

Jack Morris-Jones

Senior Brand & Design Manager

20 years industry experience, with 14 years amplifying brand campaigns at the UK's largest retailer Tesco. Setting up in-house capability and creating award winning visuals, that deliver across internal and external channels.

www.jackmorrisjones.co.uk



Brand & Design Manager, Group Communications - Tesco

Key achievements:

- Spearheaded a new design role within the Tesco business, spanning 3 departments.
- Set up design processes and procedures, to deliver high impact designs.
- Contributed to several ICE Award wins in 2025
- Creatively lead large scale Internal Events with audiences of 12k.
- Lead the creative launch of our new internal platform, News & Views. Seeing 130k QR code scans at launch.

The role:

- Lead on the production of digital, print and motion graphics to deliver £500k pa cost saving versus agency partners.
- Ensure brand consistency is delivered across internal, events, press, OOH and social media.
- Translate complex corporate messaging, with various sign off points, into timely and engaging visuals.
- Collaborate with creative agencies to ensure all outsourced deliverables meet or exceed expectations.
- Nation wide audience including Press & media, Charities, Government and 330k Tesco Colleagues.
- Working with sub and partner brands including F&F, Booker, Cancer Research UK, and various Clubcard Partner Brands.
- Delivered a 'design template system' in PowerPoint to allow UK & Group stakeholders to self serve.
- Delivered design training to stakeholders across Europe to support them deliver impact. Agency spend now down 40%
- Co-lead the creation of the 'Tesco Design Community' which brought together 150+ designers on quarterly calls and live events.



3D Media Artist - Selex Sistemi Integrati SpA

Developed 3D assets used in simulation training. This was used by the Armed Forces, the NHS and various defence contractors.



Freelance Design

Worked with various clients to develop their brands and campaigns. This included E4, Xerox, Performance Telecom and other small local businesses.

2008-2012

2006-2008

Skills

- Brand Strategy
- Campaign Development
- Creative Direction
- In-house set up & leadership
- Upskill & Training
- Stakeholder management across all levels

Software

Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Express, Firefly and PowerPoint

Education

University of Hertfordshire

- BA (Hons), Digital Animation 2005-2008

Oaklands College

- IT and Computing, 2003 - 2005
- Art & Design, 2002 - 2003

Monks Walk School

- 8 GCSEs at pass level, 1997-2002