

## About

A multidisciplinary artist and typophile, her fascination lies in visual expression of the written word. Jenny has operated her own freelance illustration + design studio for over 12 years. Her roster of clients include **The Royal Conservatory of Music, VerveGirl Magazine, Cosmo Girl Magazine, Quo Cosmetics, Slice Network, Shops at Don Mills, and The Bay.** Jenny's love for illustrated narratives keeps her up at night working on personal projects including a tongue-in-cheek comic book about heartbreak and a series of typographical posters illustrating her favorite hip hop lyrics. Jenny is also a committed daily Ashtanga Yoga practioner and teaches Vinyasa Yoga classes at **Tula West Yoga & Spa** on weekends.

## Professional Experience

### 1998 to Present **Jenny McCracken Design + Illustration**

#### Graphic Designer + Illustrator

- independently owned/operated freelance design + illustration company specializing in branding, print design, web graphics, editorial design + illustration
  - devising + managing budgets + timelines with an efficient sensibility
- [ [www.jennymccracken.com](http://www.jennymccracken.com) ]

### Nov-Dec 2010 **The Royal Conservatory of Music** | Toronto

#### Marketing Communications Associate (contract position)

- responsible for the design + print production of brochures, ads, web banners, invitations, environmental graphics + *MOTIF Magazine*
  - designed box office digital signage
  - designed 2010.11 & 2011.12 Concert Season launch presentation for media & press conferences
- [ [www.rcmusic.ca](http://www.rcmusic.ca) ]

### 2007-2008 **Smith Roberts** | Toronto

#### Designer + Production Co-ordinator

- design + production on all accounts with a focus on newspaper, out-of-home, P.O.P. + direct mail
  - sourced suppliers + managing production tasks + deadlines
  - prepared creative presentations + new business proposals
  - performed light administrative duties
- [ [www.smithrobertsandco.com](http://www.smithrobertsandco.com) ]

### 2006-2007 **St. Joseph Media** | Toronto

#### Central Marketing Designer

- conceptualized + designed advertorial campaigns for *Toronto Life, Fashion + Wish* Magazines
- [ [www.stjoseph.com](http://www.stjoseph.com) ]

- 2004-2006** **Fuel Advertising** | Toronto  
Designer, Illustrator + Photography Art Director  
The Bay account:
- Layout of retail flyers, direct mail, *BELLE* Magazine & P.O.P.
  - Photography direction for print material
  - Illustration for The Bay's special promotions
- [ [fueladvertising.com](http://fueladvertising.com) ]
- 2003** **Butterfield & Robinson** | Toronto  
Photo Editor, Designer + Illustrator  
[[www.butterfield.com](http://www.butterfield.com)] ]
- 1998-2002** **Weddingbells Magazine** | Toronto  
Editorial Designer

## Education

- 1995-1999** **ONTARIO COLLEGE OF ART & DESIGN** | [Communication + Design](#) | Toronto
- courses focused on print design, typography, graphic design, illustration, history, critical media studies + art theory
- 1993** **PARSONS SCHOOL OF DESIGN** | [Fine Arts](#) | Paris, France
- courses focused on art history, art theory, concept development, drawing + painting

+ REFERENCES AVAILABLE UPON REQUEST