

Jennifer Hall | Office Manager & Product Designer

The logo for the Traffic Injury Research Foundation (TIRF) is an orange diamond shape with the letters "TIRF" in white, bold, sans-serif font inside.

Professional memberships

Member of the Canadian Association of Road Safety Professionals (CARSP/ACPSP)

The Traffic Injury Research Foundation (TIRF) mission is to be the knowledge source for safe road users and a world leader in research, program and policy development, evaluation, and knowledge transfer. TIRF is a registered charity and depends on grants, awards, and donations to provide services for the public.

Visit www.tirf.ca

Jennifer Hall is the Office Manager & Product Designer with the Traffic Injury Research Foundation (TIRF) since 2012. She has a Diploma in Business Management Accounting from Cabot College of Applied Arts, Technology & Continuing Education. Jennifer ensures the smooth running of the office and assists with improving company procedures and day-to-day operations. She organizes and coordinates administrative duties and office procedures to help ensure TIRF products are produced in a timely manner and according to TIRF's brand standards. Jennifer collaborates with other TIRF staff on media, fundraising, finance, travel and research to help complete tasks, meet deadlines, and to share resources. As Product Designer, she ensures all communications and publications produced by TIRF are consistent in look and feel to reflect the overall brand of TIRF and its educational resources.

Career highlights:

- > Jennifer has 23 years experience in the field of office administration and management.
- > Responsible for ensuring TIRF's brand is reflected in all public-facing materials, including co-brands with partners.
- > Designs the layout for all TIRF reports, fact sheets, reports, infographics and social media ads.
- > Update design elements to remain current to produce modern-looking assets.

Academic highlights:

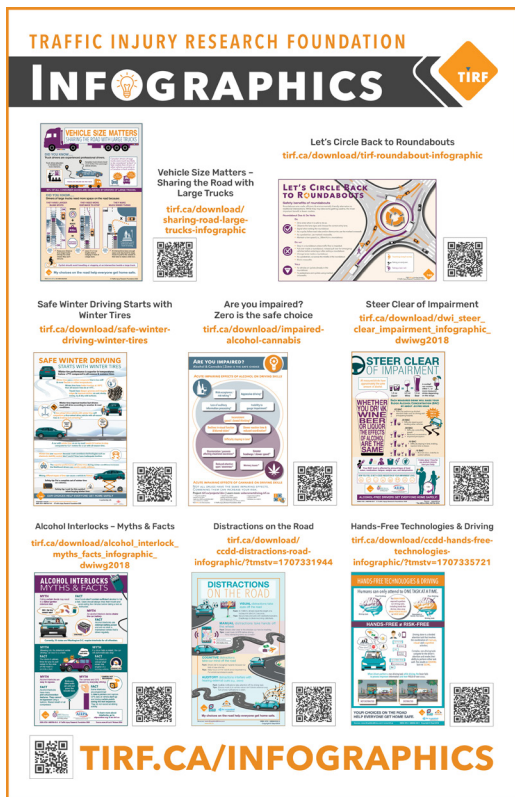
- > Diploma in Business Management Accounting from Cabot College of Applied Arts, Technology & Continuing Education



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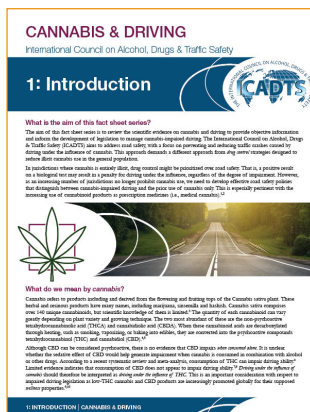
For more information about
TIRF visit www.tirf.ca

A selection of materials designed by Jennifer:



Cannabis & Driving 1: Introduction (2022)

Traffic Injury Research Foundation



Research on the Impacts of Automated Speed Enforcement in Rwanda to Develop Recommendations for African Countries (2024)



TIRF Educational Resources

Action2Zero
action2zero.tirf.ca

Community-Based Toolkit
for Road Safety Campaigns
[tirf.ca/projects/
community-based-
toolkit-road-safety-
campaigns](http://tirf.ca/projects/community-based-toolkit-road-safety-campaigns)

Drug-Impaired Driving
Learning Centre (DIDL)
druggeddriving.tirf.ca

GDL Framework Safety
Center
gdlframework.tirf.ca

Brain on Board
brainonboard.ca

Wildlife Roadsharing
Resource Centre (WRR)
wildliferoadsharing.tirf.ca

Sober Smart Driving
sobersmartdriving.tirf.ca

Young and New Driver
Resource Centre
yndrc.tirf.ca

Alcohol Ignition Interlock
Curriculum for Practitioners
aic.tirf.ca