Jason Zante

Multidisciplinary Designer

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416.833.4067

Summary

A seasoned graphic designer and professional artist with over 8 years of experience crafting impactful visuals for print & digital. An expert in production design, campaign design, layout, content creation for social media & commercial photography.

Experience

Freelance Graphic Designer

Jason Zante Inc.
2022 - Present | Markham, ON

- Designs press-ready, digital and print materials for public-facing platforms, including publications, packaging, social media content, presentation decks, and web design, for clients in hospitality, transportation, arts and culture, and education.
- Produced social assets that strengthened personal company's online presence, growing 25,000 followers organically on Instagram and resulting in 20+ brand partnerships and client commissions.

Professional Artist

Jason Zante Inc.
2020 - Present | Markham, ON

- Executed 10+ temporary and permanent public art mural installations, enhancing public spaces and increasing local engagement and foot traffic by 40% across Ontario cities in Toronto, Ottawa, and Niagara.
- Completed 20+ commissioned projects for esteemed clients, including the City of Toronto, The Four Seasons Hotel Toronto, Cadillac Fairview, BMO, CIBC, TD Bank, The Globe and Mail, Scotiabank Arena & Union Station.
- Collaborates with art consultants, interior designers, architects, and contractors on public art installations, with budgets ranging from $10,000 to $200,000 CAD.

Graphic Designer

King & Bay
2019 - March 2022, Toronto, ON

- Established design guidelines to strengthen brand image across social media platforms and the company website, resulting in a 30% increase in client bookings.
- Led social media marketing strategies for Instagram, improving overall engagement & attracting 10k+ new followers in the first year.
- Supported the artistic direction of seasonal fashion campaigns and produced photography, video, print, & digital deliverables.

Skills

Design

Print & Digital
Publication Design
Marketing Design
Social Media
Brand Identity
Editorial Design
Product Photography

Tools

Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Acrobat
MS Office Suite
Mailchimp
Squarespace
Figma

Education

Bachelors of Design
in Graphic Design
OCAD University
2017- 2020 | Toronto, ON