

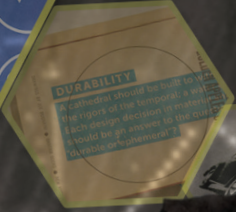


Presents

Issue #1



How to be a graphic designer without losing your soul



Adventures of the



creative **HITMAN**

The Portfolio





creative **HITMAN**

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jeff@thecreativehitman.com 602.743.6177

thecreativehitman.com

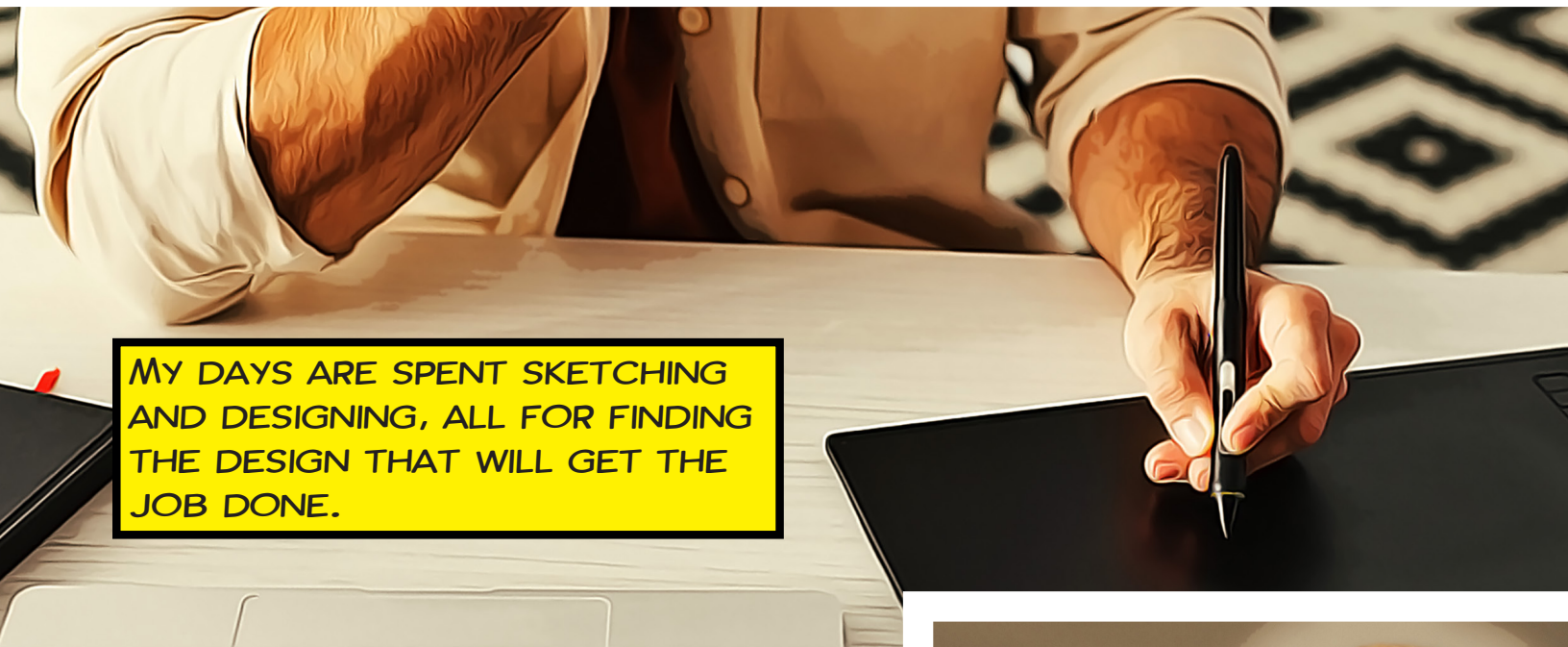
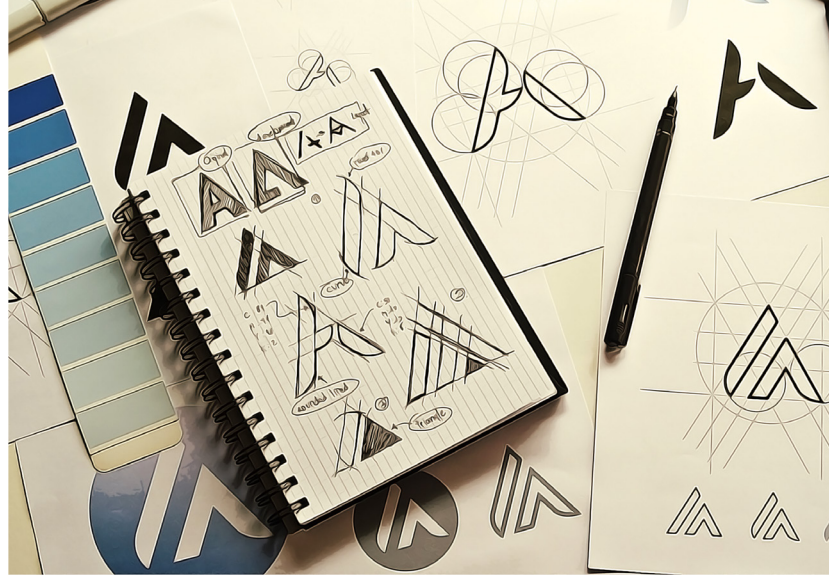




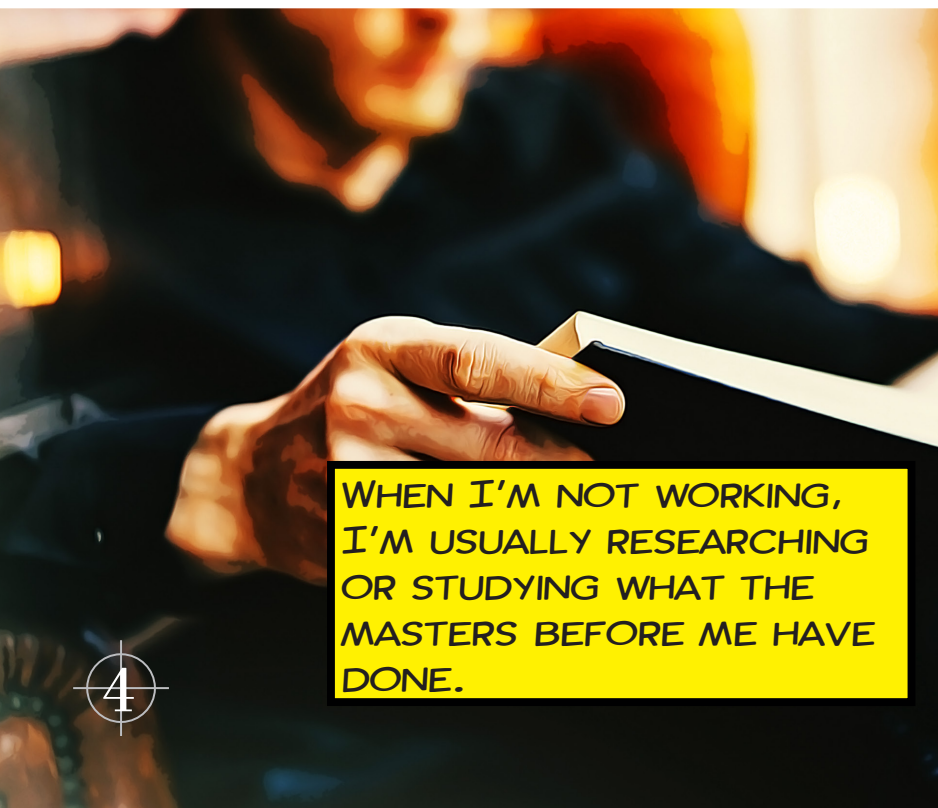
THIS IS THE CITY...

