
Collaborative and resourceful designer with a focus on brand development, marketing principles, and strategic thinking.

EXPERIENCE **FREELANCE DESIGNER & STRATEGIST**

Various clients • 2006–present

- Collaborate with clients to create compelling solutions that perform, engage and delight.
- Build solutions from concept to completion, including identity systems, websites, packaging solutions, print and interactive marketing collateral.
- Work with a range of clients, including educational institutions, small businesses and political figures.

ART DIRECTOR

Media Junction • Saint Paul, MN • April 2016–August 2016

- Created and documented Media Junction's brand identity, voice and photography guidelines. Presented to company leadership to universal approval.
- Art directed videos for both clients and internal marketing content.
- Designed websites, landing pages, and web graphics for clients, advising clients on marketing and design best practices along the way.

SENIOR MARKETING DESIGNER

The Nerderly • Bloomington, MN • April 2012–April 2016

- Spearheaded company visual rebrand, working with company leaders to define goals and negotiate requirements. Directed designers, writers, and strategists in producing company brand guidelines. Lead design team on redesign of company website on a tight six-week deadline.
- Trained and managed designers. Devised and implemented new processes and workflows for the creative team.
- Designed high performing marketing content including eBooks, webinars, sales presentations, case studies and blog posts with conversion rates exceeding best-in-class benchmarks.

BRAND MANAGER & GRAPHIC DESIGNER

Sweets Bakeshop • Minneapolis, MN • 2010–2012

- Implemented a complete brand and website redesign, resulting in increased website traffic and a 300%+ rise in wedding orders, the business's highest valued clients.
- Developed social media and online presence, cultivating brand awareness and loyalty.

SKILLS

Proficient in the current Adobe Creative Suite (Photoshop, Illustrator and InDesign) as well as prototyping tools Sketch and Invision. Experience with a variety of marketing tools and platforms, including WordPress, Craft, MailChimp, Basecamp, HubSpot, Unbounce and Microsoft Office.

EDUCATION **A.A.S. DEGREE IN GRAPHIC DESIGN**

Minneapolis Community and Technical College • Minneapolis, MN