

Jon Eslinger

Executive creative with in-house & agency experience.

mail@joneslinger.com

517.9743043

joneslinger.com

Experience

Freelance

Brand Strategy, Design & Creative Direction
2024 —

Independent brand and creative consultant for in-house teams, agencies, and small businesses. Focused on the development of team operations and culture, brand strategy, brand identity design, visual brand design, and creative direction. Clients include: 4M, Community Financial Credit Union, Oxford Companies, and more.

DO:BETTER

Co-founder / Creative Director
2016 — 2024

Founded the award-winning brand strategy and design studio in Ann Arbor, Michigan. Launched, scaled, and evolved a diverse roster of organizations across the country. Clients included: Automation Alley, Habitat for Humanity of Huron Valley, Neehee's, United Way of Washtenaw County, Toyota, World Economic Forum, and more. In 2024, DO:BETTER was transformed from a brand agency into a collaborative space designed to inspire community, ideas, and growth for freelance creatives.

Lake Trust Credit Union

Vice-President, Brand Engagement
2013 — 2017

Brand strategist and creative director of a \$1.8 billion Michigan credit union. Lead a multi-disciplinary team of creatives, strategists, designers, and developers to create brand awareness and promote financial products to a diverse membership.

Traction

Art Director
2006 — 2013

Created brand platforms, visual design systems, digital experiences, retail environments, and brand communications for clients across a diverse range of industries. Clients included: BIGGBY Coffee, Capital City Film Festival, Downtown Lansing, Inc., General Motors, Michigan State University, and more.

Image Printing, Inc.

Senior Designer
2001 — 2006

Designed visual design systems and print collateral for an internationally-recognized print shop based in Bismarck, ND. Clients included: Bobcat, Daimler-Chrysler, MGM Grand, and more.

Credentials

Expertise

Fractional CMO & Creative Director
Organizational Design
Brand Strategy
Visual Identity & Systems
Brand Definition & Positioning
Brand & Product Naming
Campaign Development
User-Experience & Interface Design
Ideation Processes & Workshops
Pitching and Business Development

Awards & Recognition

Communication Arts
LogoLounge (Multiple Volumes)
CUNA Diamond Awards
PRINT Magazine
Creativity Magazine
AAF National ADDY® Awards

Associations

Past-Member / AIGA Detroit
Past-President / AAF Lansing
Past-President / AAF North Dakota

Education

Associate of Applied Science
Graphic Design
Bismarck State College, Bismarck, ND
Class of 2001