IT'S FULL OF BUSINESSES
LOOKING TO BRAND,
ADVERTISE, AND PROMOTE
THEIR PRODUCT IN SUCH A
WAY TO CREATE THE MOST
IMPACT.

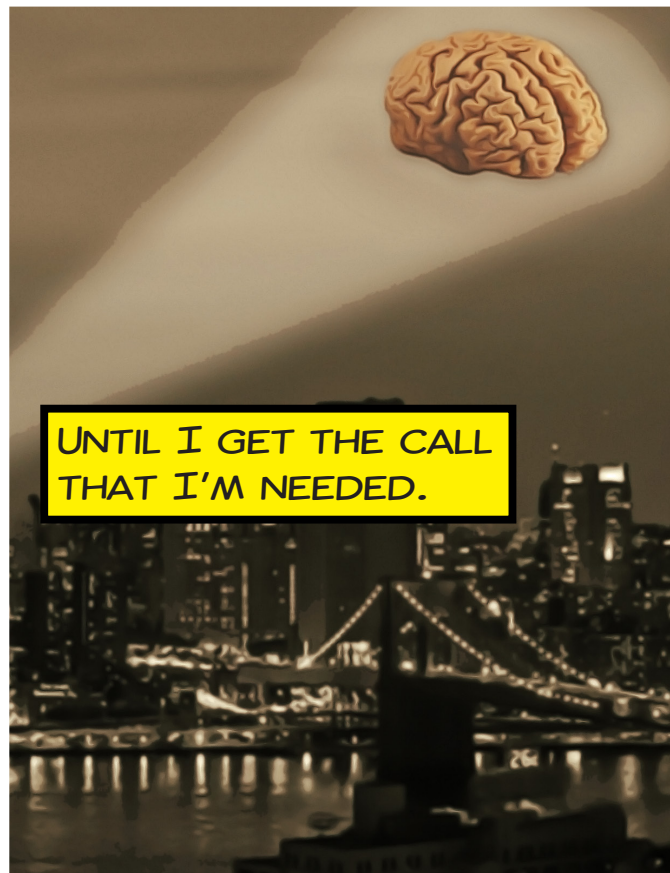
THIS IS WHERE I COME IN.
YOU SEE, I'M WHAT YOU
WOULD CALL A CREATIVE
HITMAN. I TAKE ON THE
JOBS WHERE MAXIMUM
CREATIVITY IS REQUIRED.



MY DAYS ARE SPENT SKETCHING AND DESIGNING, ALL FOR FINDING THE DESIGN THAT WILL GET THE JOB DONE.



WHEN I'M NOT WORKING, I'M USUALLY RESEARCHING OR STUDYING WHAT THE MASTERS BEFORE ME HAVE DONE.



UNTIL I GET THE CALL THAT I'M NEEDED.



LOOKS LIKE IT'S TIME TO FLEX MY MUSCLE.



SO I'LL JUST STEP INSIDE THIS "POLICE BOX" AND GET READY TO RIDE.



I'D LOVE TO STAY AND CHAT, BUT I'VE GOT A POTENTIAL CLIENT TO SEE RIGHT NOW.



FOR NOW, I'LL LEAVE YOU WITH SOME SAMPLES OF THE VARIOUS DESIGNS I'VE DONE...



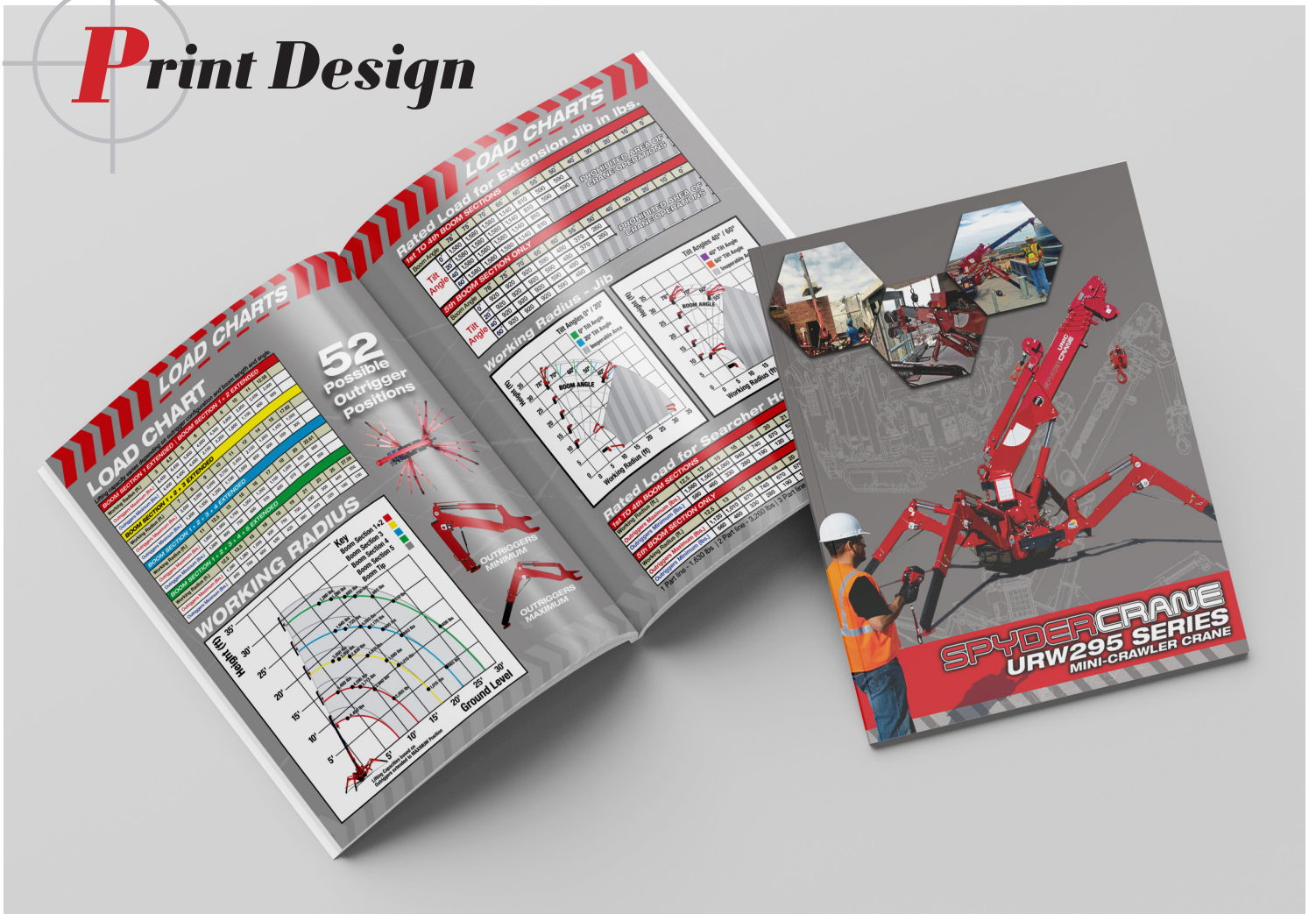
TAKE A LOOK, AND WHEN YOU'RE READY TO HIRE A CREATIVE HITMAN, CONTACT ME.





