

**Education**

University of Minnesota, Minneapolis MN > Graduated: Fall 2001  
B.S. in Graphic Design > Minor in Photography

**Computer Skills**

+ Adobe InDesign + Adobe Illustrator + Adobe Photoshop + Adobe Acrobat  
+ Adobe Lightroom + Adobe Premiere + Final Cut Pro  
+ Microsoft Office Suite + HTML + Apple & Windows OS + Basecamp

**Work Experience**

**Creative Director** 2/2013-Present > Professional Litho > Minneapolis, MN

- + Lead through example with consistent work ethic, attitude, and professionalism, resulting in a more efficient processes, happier staff, better designs, and a successful department that takes pride in its work.
- + Manage all aspects of media design and utilization, including content development, promotional strategies, budgetary considerations, and deadline adherence across all channels, including print, web, and interactive media. Streamlined processes lead to deeper and stronger collaboration with partners and clients.
- + Partner with sales staff and other cross-functional teams to execute aspects of product development and niche positioning, participating heavily in all process stages - planning, development, design, and brand promotion.
- + Research, screen, and strategically integrate various resources and partnerships to improve the cost-benefit relationship and maximize client satisfaction.
- + Provide graphic design solutions that are strategic, thoughtful, and elegant, in order to achieve maximum impact and communication goals. Coupled with a thorough understanding of production processes and best practices, provided a key differentiator for a majority of our clients.

**Senior Art Director (Contract)** 2013 > Medtronic > Mounds View, MN

- + Oversaw development and implementation of branding, logo design and corporate communication strategies through tactical assessment and analysis of target markets and clients.
- + Partnered with operations staff and other cross-functional teams as needed to execute aspects of product collateral development participating heavily in all process stages including conception, design and production.
- + Addressed key client queries and resolved them in an expedited manner while communicating status updates across all teams.
- + Acted as a liaison between clients, vendors, marketing consultants and other members of the executive management to ensure client satisfaction and timely implementation.

**Creative Manager/Staff Photographer** 2010-2012 > Cambria > Eden Prairie, MN

- + Managed the Creative Services Department and the workflow of projects moving through our group while ensuring a high-level of design that was consistent with the brand style.
- + Established new requisition processes that helped streamlined the communication process between the marcom team and the creative department.
- + Developed strong relationships and delivered strategic creative solutions for marketing and brand stakeholders
- + Designed, developed and managed the internal brand standards for Cambria and its subsidiaries marketing media, including print, photography, and interactive.
- + Lead Photographer. Responsible for photographing, lighting, and staging of locations for use in marketing and tradeshow collateral.



**Work Experience**

**Senior Art Director 2008-2010** > Best Buy Corporate > Richfield, MN

- + Created and maintained the core Best Buy and Geek Squad brand identity and styles for print, web and video.
- + Led the creative concept and creative review for the national and Spanish insert pages.
- + Created strategy documents to guide design process and ensure alignment between Best Buy and its agency partners.
- + Managed internal project teams to ensure store business concept, design strategy, brand identity executed to company standards.
- + Directed in-house creative team of art directors, copywriters, production artists, and freelancers.
- + Presentation of brand strategy and rationale to internal departments.
- + Acted as the IT liaison for Design Department and corporate IT to facilitate new software rollouts, software testing, and overall trouble shooting.

**Implementation Project Manager 2007-2008** > Optum Health > Golden Valley, MN

- + Responsible for the implementation of projects and products across all market segments for new and existing business.
- + Managed and executed implementation of products with customers, channel partners, vendors, and internal stakeholders.
- + Maintained project plans enabling others to track progress or implementation.
- + Managed an implementation team to assure on-time completion.

**Art Director 2005-2007** > Thomson West > Eagan, MN

- + Created advertisements, brochures, posters, tradeshow graphics, logos, and direct mail.
- + Managed outside vendors for print, web and photography assignments.
- + Designed web graphics for the company's external and internal websites.
- + Developed and managed the internship program for the Creative Services department.
- + Assisted the company's IT department to troubleshoot computer issues for Apple users.

**Art Director / Staff Photographer 8/2004-9/2005** > Park Tool Co. > Saint Paul, MN

- + Produced and photographed the Park Tool Big Blue Book of Bike Repair, the company's first instructional manual, with 233 pages and over 600 how-to photographs.
- + Built and developed brand awareness through logo creation, public relations materials, and advertising campaigns.
- + Photographed company products for both print and digital formats.
- + Redeveloped the company's website that included a renewed design and an updated backend user interface based on a database format.

**Other Activities**

- + Mentor for University of Minnesota Mentor Program
- + Judge for the Minnesota Magazine Publication Awards
- + Gold, Silver and Bronze winner for the Minnesota Magazine Publication Awards

