

LYNNE RENNIE

BA, BFA, BDes, MPS | Creative Director • Designer • Educator • Design Researcher

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EDUCATION

Master of Professional Studies in Branding (MPS) | 2025

The School of Visual Arts – New York, NY, USA

Bachelor of Design in Communication Design, Honours (BDes) | 1994

Nova Scotia College of Art and Design University (NSCAD) – Halifax, Nova Scotia

Bachelor of Fine Art in Painting, Honours (BFA) | 1992

Nova Scotia College of Art and Design University (NSCAD) – Halifax, Nova Scotia

Bachelor of Arts in English Literature (BA) | 1989

University of Calgary – Calgary, Alberta

PROFESSIONAL EXPERIENCE

Founder, Creative Director, Rocket Design Creative – Calgary, Alberta | 2026 to Present

- Independent design and retail business developing and selling original products, including my own *Drawn to Canada* collection of Canadian-themed illustrations.
- Responsible for creative direction, product development, production, e-commerce website, order fulfillment, and wholesale development, digital marketing, and social media.
- Website: www.drawntocanada.com Instagram: [@DrawnToCanada](https://www.instagram.com/DrawnToCanada)

Design Director and Brand Manager, G.L. Black Group – Calgary, Alberta | 2021 to Present

- Brand development, brand management and positioning, visual design systems, including signage and wayfinding, for a diversified portfolio of companies, balancing corporate coherence with the needs of individual business units.
- Advertising, digital marketing, content strategy, website design, social media, events, and internal communication initiatives in collaboration with managers, vendors and cross-functional teams.

Design Director and Brand Manager, Cococo Chocolatiers – Calgary, Alberta | 2010 to 2021

- Led brand redevelopment following a change in ownership, balancing existing brand equity, innovation, regulatory requirements, and ethical sourcing within a premium fine chocolate and consumer-goods context.
- Directed product development and naming, designed new packaging systems, custom mould design, email marketing campaigns, print marketing campaigns, e-commerce design and development, product photography, product copywriting, blog writing, CRM, and branded customer experiences.

PROFESSIONAL EXPERIENCE (CONTINUED)

Design Director and Masterbrand Lead, Getty Images – Seattle, Washington, USA | 2000 to 2003

Design Director, EyeWire, Inc. – Calgary, Alberta | 2000 to 2003

- Managed the in-house Design Studio at EyeWire / Getty Images in Calgary, and I was Design Lead for Getty Images' Global Masterbrand Re-branding Project in Seattle, WA.
- Led team responsible for the creation and implementation of the global Getty Images brand, as well as the creation, management, and implementation of the graphic standards on global and regional levels; creative direction on a variety of projects for several global Getty Images brands.
- Projects included: 24 catalogues per year; In-box promotions and product resource books; product packaging; other print loyalty/marketing materials, and international advertising campaigns.

Senior Designer, Karo Design – Calgary, Alberta | 1997 to 2000

- Design lead on a variety of projects including corporate identity and branding; interior design and 3-d graphics; museum signage and wayfinding; annual reports, and corporate collateral.

Marketing Designer, Children's Books, HarperCollins Publishers – New York, NY, USA | 1994 to 1997

- Catalogue design; point-of-purchase 3-d displays; posters, giveaways, and other marketing materials.

PROFESSIONAL DEVELOPMENT AND SPECIALIZED TRAINING

Mentorship and Wellbeing

Bilateral Mentorship Training | 2024

The Lola's Collective – Calgary, Alberta; Mentorship training with a focus on women entrepreneurs.

Certified Trainer – The Inquiring Mind Post-Secondary (TIM PS) | 2021

The Mental Health Commission of Canada (MHCC)

Credentialed to facilitate campus-wide training on resilience, stigma reduction, and the Mental Health Continuum Model.

Sensory, Product, and Material

Professional Chocolatier Certificate | 2018

École Chocolat Professional School of Chocolate Arts – Vancouver, British Columbia

Mastering Chocolate Flavour Certificate | 2019

École Chocolat Professional School of Chocolate Arts – Vancouver, British Columbia

Mastering Chocolate and Cannabis Certificate | 2020

École Chocolat Professional School of Chocolate Arts – Vancouver, British Columbia

Sommelier, Level 1 | 2019

Wine & Spirit Education Trust (WSET) – Calgary, Alberta

PROFESSIONAL EXPERTISE

Skills: Brand Strategy • Brand Design • Brand Management • Brand Research • Market Positioning • Creative Direction • Packaging Design • Illustration • Copywriting • Integrated Campaigns • Digital and Social Strategy • Stakeholder Engagement • Course and Curriculum Development • Design Pedagogy • Critical Theory • Academic Writing • Public Speaking.

