

# Jaimie

# Hallarn

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An **Associate Creative Director, Designer, and Writer** who gets brands to do great work, grabbing the attention of audiences through campaigns that make impact. **12+ years** working in creative and advertising for clients like **Apple TV+, Sephora,** and **Zillow**, a track record of eyeball snatching results, and recognition from the likes of Strategy, the Canadian Marketing Awards and CBC News.

## Thinkingbox / AntiSocial Solutions

**Associate Creative Director, Sept 2022 – Present**

- Helped grow Thinkingbox / Antisocial in 2022 – 24 leading creative from the new Toronto office
- Lead the creative for campaigns from agencies largest clients – Zillow, Silver Jeans, and Jasper
- Developed, pitched, and won work from new clients – Apple TV+, and Dr. Oetker
- Built out and mentored a team of designers, writers and content creators

## Sephora Canada

**Art Director, 2018 – 2022**

- Lead concept, art direction and design for brand & product campaigns – Holiday, Lunar New Year, Mother's Day, etc.
- Developed creative for the first ever award winning campaigns for the brand in Canada – National Indigenous History Month & Diwali
- Sephora Canada named Brand of the Year by Strategy Online in 2021 based on creative developed
- Partnered with agencies to produce largest Canadian brand campaign – We Belong to Something Beautiful
- Built out and lead fully in-house creative team of designers and writers

## Fusion Design Group

**Team Lead, Art Director, 2012 – 2018**

- Art directed creative projects and managed relationships with clients
- Lead a team of creatives in design process from conceptual stage through to production
- Specialized in print, identity and digital design

## Recent Awards

**Canada Marketing Awards – Gold Winner:**

**Meta Business Equality Award, National Indigenous History Month Campaign (NIHM), 2022**

**Strategy Online – Multicultural Special Jury Prize: D&I, National Indigenous History Month Campaign, 2022**

**Retail Council of Canada – First Prize: Retail Marketing, We Belong to Something Beautiful, 2021**

**Strategy Online – Silver: Multicultural Category, Diwali & Lunar New Year Belong Campaigns, 2021**

**The Association of National Advertisers – Category Winner: Rising Multicultural Segments, National Indigenous History Month Campaign, 2021**

**Strategy Online – 2021 Brand of the Year, Sephora Canada**

## Recent Press

**Strategy Magazine – 2021 Brand of the Year**

**CBC News – Sephora's (NIHM)**

**Fashion Magazine – Sephora Canada Reveals Its (NIHM)**

**Strategy Magazine – Sephora plays the storyteller for Lunar New Year**

**Fashion Magazine – Sephora Canada Launches First Diwali Campaign**

## Education

**George Brown College, Toronto, ON**

Advanced Digital Design, Advanced Diploma, 2011 – 2012

**Georgian College, Barrie, ON**

3 Year Graphic Design, Advanced Diploma, 2008 – 2011