



Jake Spinner He/Him
design@jakespinner.com
linkedin.com/in/jakespinner
330.634.7094

Third generation graphic designer with four years of professional experience in brand design, typography, and illustration. With a focus on helping craft brand identities and logo systems, graphic illustrations, package design, and collaborating with others.

EDUCATION

The University of Akron

Myers School of Art
BFA in Graphic Design
May 2020

EXPERIENCE

Freelance Designer | May 2020–Present

- Provides creative direction for a diverse array of client projects including logo design, brand identity systems, packaging, illustration, book composition, and typography
- Ensures all design elements align with the client's vision and objectives through discovery calls and extensive creative briefs

Beam Benefits | January 2021–February 2023

- Brand Designer
- Worked alongside the marketing team to develop a comprehensive brand experience for stakeholders and customers through digital mediums, print materials, user interface, and a custom illustrations
- Contributed to a successful brand refresh, resulting in a complete transformation of the company's identity and new product lines
- Crafted a custom illustration style to align with the new brand

The University of Akron | June 2017–December 2020

- Graphic Designer and Illustrator
- Designed event materials, new university logos, and campus apparel
- Worked closely with students, university administrators, vendors, and the office of the UA President

Kleidon & Associates | June–December 2019

- Junior Graphic Designer
- Worked with creative team and writers to create print and social design campaigns based on client needs
- Lead designer on the internal promotional campaign, Stuck On You, a collection of stickers showcasing NE Ohio highlights

SKILLS

Brand Design	Illustrator
Typography	After Effects
Illustration	Sketch
Photoshop	Google Workspace
InDesign	ClickUp

RECOGNITION

Award of Merit Creative Best | CSCA · 2022
7 Gold Addy Awards | AAF · 2019 · 2020 · 2021
3 Silver Addy Awards | AAF · 2020 · 2021
Eagle Scout | Boy Scouts of America · 2016

INVOLVEMENT

Columbus Society of Communicating Arts (CSCA)
Volunteer · 2022–Present
Pelotonia | Cyclist & fundraiser · 2022–Present
Manatoc 100 Committee | Volunteer · 2020–Present
Midwest Subset | Member · 2020–Present
Beam Benefits DE&I | Volunteer · 2022–2023
American Advertising Federation, Akron (AAF)
Member and volunteer · 2018–2022
Bike MS | Cyclist & fundraiser · 2010–2018