

JAKE SINCLAIR

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technical skills

Photoshop	●●●●●
Illustrator	●●●●●
Premiere Pro	●●●●●
After Effects	●●●●●
Figma	●●●●●
Sketch	●●●●●

expertise

Digital Design
Interactive Design
Print Design
Brand Design
Video + Motion

volunteer

LONDON HEALTH SCIENCES CENTRE	2016-2019
LEXUS OF LONDON GOLF CLASSIC	
Creative Director	
PEANUT MUTTER RESCUE	2020-2022
Creative Director	

education

FANSHAWE COLLEGE	2008-2011
Business Marketing	

activities



experience

JAKESINCLAIR.CA	01/2010 - PRESENT
Freelance Designer	
DELILAH'S	2022
<ul style="list-style-type: none">Research, process flow, design and prototype a web solution for restaurant reservation operations..Developed customer website using WordPress, custom CSS and Javascript	
WESTERN UNIVERSITY	2020
<ul style="list-style-type: none">Art direction for a student contest campaign. I developed all social media assets, including static graphics, video, and motion	
LABATT'S	2017
<ul style="list-style-type: none">Filmed and edited footage for a press release regarding bringing Labatt's 50 production to its brewery.	
RBC	2015
<ul style="list-style-type: none">Created presentation deck for The Lighthouse Group of RBC Dominion Securities.	
MEDTECH GROUP	01/2021 - 11/2021
Senior Graphic Designer	
<ul style="list-style-type: none">Led the cross-functional redesign of our 100+ page corporate website alongside an external developer, resulting in a 435% increase in web-based acquisitions through the delivery of vastly improved UX, which included an innovative 3D product mock-up tool.Increased department productivity and reduced time to production time by an average of two days through continuous improvement initiatives, such as streamlining workflow processes by managing the successful transition from Corel to Adobe.Managed a high-functioning team of four designers responsible for generating strategic marketing and brand materials, creative content and digital elements while supporting internal departments' email campaigns, advertising, landing pages, videos, whitepapers, social media and presentations.Served as the client manager for global brands such as PGA Tour, Dallas Cowboys, Disney and New York Yankees, developing innovative product design solutions to fit their unique strategic vision for large-scale public events.	
THE BELFORT	08/2015 - 01/2021
Creative Director	
<ul style="list-style-type: none">Directed marketing efforts and content strategy, including managing staff and promoters tasked with mobilizing this strategy, leading to a 45% boost in the venue's online engagement.Led the creation and branding of a successful semi-annual concert series, selling out 10,000+ tickets consistently and garnering attention and advertising revenue from industry leaders such as SiriusXM and Budweiser.Responsible for the strategic development of creative marketing, sales and event collateral, including brand visuals, digital and print design for display ads, promotional videos, event materials, motion graphics and digital engagement campaigns.	
MUSIC CITY CANADA	04/2014 - 05/2020
Digital Designer	
<ul style="list-style-type: none">Redesigned and improved UX for the brand's e-commerce platform, including the migration of 50,000+ SKUs and hundreds of landing and product pages to Shopify; resulted in significant sales growth, with a 48% increase in 2020 and another 60% increase in 2021.Managed the successful rebrand of the PA Shop into Music City Canada, including creating all-new brand collateral, such as style guides, logos, templates and stationery.Responsible for the end-to-end creative process for all marketing and sales collateral, including brand visuals and graphics, websites, video production, advertisements, signage and digital campaigns and content, while partnering with brands such as Shure, Pioneer DJ and Yamaha to produce effective in-store and online product promotions.	