



**Jake Spinner** He/Him  
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330.634.7094

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

## EDUCATION

### The University of Akron

Myers School of Art  
BFA in Graphic Design  
May 2020

## EXPERIENCE

### Civitas. | May 2023–Present

- Designer
- Design and production of national sport marketing campaigns, streaming services, and retail experiences for MLB, MLS, and Apple TV
- Works across multiple mediums, including digital, out-of-home, print and experiential

### Freelance Designer | May 2020–Present

- Provides creative direction for a diverse array of client and agency projects including logo design, brand identity systems, illustrations, book composition, presentations, and wayfinding
- 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 brand refresh

### The University of Akron | June 2017–December 2020

- Graphic Designer and Illustrator
- Created work for major university events, new university logos, and campus apparel within the in-house alumni shop
- Worked closely with students, university administrators, vendors, and the office of the UA President

## SKILLS

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

## RECOGNITION

Best of District V Award | CASE · 2023  
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  
Midwest Subset | Member · 2020–Present  
GOBA | Participant · 2021–Present  
MSR 100 Committee | Volunteer · 2020–2023  
Beam Benefits DE&I | Volunteer · 2022–2023  
Pelotonia | Cyclist & fundraiser · 2022  
American Advertising Federation, Akron (AAF)  
Member and volunteer · 2018–2022  
Bike MS | Cyclist & fundraiser · 2010–2018