Tools and Platforms: Adobe Creative Cloud (plus selected AI-assisted creative tools within Adobe Creative Cloud) • Figma • Procreate • Padlet • CapCut • Microsoft 365 • Google Workspace • Klaviyo • Google Analytics • SEMrush • Shopify • Wix • Canva • Meta Business Suite (Instagram, Facebook) • YouTube • Social Media Analytics • ChatGPT • Claude.

Languages: English; French (beginner).

ACADEMIC APPOINTMENT AND TEACHING

Instructor, School of Visual Communication Design, Alberta University of the Arts – Calgary, AB | 2002 to Present

Courses Developed and Taught:

Advanced Brand Design: Product Identity and Packaging – GRPH 407

2025, 2026 • Fall terms

Advertising I – GRPH 305

2026 • Winter term

Brand Design 1 – GRPH 301

2026 • Winter term

Advanced Graphic Design II: Product Identity & Packaging – VSCD 411

2016, 2017, 2018, 2020, 2021, 2022, 2023, 2024 • Fall terms

Advanced Graphic Design III: Brand – VSCD 421

2017, 2018, 2019, 2021, 2022, 2023, 2024 • Winter terms

Public Design, Portfolio Development – VSCD 413

2002, 2004 • Fall terms

Design Processes – VSCD 320

2004 • Winter term

Design Fundamentals – VSCD 101

2003 • Fall term

Introduction to Design – DESV 126

2002 • Fall term

INSTITUTIONAL SERVICE AT ALBERTA UNIVERSITY OF THE ARTS

Faculty Participant, Caring Futures in Art and Design Education Workshop | September 29, 2026

SSHRC-funded collaborative research project exploring how care might serve as a central organizing principle for reimagining the future of postsecondary art and design education in Canada.

Professional Advisory Committee, School of Visual Communications | 2020

Scholarship Selection Committee

- Brent Robinson Kilroe Scholarship for International Studies | 2020, 2019, 2018
- Steve Vadnai Memorial Scholarship | 2019, 2018
- Bernard Franklin Stockl Memorial Scholarship | 2019, 2018

Focus Group Participant for New Alberta University of the Arts Brand Identity | 2019

ACADEMIC RESEARCH INTERESTS

Branding • Semiotics • Cultural Theory • Visual rhetoric • Design pedagogy • Civic and National Identity • Place-making

RESEARCH AND CREATIVE PRACTICE

Drawn to Canada | Creator and Principal Illustrator and Writer | 2025 – present

Ongoing illustrated storytelling and cultural-research project examining Canadian identity through everyday symbols, objects and visual narratives. Developed from a sustained daily drawing practice into a body of 165+ illustrated essays and related public-facing work. Website: www.drawntocanada.com / Instagram: [@DrawnToCanada](https://www.instagram.com/DrawnToCanada)

In Principle, We Profit: Target Corporation | [MPS Branding Thesis, School of Visual Arts](#) | July 2025

Practice-based, small-group thesis was an inquiry into whether brands can act with principle and remain profitable. The thesis focused specifically on the American brand Target Corporation.

Through brand research, cultural analysis, and business-brand strategy, my thesis team developed a values-led repositioning and “turn-around” strategy for Target.

CONFERENCE PRESENTATIONS AND SCHOLARLY ACTIVITY

Presenter, Interrogating Canadian Identities Conference, York University, Toronto | August 11, 2026

Presentation examining Canadian identity as an intertextual and intersectional visual system through Drawn to Canada. Paper title: “Access Points to Identity: Intertextuality, Intersectionality, and the Persistence of Canadian Symbols.”

Guest Speaker, DesCan (Professional Designers of Canada), Calgary, Alberta | June 16, 2026

Title of presentation: “What Must Packaging Do Better Than Ever Before?”

Panel Host and Moderator, “Building A Career That Lasts”, Alberta University of the Arts | February 5, 2026

Conceived, assembled, and moderated a panel bringing together three Calgary creative practitioners whose varied career paths demonstrated different approaches to building and sustaining a creative career through adaptability, perseverance, and professional evolution.

Panel Host and Moderator, “Beyond the Brief: Swank Collective” | January 28, 2026

Hosted and moderated a student-organized panel featuring a local design collective, supported student organizers through professional organization, facilitation, and guided discussion.