creative **HITMAN**

Portfolio



SPYDERCRANE URW295 Catalog

Category:

Print Design | Catalog Design | Magazine Design

Client:

Smiley Lifting Solutions / SPYDERCRANE

Backstory

I wanted to find a way to utilize the product's signature color, but not allow it to take away from the product images and information. I decided to use a shade of gray to act as a neutral background with a grid image that starts at the bottom of the page and fades out as it climbs up the page. On top of it, I placed a row of the "chevron arrows" in a shade of gray to act as a foundation for each page with a row of them in red at the top to not only frame the page, but to act as an element for dropping out the header title for each section of the book.

Building the layout in InDesign allowed me to place the photos in frames that were shaped to mimic the crane's six-sided boom, as well combination shapes that end in another arrow. The ability to build tables within the layout made it easy to layout the specifications for each type of engine as well as the standard specifications. This also made it easy to make copy edits when I would receive notes that something had been updated (which happened on a regular basis). It also made it easier for me to create a new PDF file for in-house printing at a moment's notice which became a cost-saving measure for the company, allowing me to print smaller quantities in an on-demand situation.

24" wide
when compacted
in travel mode

31ft
Tip Height
37ft
with Jib

6,450
lbs Capacity

U.S. SPIDER
Wireless Radio
Remote Control

SPYDERCRANE
URW295 in Action

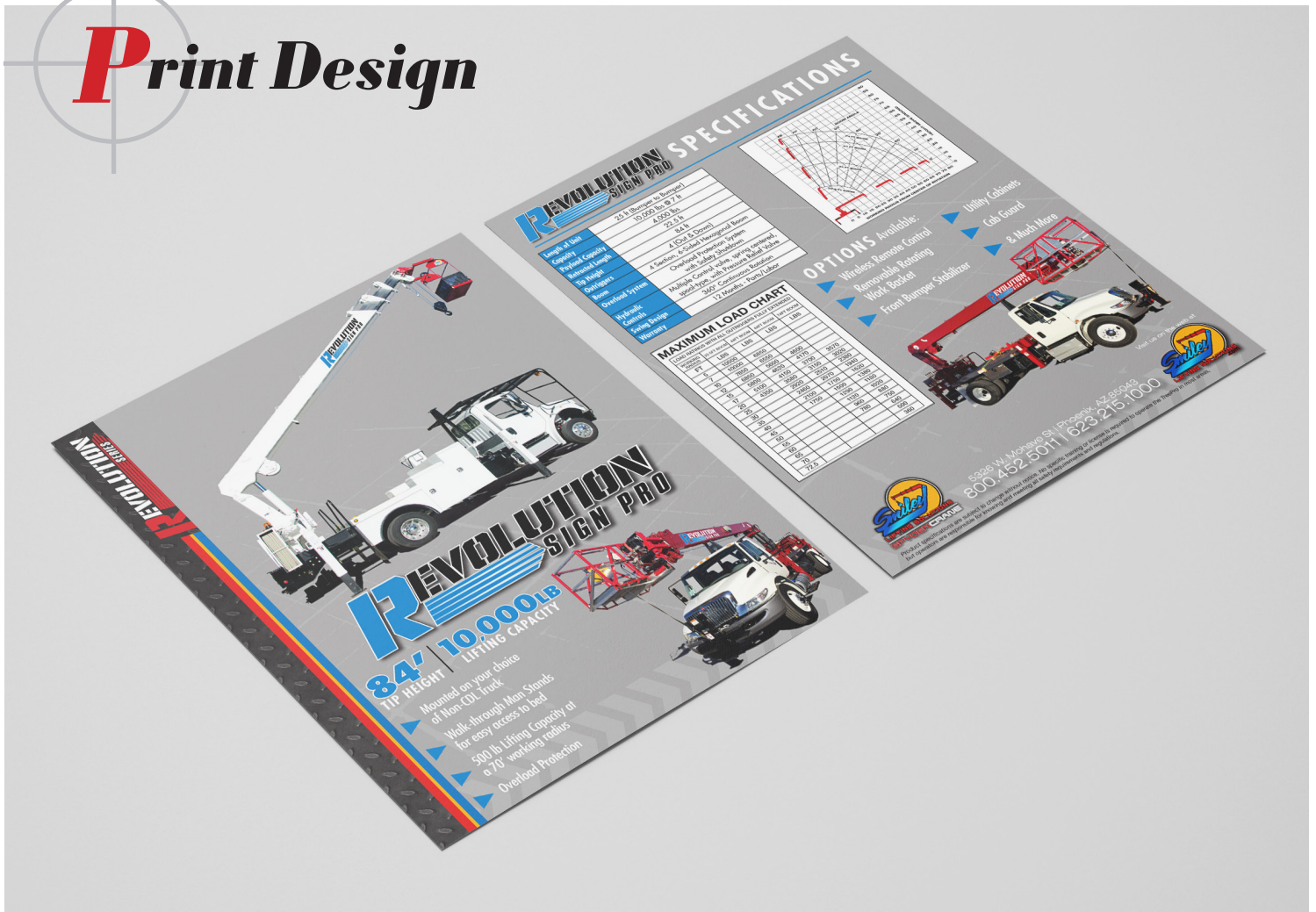
SPECIFICATIONS

	URW295CP1UBS & URW295CP1URSP	URW295CP1UBS & URW295CP1URSP	URW295CP1UBS	URW295CP1URSP	URW295CP1UBS
Engine / Motor					
Crane Capacity	6,450 lbs @4.6ft				
Max Working Radius	1.4 - 28.0ft				
Tip Height	31ft (37ft with Jib)				
Dimensions when Folded (ft.)	2.0 x 4.6 x 9.0 (W x H x L)		2.0 x 4.6 x 9.1 (W x H x L)		2.0 x 4.6 x 9.0 (W x H x L)
Weight	4,100 lbs	4,290 lbs	4,290 lbs	4,240 lbs	4,525 lbs
	Capacity: 1,630 lbs. at 4th layer Single-Line				
Winch Speed	131ft/min at 4th layer Electric: 99 ft/min at 4th layer		131ft/min at 4th layer	131ft/min at 4th layer	131ft/min at 4th layer Electric: 99 ft/min at 4th layer
Telescopic System	Boom Length: 8.3 ft (retracted) to 28.4 ft (extended)				
Telescoping Speed	20 ft / 20 seconds				
Boom Lift Speed	0' - 78' / 11 sec	Gas: 0' - 78' / 11 sec Electric: 0' - 78' / 15 sec	0' - 78' / 15 sec	0' - 78' / 11 sec	Diesel: 0' - 78' / 11 sec Electric: 0' - 78' / 15 sec
Accessories & Options	<ul style="list-style-type: none"> • SPIDERWEB 5-Axis Boom Class Manipulator - Attaches directly to boom for rigid application • 6 ft offsettable Jib with Searcher Hook and Single-Line Reel Ball • Custom SPYDERCRANE Trailer - Includes Track Mats, Tool Box, Outrigger Pads and Fuel Containers • Auxiliary Winch Kit - 2,000 lb Single-Line Pull, 332 ft, 5/16" Wire Rope, 50 FPM • Auxiliary Winch Kit - 3,000 lb Single-Line Pull, 400 ft, 3/8" Wire Rope • MYLAR Non-Marking Tracks • Single-Part Reeling and Two-Part Reeling capability 				

Product specifications are subject to change without notice. No specific training or license is required to operate the SPYDERCRANE in most areas, but operators are responsible for knowing and meeting all safety requirements and regulations.

