

# 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
- After Effects
- InDesign
- Affinity Design Suite

### SCRIPTING

- HTML
- CSS
- Javascript
- SASS
- jQuery

## PROFESSIONAL EXPERIENCE

### Spark Centre

*Design Specialist*

**June 2020 - October 2020 & February 2023 - October 2023**

- Implement, design and create printed materials for Spark Centre and its Creative Spark clients. Assist in design for Spark Centre publications, training manuals, client workbooks.
- Support Spark Centre programs and events with brand identity and design.
- Design and maintain all of Spark Centre's websites and domains, including Spark Centre's corporate site, and all other Spark Centre client websites.
- Ensure search engine optimization across all websites.
- General website design, management and enhancement of all on-line content.
- Assist with virtual and hybrid event hosting and production, create videos and post-production promotional reels.
- Audio visual production for online, in-person and hybrid marketing and educational events for Spark Centre.
- Develop concepts, graphics and layouts for product illustrations, company logos and websites.
- Prepare draft materials in connection to briefs, and present to Senior Brand Designer and Director for approval.

### Synergy Lab Inc.

*Design Specialist*

**October 2020 - February 2023**

- 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. Design, build and maintain 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**  
*Creative Director*

**April 2017 - June 2020**

- 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, managed and assessed student interns in the design department.
- 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**

**April 2011 - January 2015**

*Graphic Designer*

- 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

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**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**