

JAKE CARTER

VISUAL ARTIST, DESIGNER & CREATIVE DIRECTOR

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JOB EXPERIENCE

CREATIVE DIRECTOR

FTI Brands - (2024 - Present)

As the Creative Director at FTI Brands, a Vancouver-based cosmetics company, I lead the development and growth of a portfolio of skincare brands. I oversaw a multidisciplinary creative and marketing team, guiding projects from concept through launch to ensure each brand aligns with market trends, consumer needs, and company vision. My responsibilities included defining brand positioning, creative direction, and go-to-market strategies, while collaborating with product development, sales, and external partners. I managed campaign rollouts, digital content, and packaging design to create cohesive, high-impact brand experiences that drive engagement and revenue growth.

ART DIRECTOR

Everplay Ltd - (2021 - 2024)

In my role as Art Director and at Everplay, I oversaw multiple projects from the initial creative phase to completion and delivery. I started as a Lead Graphic Designer and was slowly promoted to Art Director as the company expanded. I managed a department of seven, including graphic designers, web developers, and social media specialists, and was responsible for producing content that enhanced the company's brand, visual aesthetic, and marketing strategy. On a daily basis, I conducted one-on-one meetings with my team to ensure deadlines were met, providing feedback and direction on current projects. I managed our project dashboard and reported directly to the VP and CEO, delivering project updates and receiving guidance on upcoming initiatives. I created briefs for each project, presenting detailed outlines of key milestones and developed creative direction and strategies that aligned with our brand values.

LEAD GRAPHIC DESIGNER

Best Service Pros - (2019 - 2021)

As the Lead Graphic Designer for Best Service Pros, I created visual assets for four Canadian offices, aligning them with the company's branding and marketing goals. My responsibilities included designing promotional, social media, and internal communication graphics to ensure a cohesive visual identity. I developed pitch decks to support client campaigns, managed website content, and worked with marketing to create targeted ad graphics. This role deepened my understanding of how visual communication drives business goals and enhances brand presence.

GRAPHIC DESIGNER/APPAREL & GARMENT DESIGNER

Varsity Apparel - (2018 - 2019)

At Varsity Apparel, one of Canada's largest collegiate clothing manufacturers, I designed apparel for major universities and colleges such as BCIT, UBC, Guelph, Cap University, University of Toronto and more. I worked closely with manufacturers to discuss materials and designs, ensuring products met quality standards and each school's unique branding needs. This role blended creativity and collaboration, producing visually appealing, market-ready apparel

PROFILE

Experienced Creative Director with a demonstrated history of Project Management. Skilled in the Adobe Suite, Leadership Skills, and an eye for executing high level Brand Development for new and existing companies.

EDUCATION

Graphic Design Degree

Vancouver Collage of Art and Design

CERTIFICATES

BCIT

- Marketing Management Certificate
- Digital Photography Certificate
- Business Management Certificate

Brain Station

- Design Leadership Certificate
- UI Design Certificate
- UX Design Certificate
- Product Management Certificate
- Social Media Marketing Certificate