

# digital creative director jesse spink

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Jesse Spink is a successful, highly skilled Digital Creative Director that has worked for cutting edge interactive firms on both sides of the Atlantic and directly with some of the world's top brands. Through his experience he's grown a portfolio that includes some of the industry's most innovative and dynamic companies; **Nike**, **Coca-Cola**, **British Airways**, **McDonalds**, **SAP**, **Hyundai**, **CBC**, **CTV**, **Armada Skis**, **Hyperlite Wake MFG** and **Whistler/Blackcomb** to name just a few.

Jesse's skill-set as a Digital Creative Director spans a wide array of disciplines both creative and technical, with a focus on beautiful, usable aesthetics and integration with the latest technologies. Whether concepting a viral campaign to engage the masses, designing a game and its mechanics to increase user retention or crafting the next high-concept approach to building brands online, Jesse's extensive experience has made him extremely knowledgeable in the art of digital engagement.



## **Creative Director**

*Ayogo Games  
Vancouver, Canada  
2010 - Present*

At Ayogo I've been awakened as a creative by the compelling power of games and game design. Whether designing gamified mechanics to bolster engagement for **CTV** or concepting our latest **social mobile game**, I've been turbocharged as a creative by the advantages game that mechanics bring to design and engagement.

## **Interactive Art Director**

*Dare  
Vancouver, Canada  
2009 - 2010*

At Dare I took ideas from concept to completion and every step between. I directed designers and developers to push the boundaries of the expected and interfaced with clients to ensure their requirements were not only met but exceeded. **McDonalds**, **SAP** and **CBC** are just some of the brands I had the opportunity to work with.

## **Sr. Interactive Designer**

*Carlson Marketing  
London, UK  
2008*

At Carlson I worked directly with some of the world's top brands **Coca-Cola**, **British Airways**, **Hyundai**, and **Müller Dairy**. Not bad for a years work. I designed like crazy and directed a team of other designers, photographers and developers. On top of all of that I constantly got my hands dirty with ActionScripting and front-end development.

### **Sr. Interactive Designer**

*Fusebox Creative  
Seattle, USA  
2005 - 2007*

At FuseBox we worked guerilla style to infiltrate the Action Sports industry - from designing [ArmadaSkis.com](#) to developing immersive interactive product displays for [Nike](#) and [Von Zipper](#). Other notable projects include: [Hyperlite.com](#), [Whistler-Blackcomb](#), [MysterySkateboards.com](#) and [BlackBoxDistribution.com](#).

### **Web Designer**

*XPLOREMEDIA  
Whistler, Canada  
2004 - 2005*

It seems like just yesterday I was designing custom interactive advertising and Flash driven portfolio sites in-between powder days and video shoots. They also let me handle the odd client and create interactive presentations for the Resort Municipality of Whistler.

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### **New Media Design and Development**

*BC Institute of Technology  
Burnaby, Canada  
2003 - 2004*

### SENIOR MANAGEMENT CERTIFICATE

New Media Design and Development  
British Columbia Institute of Technology New Media  
Centre of Excellence

### **Professional Film Studies Advanced Diploma**

*Capilano University  
North Vancouver, Canada  
2001 - 2002*

ADVANCED DIPLOMA IN PROFESSIONAL FILM STUDIES  
Capilano University School of Motion Picture Arts

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### **A bit about me**

Having grown up in a world-class ski resort, I've spent most of my life going down hill. Snowboarding, skiing and mountain biking have always been a big part of my life, along with a love of surfing. Outside of the sporting world I have a passion for design, architecture, photography and the arts. Likely not a big surprise!?

### **References**

I have a long list of reputable industry pros who'd love to share stories about me and my work... and maybe both. Either way, just ask and I'll put you in touch.

### **Get in touch**

In this crazy mixed up digital world we're in there's no excuse for not staying in touch, so here are a few of the many ways you can find me.