

JENNIFER LYNCH

Art director/designer/illustrator based in Montréal. Focused on clarity, emotion, and connection.

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English & French (written+oral)  
Spanish (oral)

EDUCATION	2020-2024	<b>Concordia University</b> BFA, Design  3.8 GPA Recipient of the Elspeth McConnell Fine Arts Award (2022) Recipient of the FARR Grant (2023)	2017-2020	<b>Dawson College</b> Technique, Graphic Design  Designer on the college's paper, The Plant (2018-2019) Co-head of the graduating vernissage committee (2020)
EXPERIENCE	2024-2025	<b>Humanise Collective</b> Contract Art Director, Senior Designer	Contracted to create impactful pitch decks, to develop creative strategies, and to contribute to campaigns for clients including Desjardins, Foundation Lise Watier, and Cadillac Fairview.	
	2022-2025	<b>The Study Agency</b> Art Director, Senior Designer	Led the creative development of brand identities, marketing campaigns, and visual systems while mentoring junior designers and overseeing quality control. Partnered closely with production teams to develop impactful visual executions.	
	2021-2022	<b>Mid-Day Squares</b> Junior Graphic Designer	Contributed to packaging development alongside a design studio and independently produced social media and in-store advertising materials for a CPG rebrand. Worked closely with marketing teams to maintain consistent visual direction.	
	2020-2022	<b>Concordia Fashion Business Association</b> Designer, Art Director	Led the rebrand of a university committee while creating event materials, managing social channels and newsletters, and directing photoshoots to strengthen overall visual communication.	
	2019-2020	<b>NimiNimi</b> Graphic Artist	Worked alongside a scarf designer to translate her concepts into production-ready digital designs, while also supporting socials and email communications.	
	2018-present	<b>Freelance</b> Art Director, Designer, Illustrator	Provided freelance design services specializing in posters, event materials, and branding.	
SKILLS		Adobe CC, Figma Branding Layout design	Social content design Art direction Creative strategy	