Simon Jones-Mortensen
+45 60 689 689
simon@jones-mortensen.dk
www.jones-mortensen.dk
www.linkedin.com/in/simonjm/

RESUME

SIMON JONES-MORTENSEN

SENIOR CREATIVE DIRECTOR / BRAND & DESIGN LEADERSHIP

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. What keeps me curious is the challenge of building brands, setting a clear direction and bringing clarity to complexity.

I'm equally driven by growing creative talent – mentoring, guiding and helping people do work they didn't know they were capable of. I enjoy taking ideas from strategic thinking and problem-solving all the way through to tangible, well-crafted execution.

CORE SKILLS

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

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.

EXPERIENCE

The Boys' Father
Independent Creative Consultant · Jun 2026 – Present · Copenhagen, Denmark
· Creative direction, concept development and brand strategy
· Brand building and core storytelling
· Global clients and output

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

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The Boys' Father
Independent Creative Consultant · Aug 2023 – Apr 2024 · Copenhagen, Denmark
→ OW Collection
· Helped create a new brand book and refreshed identity
· Developed numerous collaborations (Khy, Erewhon)
→ H2OFagerholt
· Crafted a new core narrative and brand positioning
· Developed numerous collaborations (Fendi, Stone Island, Asics, Moon Boot)
→ Lunar
· 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 – Oct 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

The Boys' Father
Independent Creative Consultant · Jun 2018 – Dec 2018 · Copenhagen, Denmark
→ Drizzle Life
· 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

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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)

OUTSIDE WORK
· I enjoy running – 4-5 times a week year round to keep on track for different races (half and full marathons) around Europe, mainly. Done 3 marathons including Tokyo and 5-6 halfs.
· I also enjoy art, especially a couple of contemporary classicists exploring the modern world through the artistic language of the past: Lorenzo Tonda and Anne Herrero are both topping my watch list at the moment.