SELECTED ESSAYS AND PUBLIC WRITING

Rennie, Lynne. "[A Semiotic View of National Identity](#)", 2026

Rennie, Lynne. "[The Price of Recognition](#)", 2026

Rennie, Lynne. "[A Nation In Draft](#)", 2026

Rennie, Lynne. "[Paradox Packaging: When Design Turns Meaning Upside Down](#)", 2025

Rennie, Lynne. "[Reflective Practice: Teaching From Both Sides](#)", 2025

Rennie Lynne. "[Moral License & Packaging](#)", 2025

FORTHCOMING EXHIBITIONS AND RESEARCH-CREATION

Drawn to Canada – Solo Exhibition

Calgary Public Library, Central Library, Calgary, Alberta | April 2027

Drawn to Canada – Group Exhibition

The51, Calgary, Alberta | November 2026

Drawn to Canada – Group Exhibition

NVRLND, Calgary, Alberta | September 2026

FORTHCOMING SCHOLARLY PRESENTATIONS AND INVITED TALKS

Drawn to Canada – Invited Presentation, "Access Points to Identity: Intertextuality, Intersectionality, and the Persistence of Canadian Symbols."

Alberta University of the Arts, Calgary, AB | Fall 2026, date tbd

Drawn to Canada – Invited Presentation, "Hot Dogs and Hot Takes" Speaker Series

The Confluence Historic Site & Parkland, Calgary, AB | Fall 2026, date tbd

PUBLICATION PROJECTS IN DEVELOPMENT

"Feminist Perspectives in Design" – Case Study

Case study based on my course "GRPH 407: Product Identity and Packaging" at Alberta University of the Arts, in preparation for Elizabeth Resnick's forthcoming publication exploring feminist perspectives and practices in design education. Bloomsbury, projected 2027.

"Interrogating Canadian Identities" – Journal and/or Edited Volume

Potential contribution to a proposed publication developed from papers presented at the 2026 Interrogating Canadian Identities conference.

SELECTED PUBLICATIONS AND COMMISSIONED EDITORIAL

Maclean's Magazine | Commissioned Illustrated Feature, "[A History of Canada in 24 Objects, by Lynne Rennie](#)"
Published July 2026

PRINT Magazine | "[Drawn To Canada: 100 Days by Lynne Rennie](#)"
Published December 2025

MEDIA COVERAGE AND INTERVIEWS

The Confluence Historic Site & Parkland, Calgary, Alberta | "[Fundraising Through Art: Lynne Rennie and the Residential School Memorial](#)"
Published August 11, 2026;

CBC.ca Video | "[Artist draws 100 symbols of Canadiana](#)"
Published July 8, 2025

CBC.ca News | "[Degrassi, MuchMusic and the North American house hippo: Artist draws 100 symbols of Canadiana](#)"
Published June 30, 2025

CBC Radio | [Live On-Air Interview, Calgary Eye Opener with Loren McGinnis](#)
Aired June 30, 2025

Canadian History Ehx Podcast | "[The 1988 Calgary Olympics](#)", Featured Guest
Podcast Published February 3, 2026

PROFESSIONAL AND COMMUNITY SERVICE

- **Volunteer**, DesCan (Design Professionals of Canada) | 2026
- **Chair**, Board Selection Committee, NSCAD University Alumni Association | 2026
- **Communications Officer**, Alberta University of the Arts Faculty Association | 2025 to Present
- **Secretary**, NSCAD University Alumni Association | 2025 to Present
- **Selection Committee**, Price Awards for Excellence in Teaching, NSCAD University Alumni Association | 2025
- **Volunteer Designer**, Alcove Addiction Recovery for Women – Calgary, AB | 2013 to 2025
- **Volunteer**, Bridgeland-Riverside Community Association – Calgary, AB | 2017 to 2020
- **Artist Selection Advisor**, Bridgeland-Riverside Community Mural Project – Calgary, AB | 2020
- **Consultant**, Bridgeland-Riverside Flyover Park Playground and Public Space – Calgary, AB | 2020
- **Board Member**, Bridgeland-Riverside Community Association – Calgary, AB | 2017 to 2019

AWARDS AND HONOURS

- **Finalist**, Communication Arts Magazine, Illustration Awards | 2026
- **Lauren Zaleski MVP Award**, MPS Branding Class of 2025, School of Visual Art | 2025
- **Award of Merit**, National Post/Design Exchange Awards for Corporate Identity, Glenbow Museum | 2000
- **Finalist**, Alberta Venture Magazine, Most Enterprising Employee in the Category of Community Service | 2000
- **Finalist**, Catalog Age, Business to Business Best Catalog Category for the monthly EyeWire Catalogue | 2000
- **Ad Rodeo**, Best Community Service Piece, Animal Rescue Foundation | 2001
- **Financial Post Awards**, Gold for Best Environment Reporting, Nortel Networks | 1999
- **Ad Rodeo**, Best Packaging, Adobe Studios | 1997
- **Joseph Beuys Scholarship** for creative excellence, NSCAD University | 1994