

RESUME

SIMON JONES-MORTENSEN
SENIOR CREATIVE DIRECTOR / BRAND & DESIGN LEADER

Experienced Creative Director with a strategic, conceptual and full-circle brand-building skillset.

PROFILE

Senior Creative Director with 25+ years across brand strategy, art direction, campaign development and creative leadership. Experienced in turning strategic platforms into distinctive creative systems across digital, social, video, retail, product and production. Strongest at the intersection of brand, business, craft and team leadership.

SELECTED, MOST RECENT IMPACT
Danske Bank – Brand clarity at scale

Corporate Brand & Positioning work; translating strategic intent into clear creative direction, stakeholder alignment and usable brand expression.

MATE.BIKE – From commodity product to global desirability

Built a stronger brand platform and creative expression that helped position the brand for collaborations with Moncler, Palm Angels and Fendi.

Lunar – Speed with standards

Creative direction and brand-building support in high-tempo challenger environments, balancing output, consistency and craft.

CORE SKILLS

Creative direction · Art direction · Brand strategy · Brand platforms · Visual identity · Campaign platforms · Production leadership · Team leadership · Stakeholder alignment

EXPERIENCE

The Boys' Father

Independent Creative Consultant · Jan 2018 – Present · Copenhagen, Denmark
· Creative direction, concept development and brand strategy
· Brand building and core storytelling
· Global clients and output: MATE.BIKE, The Other Matcha, Fargo, OW Collection, H2OFagerholt

Danske Bank

Principal Consultant · May 2024 – May 2026 · Copenhagen, Denmark
· Acting creative lead for the in-house studio (~6 FTEs) in Brand & Positioning
· Helped shape the new brand position and image campaign as well as the new CVI
· Developed a creative playbook to align external vendors, internal stakeholders and market teams around the brand's creative direction

OW Collection

Creative Consultant · Dec 2023 – May 2024 · Copenhagen, Denmark
· Helped create a new brand book and refreshed identity
· Developed numerous collaborations (Khy, Erewhon)

H2OFagerholt

Creative Consultant · Aug 2023 – Mar 2024 · Copenhagen, Denmark
· Crafted a new core narrative and brand positioning
· Developed numerous collaborations (Fendi, Stone Island, Asics, Moon Boot)

Lunar

Creative Consultant · May 2023 – Mar 2024 · Copenhagen, Denmark
· Informal creative lead for in-house studio (~10 FTEs and freelancers)
· Crafted various campaigns as well as aligning/refreshing the visual identity
· Developed a performance-output system that protected brand consistency while increasing creative speed.

MATE.BIKE

Creative Director · Nov 2019 – Jul 2023 · Copenhagen, Denmark
· Developed brand platform, positioning and creative expression
· Led creative output across campaigns, product storytelling, launches and collaborations
· Helped open and shape collaborations with Moncler, Palm Angels and Fendi

Beer Buddy

Co-Founder & Owner · Sep 2015 – Sep 2019 · Copenhagen, Denmark
· Founded a subscription-based craft beer start-up
· Helped develop the brand, visual identity, storefront, built the backend + logistics for the operation

Drizzle Life

Head of Brand & Marketing · Jun 2018 – Dec 2018 · Copenhagen, Denmark
· Helped refresh the start-up brand and identity
· Developed and set up full RTC calendar and output mechanism for paid/organic marketing

Schlenzig x Jones

Co-founder & Creative · May 2014 – Dec 2017 · Copenhagen, Denmark
· Helped set up a small, independent ad-shop and built a solid client-roster
· Developed numerous campaigns for clients such as The Danish Broadcasting Co, Maria Casino, MATE.BIKE and DanChurchAid

Zupa Recommended

Senior Art Director · May 2011 – Apr 2014 · Copenhagen, Denmark
· Creatively led the Realkredit Danmark (RD) account for three years
· Developed and led the creation of several multi-channel campaigns for RD
· Helped win and consequently led the Home-account and a small team's output
· Worked on several of Denmark's biggest accounts, including Danske Bank

Creuna

Joint Creative Director · Oct 2010 – Apr 2011 · Copenhagen, Denmark
· Helped lead a team of ~10 FTEs and freelancers
· Worked primarily on pitches and won the global account for Arla Castello

Kunde & Co

Senior Art Director · Aug 2001 – Sep 2010 · Copenhagen, Denmark
· Went from AD Assistant to Senior Art Director
· Worked on numerous international accounts including Volkswagen, Bang & Olufsen, Fritz Hansen, Montana, PFA
· Led key B2B accounts including Solar and Rockfon globally
· Led a small team (~2-3 FTEs) on my accounts

Propaganda (now Mensch)

Interactive Art Director · Aug 2000 – Jul 2001 · Copenhagen, Denmark
· Helped develop the agency's digital capabilities
· Shaped several interactive campaigns for clients including Orange (telecom), Monies (jewellery)

Kunde & Co

Interactive Art Director · Aug 1999 – Jul 2000 · Copenhagen, Denmark
· Developed several interactive campaigns for clients including Grundfos, Radiometer, Volkswagen, Bang & Olufsen

SELECTED BRANDS

Volkswagen, Bang & Olufsen, Fritz Hansen, Montana, Oticon, Toyota, DONG Energy (Ørsted), Det Kongelige Teater (The Royal Danish Theatre), DR (The Danish Broadcasting Company), Maria Casino, Radiometer, Lundbeck

EDUCATION

· Danish Gymnasium
· 1-year business school diploma (marketing)
· In-agency Apprenticeship (2001-2006)

RECOGNITION

· Red Dot Design Award 2023
· German Design Award (Gold) 2023

TOOLS

· Adobe Creative Cloud
· Figma
· AI-tools (Claude, ChatGPT, Higgsfield. Agents, skills, code, flows)