Visit us on the web at SmileyLiftingSolutions.com

URW295 Specs - July 2017



Revolution SignPro Truck-Mounted Crane - Print Design

Category:

Print Design | Branding

Client:

Smiley Lifting Solutions

Backstory

The company decided to expand its offerings by taking its successful design for a smaller truck-mounted crane by building a series of models that were specifically designed for use in different industries. This model was constructed for the sign industry, as many sign companies have their own fleet of crane trucks to facilitate the installation of larger signs in front of and on buildings.



REVOLUTION SERIES

REVOLUTION SIGN PRO

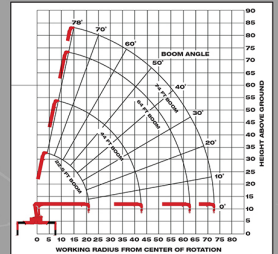
84' | 10,000LB
TIP HEIGHT | LIFTING CAPACITY

- ▶ Mounted on your choice of Non-CDL Truck
- ▶ Walk-through Man Stands for easy access to bed
- ▶ 500 lb Lifting Capacity at a 70' working radius
- ▶ Overload Protection



REVOLUTION SIGN PRO SPECIFICATIONS

Length of Unit	25 ft (Bumper to Bumper)
Capacity	10,000 lbs @ 7 ft
Payload Capacity	4,000 lbs
Retracted Length	22.5 ft
Tip Height	84 ft
Outriggers	4 (Out & Down)
Boom	4 Section, 6-Sided Hexagonal Boom
Overload System	Overload Protection System with Safety Shutdown
Hydraulic Controls	Multiple Control valve, spring centered, spool-type, with Pressure Relief Valve
Swing Design	360° Continuous Rotation
Warranty	12 Months - Parts/Labor




MAXIMUM LOAD CHART
LOAD RATINGS WITH ALL OUTRIGGERS FULLY EXTENDED

WORKING RADIUS	22.5FT BOOM	44FT BOOM	64FT BOOM	74FT BOOM
5	10000			
7	10000	6850		
10	7850	6550		
12	6850	5800	4800	
15	5800	4620	4170	
17	5100	4150	3700	3570
20	4350	3580	3150	3020
25		2920	2510	2380
30		2460	2070	1940
35		2100	1750	1620
40		1750	1500	1380
45			1290	1180
50			1120	1020
55			960	880
60			780	750
65				640
70				500
72.5				360

OPTIONS Available:

- ▶ Wireless Remote Control
- ▶ Removable Rotating Work Basket
- ▶ Front Bumper Stabilizer
- ▶ Utility Cabinets
- ▶ Cab Guard
- ▶ & Much More



Visit us on the web at www.sutley.com

5326 W. Mohave St | Phoenix, AZ 85043
800.452.5011 | 623.215.1000

Sutley LIFTING SOLUTIONS
SPRINGER CRANE

Product specifications are subject to change without notice. No specific training or license is required to operate the TreePro in most areas, but operators are responsible for knowing and meeting all safety requirements and regulations.

Print Design



MAVLift-Postcard Design

Category:

Promotional Branding | Vehicle Branding

Client:

Smiley Lifting Solutions

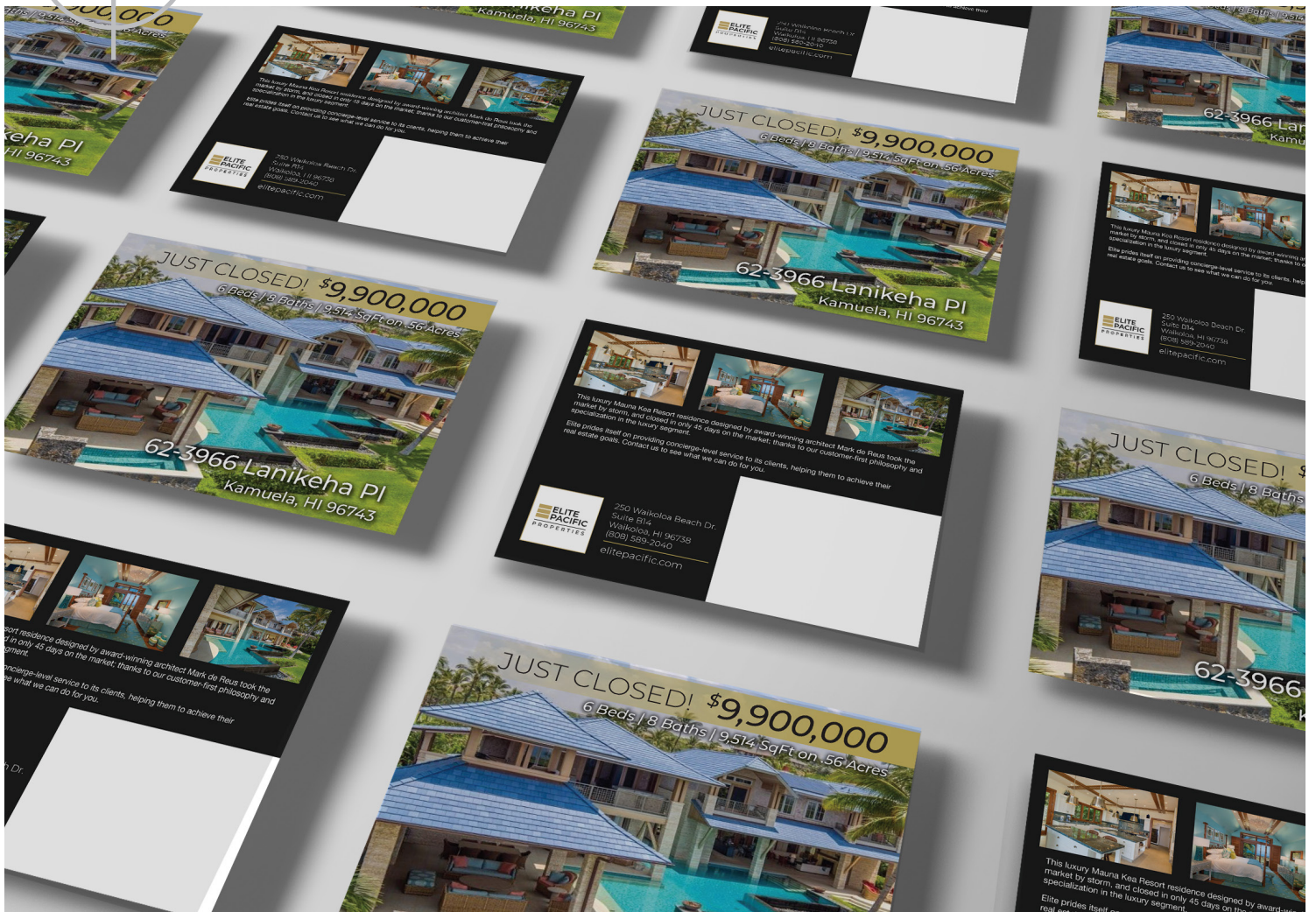
Backstory

This was a piece that was designed and produced in-house to be used by sales representatives in the field to hand out to prospective customers to showcase a new line of material handling "robots" that could be used for carrying and installing large metal or glass panels on construction sites.

