

JESSE SPINK

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PERSONAL

I am a successful, highly skilled Interactive Art Director with nearly 6 years of high-level industry experience. I have a passion for creating rich innovative design and branding experiences that exceed expectations. This passion for design has afforded me the opportunity to work first hand with some of the worlds most exciting and dynamic companies, from [Nike](#) to [Armada Skis](#). In addition to my artistic offerings I also have a deep technical background in web development, experience leading design and development teams and an enthusiasm for interacting with clients. Combine this intimate knowledge with a mastery of the Adobe Creative Suite and it all adds up to an incredibly adept Interactive Art Director.

EMPLOYMENT

INTERACTIVE ART DIRECTOR, 2009 - Present

Fjord (Cossette), Vancouver, Canada

- Create concepts from idea to end product and every step in between
- Ideate concepts and formulate digital strategies that exceed expectations
- Direct designers, developers, and contractors to execute design strategies
- Advise on new technologies and integrate them into product solutions
- Clearly communicate with clients to develop solutions that exceed expectations
- Present concepts and proposals internally and externally in a clear and persuasive manor
- Report directly to the creative director and work hand in hand to generate innovative new digital products
- Write copy for concepts, designs and advertising
- Identify technical constraints and build exceptional working solutions within them
- Create compelling digital advertising that engages the user and defines the product
- Conceptualized and designed sites and interactive for: [McDonald's](#), [SAP](#), [CBC](#), [Manitoba Telecom](#), [Allstream](#), [BC Cancer Agency](#), [FJORD](#) and more

SENIOR INTERACTIVE DESIGNER, 2008

Carlson Marketing Group, London, England

- Redesigned [Cokezone.co.uk](#) to implement a new tertiary navigation system
- Co-concepted and Designed an interactive campaign for British Airways
- Conceptualized, designed and co-developed a micro site for [Müller Dairy](#)
- Designed and developed an interactive Flash carousel for [Cokezone.co.uk](#)
- Oversaw all design and interactive for [Cokezone.co.uk](#) and [Muller.co.uk](#)
- Directed mid and junior level designers, developers and photographers
- Managed major global accounts and account handlers
- Designed and built interactive presentations for global brands
- Conceptualized and designed sites and interactive for: Coca-Cola, Müller Dairy, British Airways, Rough Trade, Hyundai, Lurpak, Anchor, New Holland and more

SENIOR INTERACTIVE DESIGNER, 2006 - 2007

Fusebox Creative, Seattle, Washington

- Developed custom interactive Flash product displays for: Nike, Von Zipper, Forum Snowboards, Electric Visual and more
- Completely designed and developed two websites for [Armada Skis](#)
- Designed, developed and managed HO Sports entire online presence: [hosports.com](#), [hyperlite.com](#), [accuratelines.com](#), [byerlywakeboards.com](#), [wakekite.com](#)
- Directed and coordinated other designers, developers and photographers
- Designed and built custom CMS driven Flash integrated websites
- Designed and developed numerous Flash interfaces for various companies
- Designed, produced and deployed email marketing campaigns
- Created XML driven Flash galleries and integrated them into a custom CMS
- Designed and developed video centric websites driven by a custom Drupal CMS
- Created and deployed Podcasts for multiple action sports companies
- Deployed web analytics solutions and generated weekly research and reporting
- Managed clients and client accounts firsthand on a daily basis

NEW MEDIA CONSULTANT, 2005 - 2006

Apt Pixel, Whistler, British Columbia

- Designed and developed an online e-learning website for [Whistler/Blackcomb](#)
- Completely re-branded an international satellite telecommunications company, [OmniGlobe Networks](#)
- Designed and built an SEO oriented website to rank #1 in Google for “[omniglobe](#)”
- Built custom Flash streaming video modules for Whistler/Blackcomb’s interactive e-learning website, [uwb.ca](#)
- Recruited and managed other designers, developers and creatives
- Consulted and managed the development of a bi-lingual CMS driven [website](#)
- Developed Flash motion graphics for numerous companies
- Ran a successful interactive company that turned a profit in its first year of business, [aptpixel.ca](#)
- Found and acquired major clientele and managed large-scale projects
- Extensive experience in client servicing, invoicing and account management
- Developed and maintained rewarding customer service with all of my clientele
- Built SEO websites for [VentureWeb](#) Online Marketing
- Developed reciprocal linking campaigns for VentureWeb’s main SEO [clients](#)

INTERACTIVE DESIGNER, 2004 - 2005

XPLOREMEDIA, Whistler, British Columbia

- Designed custom interactive advertising for various clients
- Designed and built Flash driven portfolio sites for photographic clientele
- Shot and edited video for the web
- Successfully managed clients, projects and deadlines
- Created rich interactive presentations for the Municipality of Whistler
- Researched and recruited new clientele

E D U C A T I O N

2003 - 2004 SENIOR MANAGEMENT CERTIFICATE
New Media Design and CD-ROM Development
British Columbia Institute of Technology New Media Centre of Excellence
Burnaby, British Columbia, Canada

2001 - 2002 ADVANCED DIPLOMA IN PROFESSIONAL FILM STUDIES
Capilano University, North Vancouver, British Columbia, Canada

I N T E R E S T S & A C T I V I T I E S

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, as has an avid love for surfing. Outside of the sporting world I have a passion for design, architecture and the arts.

R E F E R E N C E S

Excellent references are gladly available upon request. Please do not hesitate to ask if you would like a list of referees to get in contact with.