

SPENCER VAN WOUDENBERG

CONCEPTUAL ART DIRECTOR AND DESIGNER

INFO

647-213-2058

Spencervanwoudenberg@gmail.com

[Portfolio Site - Spencervan.com](#)

[Linkedin - Spencer Van Woudenberg](#)

REFERENCES

Available upon request

EDUCATION

George Brown College

Graphic design

2015 - 2019

George Brown College

Art and design foundation

2014 - 2015

SKILLS

Concept-driven designer with strong foundations in typography, color theory, and visual storytelling.

Align creative concepts with client objectives through strategic thinking.

Lead motion, video, print, and OOH projects from concept to execution, including storyboarding, animatics, on-set art direction, and final production.

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) and Figma.

Strong communication and client-facing skills, including presenting concepts, pitching ideas, and collaborating with clients and stakeholders.

AWARDS

Bronze Epica Award (Public Interest - Environment).

"Signed, Seared, Delivered"
Climate Emergency Unit.

CAREER EXPERIENCE

Blackjet - Art Director

June 2024 - December 2025

- Led art direction and concept development across an integrated client roster including The Globe and Mail, Climate Emergency Unit, Muskoka Brewery, Invest Ontario, and a roster of real estate development brands, delivering strategically driven campaigns across digital, social, OOH, experiential, print, and CRM while maintaining a high standard of craft and brand consistency.
- Conceptualized, art directed, and designed the award-winning "Signed, Seared, Delivered" campaign for Climate Emergency Unit. A low-budget national initiative that translated strategic insight into a participatory climate action platform, generating online momentum, national press coverage, and a Bronze Epica Award (Public Interest - Environment).
- Owned projects end-to-end, combining art direction with hands-on graphic design to develop brand identities, logos, and integrated campaigns for real estate and development clients, guiding work from concept through production across social, OOH, transit (TSA), digital, and experiential executions.
- Served as primary Art Director on The Globe and Mail account, developing strategy-led creative concepts for brand campaigns, Globe Events, and Globe Cruises, and confidently presenting and defending work to senior stakeholders throughout the creative process.
- Partnered closely with copywriters, strategists, designers, and production teams to develop insight-driven creative ideas, guiding projects from concept through launch while navigating feedback, upholding brand integrity, and ensuring a high level of craft and production feasibility across executions.

Naked Creative - Art Director

August 2021 - June 2024

- Led art direction across national clients including The Globe and Mail, The Princess Margaret, Quark Expeditions, and CST, delivering integrated campaigns.
- Oversaw the full production lifecycle, collaborating with designers, illustrators, animators, and production partners to ensure creative vision translated consistently across all executions.
- Played a key role in evolving The Globe and Mail's visual direction to engage audiences under 35, shaping brand expression across channels and design systems and leading projects hands-on through execution.
- Led creative development for new business pitches, turning original campaign concepts into wins across multiple sectors.

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CAREER EXPERIENCE

Innocean Canada - Freelance Art Director

September 2021 - December 2021

- Served as a freelance art director for Innocean, contributing to creative projects for Kia Canada and Kia Canada After-Sales business.
- Brought a national retail campaign for the 2022 Kia Seltos to life, overseeing creative development across broadcast, online video, social media, onsite activations, point of sale, and CRM.
- Collaborated closely with video director and production teams to bring creative concepts to life on set, overseeing casting, wardrobe, vehicle presentation, and visual composition, while ensuring alignment with client brand guidelines.
- Worked with photo retouchers to enhance vehicle photography and maintain brand consistency across all marketing materials.

GTB Canada - Art Director

August 2019 - August 2021

- Served as art director for Ford Canada retail and Ford Canada parts and service businesses, overseeing art direction across various mediums including broadcast, online video, social media, onsite activations, point of sale, direct mail and CRM.
- Brought "Make Every Part Count" to life by collaborating with a video production team to interview real Ford Technicians, and film their every day lives.
- The "Make Every Part Count" campaign achieved a 7.3% sales increase above adjusted COVID-19 objectives and a 2-3% increase in retention scores surpassing objectives. Brought national retail sale campaigns to life in the Ford Year End Event and Ford Trade and Upgrade Event.
- Collaborated with BBDO Canada on retail creative for the 2021 Escape, partnering with Theo Skudra, photographer for Drake, to distinguish the vehicle's identity.