

NATALIE JANSSEN

ART DIRECTOR + CREATIVE STRATEGIST

PROFILE

Demonstrated experience and success as a creative conceptual thinker.
Passionate about strategy and creating work based on uncovered human insights.
Constantly curious and dedicated to staying culturally and intellectually aware.
Eight years of agency, client-side and freelance experience as a designer.
Bachelors degree in Fine Arts from The University of Newcastle, Australia.

CONTACT	EXPERIENCE
<p>PHONE: 612-655-3323</p> <p>EMAIL: JANSSEN.NR@GMAIL.COM</p> <p>WEBSITE: NATALIEJANSSEN.COM</p>	<p>FREELANCE ART DIRECTOR</p> <p>CATAPULT MARKETING Minneapolis, MN November 2016–Present</p> <ul style="list-style-type: none">· Leverage human and business insights to develop strategic creative platforms for product retail activations.· Design and execution of print, digital, and social promotional materials, with an emphasis on shopper marketing solutions.· Clients include: Burt's Bees, Green Works, Clorox, Kellogg's, and Nestle.
<p>EXTRA CREDIT</p>	<p>STRATEGY & CREATIVE INTERN</p> <p>ZEUS JONES Minneapolis, MN June 2016–September 2016</p> <ul style="list-style-type: none">· Worked with a team on product innovation for a Fortune 500 Company deriving insights from extensive qualitative and quantitative research and developed strategic creative directions based on those insights.· Established a brand purpose and personality to guide the product development and design of a new product.· Created a strategic creative platform for product launch activation.
<p>ASSOCIATE DIRECTOR EMERGING DESIGNERS, AIGA MINNESOTA July 2011–July 2013</p> <p>Led small group of dedicated volunteers in the development of programming for designers in their first 5 years after graduation from design school.</p>	<p>FREELANCE CREATIVE STRATEGIST</p> <p>BOREALIS WOOL CO. Minneapolis, MN January 2015–December 2016</p> <ul style="list-style-type: none">· Acted as consultant for Creative Strategy and Brand Development
<p>EDUCATION</p>	<p>DESIGNER</p> <p>PERISCOPE Minneapolis, MN March 2015–January 2016.</p> <ul style="list-style-type: none">· Worked with creative teams to develop strategic campaigns and identities.· Created both print and digital tactics based off company brand guidelines.· Art-directed product photo shoots and oversaw production to ensure high quality end result.· Clients included: Cox Communications and Walgreens
<p>MINNEAPOLIS COLLEGE OF ART & DESIGN</p> <p>Certified Courses in Graphic Design, Product Design and Illustration</p>	<p>FREELANCE GRAPHIC DESIGNER / ART DIRECTOR</p> <p>BI WORLDWIDE Minneapolis, MN June 2014–January 2015</p> <ul style="list-style-type: none">· Clients included: Verizon, Comcast, Coke, Time Warner Cable, and Express Scripts.
<p>MINNEAPOLIS COMMUNITY AND TECHNICAL COLLEGE</p> <p>Certified Courses in HTML and CSS</p>	<p>KNOCK, INC. Minneapolis, MN May 2013–April 2014</p> <ul style="list-style-type: none">· Clients included: Target Grocery, The Firm, and Christmas Tree Shops along with art direction of presentations for new business.
<p>THE UNIVERSITY OF NEWCASTLE Newcastle, NSW, Australia BFA - 2002, Major in Photography</p>	<p>INDIVIDUAL PROJECT CLIENTS TrialGraphix, Datamyx, and CPMI Inc.</p> <p>SENIOR CREATIVE DESIGNER</p> <p>SUPERVALU Minneapolis, MN August 2011 - May 2013</p> <ul style="list-style-type: none">· Developed look and feel of first unified identity for all of SuperValu's brands.· Led creative development of strategic promotional campaigns centering around key business objectives.· Art directed photography for seasonal and promotional campaigns.· Effectively presented and sold creative visions to executive teams.