

JASPER DAVIS

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SKILLS

PROFESSIONAL

- Creativity
- Problem Solving
- Communication
- Organization
- Design Leadership

ARTISTIC

- Design
- Web Design
- Illustration
- Motion Graphics
- Video Production

SOFTWARE

- Illustrator
- Photoshop
- InDesign
- Affinity Design Suite
- CRM Platforms

SCRIPTING

- HTML
- CSS
- Javascript
- SASS
- jQuery

PROFESSIONAL EXPERIENCE

Contrast Media Inc.

Design Specialist

October 2023 - Present

- Implement and design printed promotional materials for Contrast Media Inc. and the eleven major brands that are part of the Homestead Marketplace group of companies.
- Develop and implement Goggle Ads, Facebook Ads and Instagram Ad campaigns for Contrast Media's clients. Create KPI reports on the digital ad campaigns and adjust them accordingly to maintain their success.
- Work within the marketing team to design both digital and video social media campaign graphics.
- Design and implement print and screen ads for Contrast Media's clients for newspapers and digital signage.
- Design large scale signage and vinyl application for Contrast Media and Contrast Media Clients.
- Attend events to capture photography and video promotional material for the brands of Contrast Media.
- Edit promotional video and design motion graphics for Contrast Media and its clients.

Spark Centre

Design Specialist

June 2020 - October 2020 & February 2023 -October 2023

- Implemented, designed and created printed materials for Spark Centre and its Creative Spark clients. Assisted in design for Spark Centre publications, training manuals and client workbooks.
- Supported Spark Centre programs and events with brand identity and design.
- Designed and maintained Spark Centre's corporate website, and all client websites, ensuring the digital content met AODA accessibility standards. Management and enhancement of all on-line content.
- Ensured search engine optimization across all websites.
- Assisted with virtual and hybrid event hosting and production, created videos and post-production promotional reels.
- Audio visual production for online, in-person and hybrid marketing and educational events for Spark Centre.
- Developed concepts, graphics and layouts for product illustrations, company logos and websites.
- Prepared draft materials in connection to briefs, and present to Senior Brand Designer and Director for approval.

Synergy Lab Inc.**October 2020 - February 2023***Design Specialist*

- Implemented, designed and created printed materials for Synergy Lab Inc and its programs.
- Assisted in design for Synergy Lab Inc's program material including training manuals, client workbooks, workshop presentation.
- Conducted candidate interviews and selection with the management team, and trained new design hires.
- Supported Synergy Lab's programs and events with brand identity and design.
- Designed, built and maintained Synergy Lab Inc's website and domains.
- Published success stories, press releases and news articles to Synergy Lab's websites social media channels.
- General website management and enhancement of all on-line content for Synergy Lab Inc. Video production and media support for all on-line, hybrid and in person workshops and events.
- Implemented and maintained Synergy Lab's CRM system, including implement automations, custom scripted functions and workflows.

Urban Dining Group**April 2017 - June 2020***Creative Director*

- Developed and produce marketing campaigns, creating marketing collateral for in restaurant and on social media.
- Developed and produced creative marketing materials for all brands and products within the restaurant group, including menus, mailed creatives and signage.
- Developed training videos and training material for the restaurant staff. Coordinated the implementation of vinyl applications, product packaging and labeling, and other print material.
- Responsible for all brand photography, as well as coordinating photography and creative direction of third party photographers.
- Created and maintained all websites across the corporation, including implementing new digital content.
- Responsible for researching and vetting all new marketing software systems for Urban Dining Group.

UNOapp / Digital Menubox**January 2015 - February 2017***Lead Graphic Designer*

- Managed the design team at UNOapp, responsible for creative direction of the production design staff.
- Mentored team members on creative projects as needed.
- Managed and organized team priorities and design tasks to meet deadlines in a fast paced production environment
- Hired and trained new design staff on the production team.
- Implemented design processes to reduce production time and design errors across all design projects.
- Managed the intern program at UNOapp,
- Acted as design lead and creative director on key corporate clients.
- Wire-framed and mocked up websites and mobile applications based on key client's design briefs.
- Met with clients to determine their needs, and led creative direction of logos and branding material.

UNOapp / Digital Menubox

Graphic Designer

April 2011 - January 2015

- Acted as design lead on key corporate clients.
- Designed sales collateral, creative marketing sell sheets, training guides and infographics.
- Led the development of client pitches and working mockups for potential clients.
- Managed and organized priorities and tasks to meet deadlines in a fast paced production environment.
- Produced creative assets for digital signage, websites and print for UNOapp clients.
- Wire-framed and mocked up websites and mobile applications based on client’s design briefs.
- Designed logos and branding material for clients based on their design briefs.
- Created UI/UX Design for internal web and mobile applications.

Freelance Graphic Design

2006 - Present

- Manage design and branding projects for a wide variety of clients including Bravado! Designs, Gussied Up, Bloom Well Therapy, The Lake Simcoe Region Conservation Authority and the Credit Valley Conservation Authority.
- Develop, design and build Wordpress and Shopify websites for clients.
- Help clients develop creative branding strategies and create a visual identity for their product or service, with logos, promotional material and other creative assets.

EDUCATION

Front-End Web Development BitMaker

2014 - 2015

3D Animation Post Graduate Program Seneca College of Applied Arts and Technology

2008 - 2009

Bachelor of Fine Arts, Honours Program York University

2001 - 2005

References Available Upon Request