

experience

assigned + achieved

Minnesota Physician Publishing

Art Director

July 2017 to Present

assignment:

Direct, design and produce a monthly publication dedicated to the Minnesota health industry. Other tasks include designing the marketing material and the website.

highlight

A complete redesign of the website with an upgraded responsive design in progress to incorporate the publication in a subscription format.

Freelance

Art Director

Graphic Designer

Production Artist

July 2009 to July 2017

assignment:

Worked for four agencies plus a variety of small companies

highlights: agency + accounts

- Oglivy Mathers/Lacek Group — Starwood Hotels, Ford and Dupont Pioneer
- Linnihan Foy — Morris Automotive Group
- deZinnea — 3M
- Bingo Theory — Fingerhut.com

Target

Senior Interactive
Designer/Art Director

April 2005 to July 2009

assignment:

Art direction and design for the Home section of the Interactive Marketing department. Concept and presenting ideas. Managing and conducting photo shoots. Liaison between internal staff and outside partners to ensure the purity of the company's brand.

highlights:

- Creative partner to introduce and sustain an interactive lifestyle photography campaign for the Target.com Home selling pages.
- Grew campaign budget 300% over three years based on customer interaction results.
- Motivated by increased sales and exposure, manufacturer funding grew 200% for the Target.com Patio Furniture photo budget.
- Created and presented a photo animation concept for mini-sites that became the brand standard for 2.5 years.

Furnishings Magazine

Art Director

Graphic Designer

Production Artist

January 2004 to April 2005

August 1997 to January 2003

assignment:

Art direction and graphic production management of a local full color magazine devoted entirely to the modern home. Concept, design and produce marketing materials including interactive to ensure the brand's integrity.

highlights:

- Integral contributor to help the magazine grow from a 16 page black and white rag stock publication to a 64 page full color glossy.
- Creatively oversaw the redesign of the magazine three times.

City Pages

Advertising Art Director

January 2003 to January 2004

assignment:

Direct the advertising design/marketing work performed by a crew of five designers. This involved initiating ad concepts including copy writing, design and implementation.

yes, it repeats more details to tally dally

experience

assigned + achieved

Freelance

Art Director

Graphic Designer

Production Artist

July 2009 to July 2017

assignment:

Worked for four agencies plus a variety of small companies as an Art Director, Graphic Designer and Production Artist.

highlights:

Ogilvy Mathers/Lacek Group - Minneapolis

Worked on the following accounts.

Dupont Pioneer

- New print advertising campaign
- Sales sheets
- Magazine
- Expo signage

Starwood Hotels

- Brochures and sales sheets
- Web banners

Ford

- Emails
- Web banners
- Owner Advantage Rewards website

Carnival Cruises

- Brochures
- Web banners

deZinnea - St. Paul

Worked on the **3M** account.

- Animated 3D presentation for a city water cleaning and coating process
- Animated 3D presentation for a new HDTV screen polymer product

Linnihan Foy - Minneapolis

Worked on the **Morries Automotive Group** account.

- Animated web banners for Ford and Subaru

Bingo Theory - Minneapolis

Worked on the **Fingerhut** account.

- Lay out of the selling pages on Fingerhut.com after a complete redesign

Sentyrz Market - Minneapolis

Sentyrz Market is an independent 3rd generation owned grocery store.

- Concept, create and maintain a website featuring weekly specials
- Conduct a photo shoot to personify "personal service from a real person"
- Create a special guest club called "Sentyrz Social" to start and maintain a weekly email specials campaign
- Create the digital graphics necessary to push the overall campaign on social media

yes, it repeats more details to tally dally again

experience

Target

Senior Interactive
Designer/Art Director

April 2005 to July 2009

assigned + achieved

assignment #one

Refresh Team, the weekly update of all selling the pages on Target.com.

responsibilities:

- Scheduling and distribution of workload to a team of six designers
- Creative review of all pages for accuracy and brand correctness
- Meet weekly with Site Marketing and the merchants to decide if the proposed content/products will work creatively to reach our shared goals
- Worked through two complete redesigns

assignment #two

Art direction and design for the Home section of Target.com.

responsibilities:

- Concept and present creative ideas
- Manage and conduct photo shoots
- Liaison between internal staff and outside partners to ensure the purity of the company's brand

highlights:

- Creative partner to introduce and sustain an interactive lifestyle photography campaign for the Target.com Home selling pages
- Grew campaign photography budget 300% over three years based on customer interaction results
- Motivated by increased sales and exposure, manufacturer funding grew 200% for the Target.com Patio Furniture photo budget
- Created and presented a photo animation concept for mini-sites that became the standard for 2.5 years

Furnishings Magazine

Art Director
Graphic Designer
Production Artist

January 2004 to April 2005

August 1997 to January 2003

assignment

Art direction, graphic design and production management of a local full color magazine devoted entirely to the modern home. Concept, design and produce marketing materials including interactive to ensure the brand's integrity.

highlights:

- Integral contributor to help the magazine grow from a 16 page black and white rag stock publication to a 64 page full color glossy
- Creatively oversaw the redesign of the magazine three times

yes, it repeats more details to tally dally the last time

City Pages

Advertising Art Director

January 2003 to January 2004

assignment

Direct the advertising design work performed by a crew of five designers and oversee the creative marketing efforts for City pages overall.

responsibilities:

- Scheduling and distribution of workload to a team of five designers
- Creative review of all pages for accuracy and sales initiative goals
- Create campaigns for advertising clients and City Pages
- Partner with sales staff to meet with existing or potential clients and present campaign concepts

spotArt Gallery

Owner

January 2002 to January 2012

assignment

To start and grow an art gallery in NE Minneapolis that encompasses the energy of the twin cities art scene including established artist and giving emerging artist an opportunity to the present their work.

responsibilities:

- Initiate and maintain a mission to support local art
- Create a brand to carry the mission's message
- Design and maintain all marketing materials including website
- Build out and prepare the gallery space to present artist's work
- Manage the gallery's operations
- Recruit artists and talent
- Schedule and curate art shows
- Hang and present artist's work
- Sell artwork

highlights:

- Hosted and presented over 70 art shows
- Hosted and presented over 150 visual artists
- Hosted and presented over 20 musical acts
- Sold artwork at every opening until the last year
- Worked with a St. Paul gallery to create a across the river synergy with showing artists