PROJECT MANAGEMENT Directing interdisciplinary teams from concept to implementation, mentoring creative talent, and streamlining logistics to accelerate business growth across multiple brands.

DETAIL & VALUES

- 10+ years of US/UK expertise steering brand architecture, creative direction, and scalable e-commerce.
- Transforming complex logistics into tech-forward operations that protect brand equity and consumer trust.
- Formulating and launching dynamic design systems that turn digital platforms into high-converting revenue engines.
- End-to-end execution of multi-channel campaigns, bridging premium visual storytelling with data-informed strategy.

PROFESSIONAL EXPERIENCE

EMPLOYER & ROLE	DATES	STRATEGIC HIGHLIGHTS
CHANDLER MOORE Creative Strategy Lead	Jun 2024 - Present	Architected the zero-to-one digital ecosystem for the Grammy Award-winning artist, conceptualizing and deploying a high-converting e-commerce platform in under 48 hours. Rapidly scaled net-new revenue streams across merchandise, global ticket sales, and premium bookings. Boosted fan lifetime value and subscriber retention by 59% through exclusive, data-driven content marketing automations.
KIM KIMBLE Associate Creative Director & E-Commerce Lead	Apr 2022 - Mar 2025	Orchestrated a complete digital transformation, designing and executing a premium e-commerce storefront that ignited a 320% revenue surge. Maximized customer lifetime value by 37% by engineering automated, data-driven CRM retention workflows. Overhauled complex fulfillment logistics and vendor networks, slashing shipping delays by over 40% to solidify consumer trust.
IZAYLA Creative Lead & Strategist	2021 - 2023	Forged a magnetic brand narrative and frictionless UX, catapulting DTC conversions from 0.3% to 1.4%. Relaunched the digital identity through story-led campaigns that matched its Saks Fifth Avenue prestige. Activated automated CRM lifecycles, expanding subscriber revenue to one-third of total sales.
THE PARK SHOWROOM Marketing & Design Manager	Jun 2011 - Dec 2019	Championed marketing, design, and operational expansion for a premier fashion wholesale agency representing 30+ brands in North America annually. Generated a 20% surge in B2B lead generation through high-impact national trade show activations. Concurrently incubated and grew three distinct internal ventures: a retail storefront, a TV/film location rental division, and a coworking startup. Cultivated a pipeline of creative talent by mentoring 20+ interns annually.

EDUCATION & TRAINING

MA DESIGN: EXPANDED PRACTICE

Goldsmiths University of London
London, UK | 2019 - 2022

BA FASHION MARKETING & MGMT

The Art Institute of California
Los Angeles, CA | 2010 - 2013

NOTABLE CAMPAIGNS

AT&T DREAM IN BLACK (2022)

Managed the creative execution for AT&T's Black Future Makers campaign. Oversaw the successful launch of three branded e-commerce sites within a tight 30-day window, handling end-to-end content marketing and site deployment.

INDUSTRY RECOMMENDATIONS

JAMAAL CARROL
CEO, OUBLIER (CLIENT)

"Just when I think we've hit a wall that requires massive funding or a month of revisions, Jonathan finds a way. He is invigorated by the 'impossible' and can visually prototype concepts in hours that would normally take a whole agency weeks to convey. He gets the big picture immediately, and there is quite literally no idea too big for him to execute."

KIM KIMBLE
HAIRSTYLIST &
ENTREPRENEUR
(CLIENT)

"Jonathan is a lifesaver. When our site was struggling, he didn't just fix the tech, he transformed the whole vibe of how we sell online. He has this way of making the most stressful technical nightmares feel simple and easy for the rest of us. The foundation he built is why we are still winning today."

AJ HAAST
FACTORY 15 UK
(PARTNER)

"Jonathan's a proper legend. He didn't just join the studio; he became part of the family almost overnight. Whether we're stuck on a creative block or a massive technical snag, he's always got a solution and is dead keen to teach the team rather than just doing it himself. It's been a real honour having his calibre of talent in the room."

ERIC MARTIN
OWNER, THE PARK
SHOWROOM
(EMPLOYER)

"Having worked with Jonathan from his start as an intern to his time as Creative Manager, I can say he was essential to our success. He has a rare ability to spot industry trends early and lead a team through the change. His impact on our wholesale growth and his mentorship of our talent was extraordinary."

I'SHA DUNSTON
CEO, IZAYLA (CLIENT)

"I can't even describe the difference Jonathan made. He took my vision and gave it a technical backbone I didn't know was possible. He didn't just overhaul the business I have now; he gave me the blueprint for everything I want to build next. He sees things others miss."