The piece needed to be large enough to effectively show all the models in both the indoor and outdoor product lines, yet small enough to take up a minimal amount of space, based on the thinking that a smaller piece could better stand out among a stack of standard-sized pieces. Having access to all of the models, I was able to set up an internal photo shoot in order to build a base of images to use in both print and digital formats. As I was in charge of creating the product logo and overall branding, I was able to easily place the vector art files from Illustrator into the InDesign layout, along with placing the background image (created in Photoshop) and the individual product shots. To simplify production, I created a series of layers within the InDesign file that allowed me to change the name and contact information for each representative, and then save a press-ready PDF file that I could upload to our in-house printer, and then impose the artwork to get two cards on each sheet.



Print Design



Elite Pacific Properties - Postcard/Direct Mail Design

Category:

Print Design | Branding

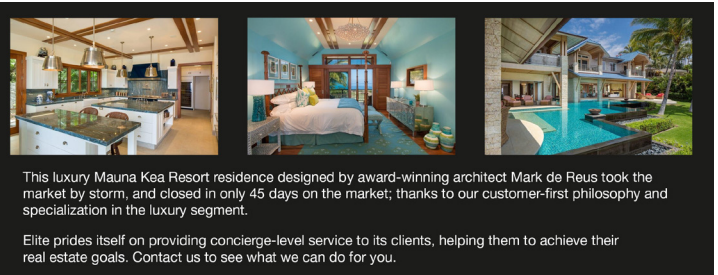
Client:

Elite Pacific Properties

Backstory

The client was a real estate organization that specialized in selling properties in Hawaii. While their main office was in Honolulu, they also had satellite offices in San Diego, CA and Scottsdale, AZ. I was tasked with creating a series of direct mail pieces that could be sent to specific mailing lists in order to showcase new properties as well as ones that had recently sold.

I was given little direction on the project, beyond being given a two-page style guide that showed me the logo artwork and the fonts that were to be used. Knowing that this company was dealing with premium properties, it was imperative that I created a design that would present the properties and company as the pinnacle in sophistication and luxury. I chose to build the layout in InDesign with the main image of the property as the focal point of the front side with the necessary information directly below the call to action. On the reverse side, I used a row of 3 images to display highlights of the interior with a basic story on how the property sold in a short amount of time. In the lower left corner, I placed the logo with the local office's contact information, next to the area for mailing information.



250 Waikoloa Beach Dr.
Suite B14
Waikoloa, HI 96738
(808) 589-2040
elitepacific.com



Smiley Lifting Solutions- Christmas Card Design

Category:

Print Design | Promotional Branding

Client:

Smiley Lifting Solutions

Backstory

This design marked a radical departure from the holiday card designs that I had previously done for the company. In previous years, I had produced designs that usually revolved around a winter scene with one of the company's crane models helping to place decorations on a tree. For this design, I decided I wanted to explore the concept of the cranes as large "toys" that could be used for "playing" in multiple industries, which led me to the idea of placing various models in brand-specific "packaging" and placing them on the floor by a Christmas tree as if they had been delivered by Santa Claus.

Thanks to a wealth of design templates that are available, I was able to create the packaging graphics as flat files (.psb format) that could then be wrapped around individual panels to form the box in Photoshop. For the items, I was able to draw from an extensive library of photos that I was in charge of curating and remove the backgrounds by creating clipping paths in Photoshop, then pulling the image over into the packaging mock-up. It took time to find a stock photo of a living room at Christmas that was taken from the floor level. But once I found it was easy to place the individual package mock-ups into the image and create the scene. Afterwards, it was a matter of creating drop shadows and textures to simulate the plastic windows on each box.

We hope you have a fabulous Christmas
surrounded by family and friends,
and we wish you all the best for the new year!





Paper Chase - Logo Design

Category:

Logo Design | Identity | Branding

Client:

Paper Chase

Backstory

The logo was initially created for a local print/copy shop that caters to the legal community. With a name such as Paper Chase, it lends itself to a logo design that shows motion. After doing several sketches, I decided on having a piece of paper portrayed as falling down on to a stack of papers (which ties back into the copying and printing services that they provided).





By Smiley Lifting

City Series - Logo Design

Category:

Logo Design | Identity | Branding

Client:

Smiley Lifting Solutions

Backstory

This was an in-house project to brand a line of small truck-mounted cranes that could be used in larger cities such as New York City. I was given free reign to create a logo that I felt would best benefit the new product line. Considering that the cranes would be used in larger cities where space is a premium, I found myself drawn to the identity system created for the New York Subway System. From there, I created a wordmark using colors and a font style that was reminiscent of the well-known identity system. Since the logos were built in Illustrator, they were easily scalable and could be reproduced at any size without distortion.

Logo Design



Jeff Jones/Creative Hitman - Logo Design

Category:

Logo Design | Identity | Branding

Client:

Personal Project

Backstory

The hardest client to design for is usually ourselves and I am no exception. When tasked with creating my personal identity to promote myself, I drew on my own experience as a journeyman designer and art director, having worked in multiple industries for a multitude of clients. This led me to the creation of the Creative Hitman, allowing to create a new persona for myself. The Creative Hitman icon creates a sense of confusion when people see it, and make then want to know more. As we know, this is the basis of good advertising: Instead of answering questions, it raises more questions and makes the viewer want to take the next step in order to learn more.



Digital Edge Technologies- Logo Design

Category:

