

## JENNIFER SPINNER

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**Art Director +  
Designer**  
FREELANCE, ONGOING

### VARIED CLIENTS (print + web + branding)

Kate Spade New York, Le Chateau, Chimera Collective, Human Rights Watch, *Today's Parent* magazine, *The Grid*, Want Boutique, St. Michael's Hospital, Leaf & Bloom and Kula Yoga Studio

**Deputy Art Director**  
DEC 2015 - NOV 2016

### AIR CANADA ENROUTE MAGAZINE + SPECIAL PROJECTS (Spafax Toronto)

Conceptualized feature well layouts • Created photo briefs and assign feature illustrations • Lead design and manage freelancers for auxillary publications • Designed key marketing and editorial materials for Canada's Best New Restaurant program • Directed external colour correction of all images with printer

**Associate Art Director**  
FEB 2014 - DEC 2015

### AIR CANADA ENROUTE EDITION MAGAZINE + SPECIAL PROJECTS (Spafax Toronto)

Created dynamic cover briefs in collaboration with edit team • Successfully sold ideas to the client and manage concept execution with excellence • Directed, commissioned and coordinated photo shoots and ensure creative is staying on brand • Designed covers and interior layouts • Managed art budget • Stewarded redesign of *enRoute edition* covers and played a leadership role in successfully selling the refresh to Air Canada • Produced and directed GE Monogram Chef Series episodes

**Senior Designer**  
AUG 2012 - OCT 2013

### TORONTO LIFE MAGAZINE (St. Joseph Media)

Art directed in-house photo shoots • Collaborated with art director and editors on feature story layouts, concepts and designs • Responsible for revamping Toronto Life's brand guide used to execute the brand company-wide • Maintained and created digital libraries • Supervised freelancers and junior designers to execute specific concepts in a timely fashion • Created icons for the restaurant app.

**Designer**  
NOV 2011 - AUG 2012

### CANADIAN BUSINESS, MONEY SENSE AND PROFIT MAGAZINES (Rogers Publishing)

Visually conceptualized stories for *Canadian Business* (biweekly), *MoneySense* (bimonthly) and *Profit* (bimonthly) consumer magazines • Designed print layouts using rapid prototype method in a fast-paced, deadline oriented environment • Assisted iPad and e-book team in producing design content for the iPad Created photo collages that illustrated specific story ideas • Liaised with photo editor and retouchers to properly execute photo work

**Junior Designer**  
MAR 2010 - NOV 2011

### THE WALRUS MAGAZINE

Directed front of book content, including illustrators, photo research and editing • Designed layout elements such as drop caps • Assigned illustrators and photographers from feature to small articles Managed art department budget for hiring talent and buying photo rights • Designed event collateral such as in-house advertisements, invitations, e-vites, programs and tickets for The Walrus Foundation

**Designer +  
Production Artist**  
OCT 2009 - FEB 2010

### TRAFFIK GROUP

Executed print and web design roll-out for clients like Microsoft Canada, XBOX, Scotch Brite and Ocean Spray Created design solutions for time sensitive problems such as changes in a client's creative direction Problem solved to ensure production files are print and/or web ready

**Art Director +  
Production Artist**  
OCT 2008 - OCT 2009

### CUNDARI ADVERTISING

Created innovative promotional design (brochures, flyers, posters) from concept to final art for Studio/Fast Track group for clients such as The Canadian Cancer Society Lottery, The Canadian Paralympic Foundation and The Foundation Fighting Blindness • Prepared ad files for print production within strict deadlines amidst a fast-paced work environment for companies such as BMW, Borden Ladner Gervais, LLP and RONA

## EDUCATION

**Web Design Course**  
2010

**OCAD UNIVERSITY**  
Continuing Studies

**Advanced Diploma TORONTO SCHOOL OF ART**  
2008 Graphic Design

**Bachelor of Arts, Honours**  
2003

**UNIVERSITY OF TORONTO**  
Double major in Semiotics & Women's Studies • Minor in English

## ILLUSTRATION

### SELECTED CLIENTS

*The Walrus*, *MoneySense*, *Canadian Business*, *Today's Parent* and *FASHION* magazines

## ART

I love the sculptural possibilities of paper and maintain an active art practice that explores the medium. My delicate paper sculptures have been shown at *Come Up to My Room*, *The Square Foot Show*, *Red Head Gallery*, *The Annual Contemporary Art Show* and *If These Walls Could Talk*. Recently, I created a custom window installation for Kate Spade New York's Madison Ave. flagship store.