




JAKE LINTAG

Graphic Designer

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 Toronto, ON

 jakeyan.com

Multimedia designer with 3+ years of experience crafting visually compelling content. Skilled in blending design with background from real estate and marketing, delivering impactful and detail-oriented solutions.

Experience

PROJECT MANAGER & UX DESIGNER

Hungry Eyes Media | 2024-Present

- Manage an interdisciplinary team of developers, designers, and 2D/3D artists, ensuring seamless collaboration and innovation across all project phases.
- Develop and uphold comprehensive project plans, detailing scope, timelines, objectives, and requirements to drive project success.
- Oversee quality assurance protocols, guaranteeing that all deliverables meet and exceed visual and technical standards.
- Lead the design and development of wireframes and system architecture, crafting intuitive user experiences that align with product goals.

FREELANCE GRAPHIC DESIGNER

Self-Employed | 2020-Present

- Directed the creative vision and execution of an impactful Press Kit for NBA star Kyrie Irving, enhancing his personal brand.
- Conceptualized and designed a responsive website for 100 Strong Foundation on Squarespace, optimizing the registration process and reinforcing brand identity.
- Developed and designed print and display collateral for Jumpstart Canada, aligning with and supporting the brand's new art direction.
- Partnered with Big Brothers Big Sisters Toronto's social media coordinator to create compelling Instagram assets for two distinct campaigns.
- Produced high-impact pitch decks in InDesign, which played a pivotal role in securing over \$1 Million CAD in funding.

GRAPHIC DESIGNER & UX DESIGNER

Hungry Eyes Media | 2021-2023

- Led the research, development, and UX design of a prototype educational mobile app, featuring interactive elements, successfully submitted for funding approval.
- Crafted compelling marketing collateral for digital ads, social media, and campaigns, significantly boosting awareness for the documentary series *BLK: An Origin Story*
- Designed original illustrations and graphics during the post-production of *BLK: An Origin Story*, contributing to the series' acclaim, including 5 Canadian Screen Awards.
- Managed and enhanced content across multiple websites on WordPress and Squarespace, utilizing advanced web builder tools and custom CSS/HTML for optimal user experience.
- Developed an electronic press kit for the feature documentary *Subjects of Desire*, strengthening the film's identity and market presence.

Skills / Tools

- Strategic Planning
- Client Management
- Customer Service
- Accessibility Design
- Visual Design
- Teamwork
- Content Creation
- Branding
- Design Thinking
- UX Design
- Responsive Design
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- Blender

Education

BACHELOR OF COMMERCE, MARKETING MANAGEMENT

Toronto Metropolitan University