Logo Design | Identity | Branding

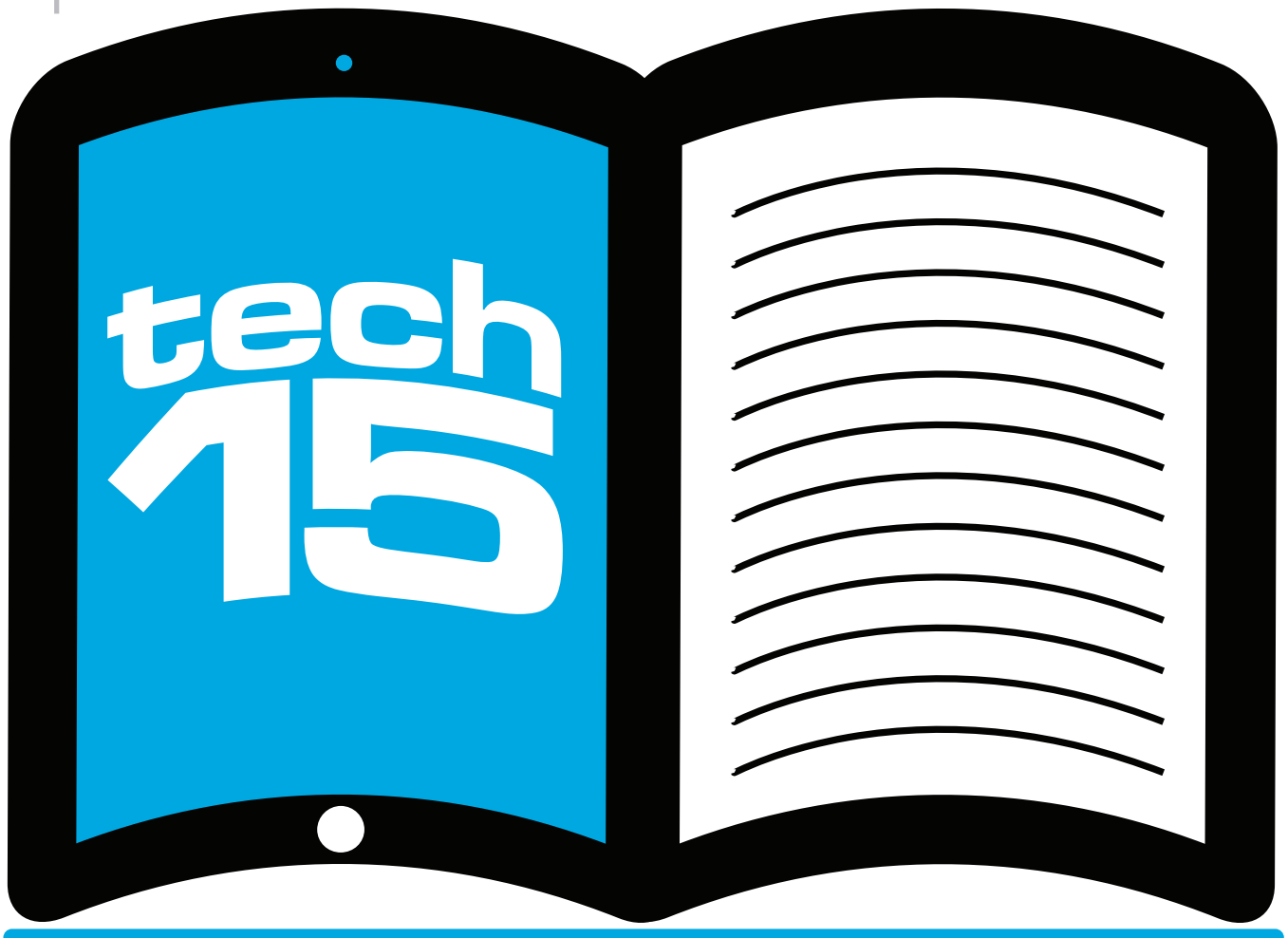
Client:

Digital Edge Technologies

Backstory

Digital Edge is a startup IT consulting firm that is based here in Phoenix, providing consultation and staffing services to businesses requiring on-site IT solutions. The logo was the initial part of the branding package I created, followed later by business cards and promotional one-sheet flyers. When I created the logo, I based my design off of the "power" icon that is found on most computers and peripherals. It made for an easy representation of an "E" by turning it on its side, and then added a vertical stroke to symbolize the "D". Using the font Handel Gothic for the company name, I was able to extend the ascender on the d in "edge" to form the l in "digital". I chose to set the name in lowercase letters to present a sense of approachability, and then set "technologies" in all caps to show that they may be informal, but still have a high level of professionalism.





Tech15 - Logo Design

Category:

Logo Design | Identity Design | Branding

Client:

Dr. Heather Moorefield-Lang, PhD

Backstory

Tech15 started out as a blog to inform teachers how they could utilize new technology including mobile-based applications to add a new dimension to their teaching and energize their classrooms. Over time the site has now migrated into a channel on YouTube. Since the client behind the blog was a professor in library studies at the University of North Carolina at Greensboro, I knew that the logo needed to have a reference not only to technology, but also to books themselves to represent the library. My initial sketches focused on a "book" that had a traditional "page" on one side with the representation of a digital tablet on the other side. This design required a bold, sans-serif typeface to finish out the modern look and feel of the logo along with cyan to provide the eye-catching color to draw the viewer's eye inward.





Typographic Portrait-Poster Design

Subject: Les Paul

Category:

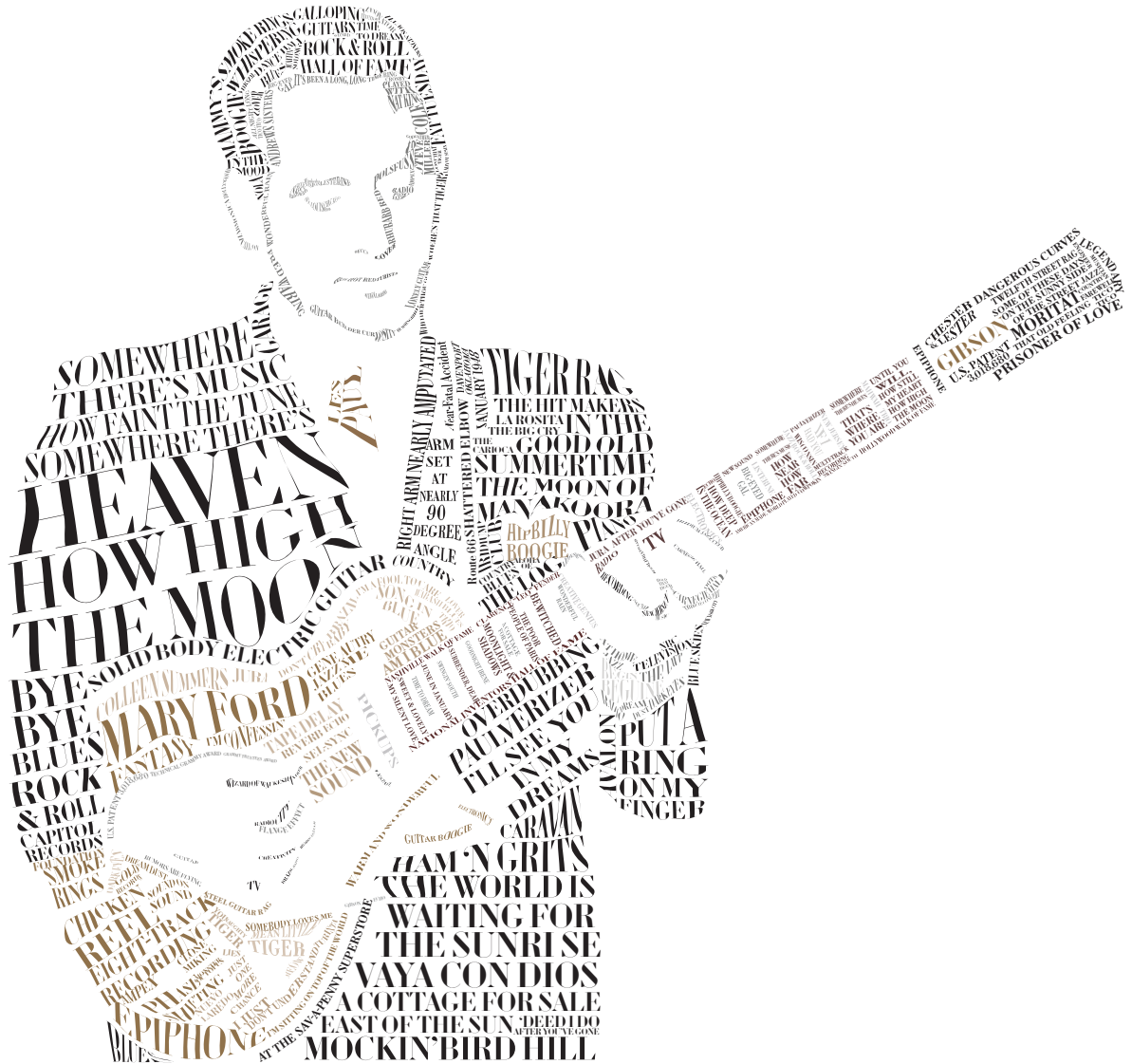
Print Design | Illustration | Typography

