



Jake Spinner He/Him
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Third generation graphic designer with six years of professional experience working in both agency and in-house settings. Specializing in branding and event campaigns, Jake is proficient in identity systems, graphic illustrations, and collaborative projects.

EDUCATION

The University of Akron

Myers School of Art
BFA in Graphic Design
2016–2020

EXPERIENCE

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

Civitas. | May 2023–December 2024

- 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

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 book store
- Worked closely with students, university administrators, vendors, and the office of the UA President

SKILLS

Brand Design	InDesign
Print Production	Illustrator
Experiential Design	After Effects
Typography	Sketch
Illustration	Figma
Photoshop	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

BRAND COLLABORATIONS



INVOLVEMENT

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