Client:

Personal Project

Backstory

The typographic portrait demonstrates both my illustration skills along with showing my expertise in working with type and manipulating it to create shapes. The assignment was to select a photo of a famous person, making any needed adjustments to it in Photoshop to create contrast in the image; then import it into Illustrator and use the Live Trace feature to create a vector "base" to work from. Once the base was in place, I was to select a typeface and typeset words, titles of work, and quotes or lyrics to form the shapes that made up the image. Using a serif typeface (Louvette) with multiple weights, I was able to create text along paths that I had drawn with the pen tool and also use the mesh tool to bend and warp the type when necessary to build the shapes. Initially I had used only black and shades of gray to provide the shading, but I decided to add gold and deep brown to better represent the guitar in the image.



Print Design / Promotional Branding



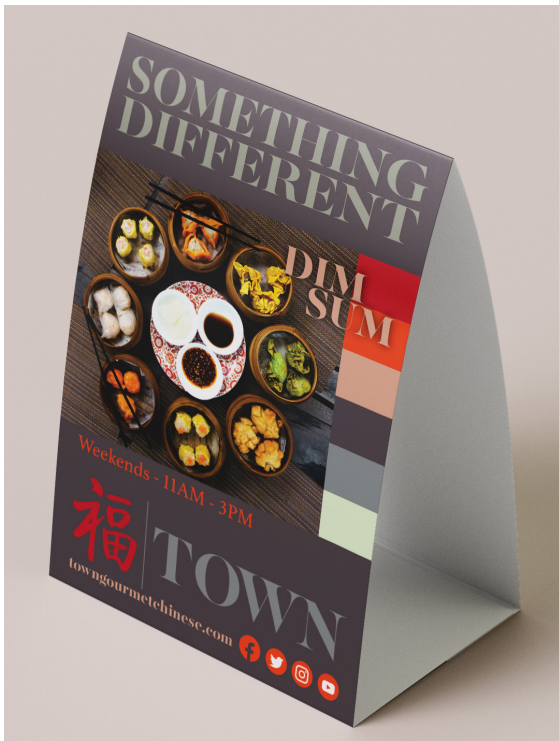
TOWN Gourmet Chinese-Print Identity

Category:

Print Design | Identity | Promotional Branding

Client:

Personal Project







Available Weekends
11AM - 3PM



Located deep in the heart of Old Town Scottsdale, TOWN is waiting for you to discover all that it has to offer. We look forward to your visit.

福 TOWN
GOURMET CHINESE

9451 E. 5th Ave
Scottsdale, AZ 85251

602.555.5555

towngourmetchinese.com



FORTUNE AWAITS



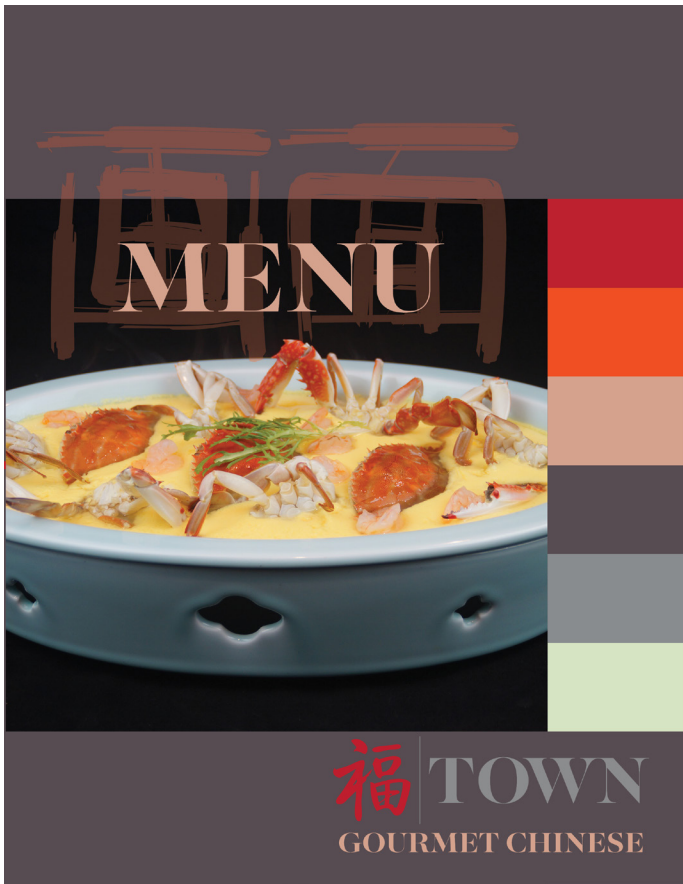

福 TOWN
GOURMET CHINESE

Backstory

As an exercise in print design, I was asked to create a series of printed pieces to represent a Chinese restaurant, including a table tent, menu, and trifold brochure. I was provided with an existing logo and styleguide that included a color palette and font information. Reading the client brief let me know that this was a restaurant that prided itself on a luxurious experience that could not be duplicated. From this information, I set about to create a series of pieces that were bold, yet presented a sense of minimalism. It could be said that these pieces showcase a European style of design by using blocks of color to differentiate between each section, paired with a small amount of copy in order to communicate the story of TOWN, while convincing the viewer to take the next step in order to learn more, with the ultimate goal to bring the viewer to the restaurant for the complete dining experience.



Table Tent



Menu

Trifold - Inside Spread

WELCOME TO TOWN

Since 1972, TOWN has been delivering an upscale Chinese dining experience to the citizens of Scottsdale. The character that can be found to the left of our logo translates to "fortune", and it has been our good fortune to provide you with a dining experience that can not be matched. We have always strived to inspire creativity, conversation, and quality not only within ourselves but also within our clientele. It is this level of dedication that has made TOWN a leading choice not only in personal dining, but also for events.

OUR MISSION

Our goal is to bring high quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.

TOWN combines a variety of Chinese cuisine to excite and delight our customers. Our vision for the future is



BEEF 牛肉



POULTRY 家禽



SEAFOOD 魚



VEGETABLE 菜

WELCOME TO TOWN

The menu of TOWN delivers a wide array of dishes containing beef, poultry, seafood, and vegetables. All of these are made with the freshest authentic ingredients brought straight from the orient. To complement your meal, we have a wide variety of beverages that are popular in China. Should you be looking for something not on the menu, simply ask your server, and our chefs will only be too happy to oblige.

BEEF 牛肉

Beef Chow Mein

This beef chow mein is tender steak stir-fried with vegetables and noodles in a flavorful sauce. A gourmet version of the take out classic. \$12

Beef & Peppers in Black Bean Sauce

Thin slices of beef sitolons are quickly stir-fried with onion, peppers, and fermented black beans. \$15

Honey Beef with Sesame Seeds

Marinated beef in a honey and soy mixture, stir-fried with oyster sauce and topped with toasted sesame seeds. \$16



Beef Stew (with Chinese Daikon, Carrot, and Tomato)

Beef stew cooked with tomatoes, daikon radish and carrots seasoned with Asian aromatics and spices such as ginger, orange peel and star anise giving it a unique taste. \$14



Beef & Snow Peas in Oyster Sauce

Intensely beefy and buttery skirt steak is the star of this quick stir-fry, featuring sweet snap peas tossed in oyster sauce. \$16

Stir-Fry Beef with Chinese Green Beans

Steak stir fry with green beans and a delicious homemade teriyaki sauce. \$16

Beef Chow Fun

Stir-fried beef, wide rice noodles, scallions, ginger, bean sprouts and dark soy sauce. \$15

Mongolian Beef

Sliced beef with onions, paired with scallions and served over steamed rice. \$15



SEAFOOD 魚

Fried Shrimp with Longing Tea

Peeled river prawns with tender shoots of famous Longing tea. Together, the smoothness of the jade-white shrimp and the fresh bitter note of green tea leaves create a tasty balance of texture, taste and color. \$16

Drunken Prawn

Live shrimp are doused with potent rice liquor, which they ingest, and are then flambéed. \$18

Phoenix Tail Shrimp

Shrimps are coated with a batter of flour, water, and seasonings, leaving the tails exposed before they're fried to crispy perfection. \$16

Seafood Birds' Nest

Jumbo shrimp, squid, and scallops that are stir-fried with fresh vegetables, scallions, ginger, and garlic then placed into an edible nest of noodles with a tough and crunchy texture. \$18



Braised Abalone

Mollusks braised in a soy sauce liquid, served hot with the sauce over it. \$22

Chinese Mitten Crab

Steamed crab dipped into a combination of rice vinegar and soy sauce, then topped with sliced ginger. \$21



VEGETABLE 菜

Garlic Noodles

Noodles tossed in garlic, butter, brown sugar, and Parmesan cheese with soy sauce, oyster sauce, and sesame oil. \$13

General Tso Tofu

A healthier and lighter version of the classic General Tso's Chicken, replacing the chicken with Tofu. \$13

Vegetarian Hot & Sour Soup

A meat-free version of the classic Chinese soup. \$14

Vegetable Fried Rice

Fried Rice loaded with flavorful ingredients like shiitake mushrooms, as well as snow peas and bean sprouts. \$12

Carrot Dumplings

An elegant vegetarian dumpling that uses carrots, bamboo shoots, mushrooms, and eggs to create a fresh, moist, and rich filling. \$14

Vegetarian Chow Mein

Cabbage, bean sprouts, red pepper, carrots and broccoli, paired with Chow Mein noodles. \$15

to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand. TOWN utilizes a creative approach to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.

OUR AUDIENCE

Our audience is a high-end clientele who values a dining experience. We believe that the combination of good food and beverages can spark conversation and exploration of new topics and ideas. This leads to an expansion of knowledge and greater understanding of not only the world, but also the different cultures that live within our world. We sincerely hope that these experiences lead our patrons to return for both their personal dining, but also for their larger events.



602.743.6177



thecreativehitman.com



jeff@thecreativehitman.com



creativehitman



@cre8tivehitman



company/jeff-jones-creative-hitman



creative HITMAN

Education

Bachelor's - Graphic Design and Media Arts

Southern New Hampshire University

Associate, Applied Sciences - Commercial Graphics

Randolph Community College, Asheboro, NC

Work Experience

Graphic Designer - Bluetek Printing & Graphics - Phoenix, AZ - 01.22 - Present

In charge of creating print graphics for a wide range of clientele.

Freelancer - 02.20 - Present

Independent Graphic Designer and Branding Consultant

Art Director/Sr. Designer - Fast-Trac Designs - Phoenix, AZ - 09.19 - 01.20

Led a team of three designers within the Design Department, producing vehicle wraps, large format graphics, apparel design and traditional printed collateral.

Director of Creative Services - Smiley Lifting Solutions - Phoenix, AZ 04.13 - 09.19

Developed and established an in-house art department to service the company's multiple locations nationwide. This department was in charge of writing, design, and implementation of branding strategies for multiple product lines.

Designed, produced and implemented sales and marketing collateral, and branding of the company's multiple product lines and divisions.

Created the initial brand strategy for the company's foray into social media channels, as well as improving the company's web presence.

Pattern Artist - Spellbinders Paper Arts - Phoenix, AZ 09.12 - 04.13

Created artwork for patterns and graphic elements that were used to create metal dies for paper crafting.

Creative Director/Sr. Designer - azpro Group - Avondale, AZ 06.10 - 09.12

Led a design team in producing environmental graphics for interior and exterior uses.

Created identities and branding packages for both small and large businesses, including a major grocery chain.

Previous Clients

- Furukawa UNIC
- Fry's Food & Drug
- Pepsico, Inc.
- Coca-Cola
- UPS
- Hershey Foods
- Miller Brewing
- MolsonCoors
- Anheuser-Busch
- Federal-Mogul
- Hensel Phelps
- Mac Tools
- Snap-On Tools
- Valvoline
- NASCAR
- NHRA
- NFL
- NHL
- MLB
- Collegiate Licensing
- Hilti Tools
- New York Yankees
- ChevronTexaco
- RJ Reynolds

Skills

Design

- Advertising
- Brochures
- Magazines
- Web/Video
- Environmental
- Large Format
- Logos/Identity
- Promotional & Vehicle Branding

Illustration

- Product illustration for promotional and instructional purposes
- Working knowledge of 3D Rendering software

Web Design

- Working knowledge of HTML/CSS, Bootstrap, and WordPress

Copywriting

Management

- Project Management
- Team Leadership

Miscellaneous Skills

- Voiceovers

Software (Mac/PC Platforms)

- | | | |
|-----------------|----------------|-------------------|
| - InDesign | - Corel Draw | - Word |
| - Illustrator | - Quark Xpress | - Excel |
| - Photoshop | - Flexi-Sign | - ConstantContact |
| - Acrobat | - Cardpresso | - Fiery |
| - Dreamweaver | - Powerpoint | |
| - After Effects | - ProofHQ | |
| - Audition | - Workflow Max | |
| - XD | - 3D StudioMax | |

Hobbies

- Costuming
- Playing Guitar
- DIY Projects
- Illustration
- Charity Work for LLS (Leukemia & Lymphoma Society)

References

Available upon request



602.743.6177



thecreativehitman.com



jeff@thecreativehitman.com



creativehitman



@cre8tivehitman



company/jeff-jones-creative-hitman



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thecreativehitman.com



jeff@thecreativehitman.com

602.743.6177