

ART DIRECTOR & DESIGNER

Helping users and businesses achieve their goals through modern and engaging designs.

Seeking a purpose-driven role to make a meaningful impact on the world, I am eager to leverage creative leadership and strategic design skills for projects aligned with a broader mission of positive change. Decisive by nature, I thrive on translating client goals into creative visions and ensuring efficient execution. I drive projects forward, constantly enhancing user experiences through streamlined processes and creative design. My belief in the power of collaboration and communication ensures project success by maintaining transparency and consensus, meeting all business requirements, deadlines, and budgets.

AREA OF EMPHASIS

- Visual Design (Graphic, UI, Interaction)
- Brand Identities
- Copywriting / Messaging
- User Experience Design
- Email Campaigns / PPC / Social Media
- Project Management
- Wireframes / Mockups / Prototypes
- Newsletters / Brochures / Flyers
- Staff / Client Management

PROFESSIONAL EXPERIENCE

[Art Director / Designer](#), 2014 to present
DigitalParc – Minnetonka, Minnesota

[Assistant Marketing Director](#), 2016 – 2017
Always Lucy Strong – St Paul, Minnesota

[Online Marketing Specialist](#), 2007 – 2014
ADG Promo – Hugo, Minnesota

[Web Designer](#), 2005 to present
Freelance – Woodbury, Minnesota

SELECTED ACHIEVEMENTS

- Assisted well over **100+ clients** with sharing their brands and stories across multiple platforms and channels
- Managed a team of five including developers, copywriters and design interns
- Enhanced market presence utilizing various online marketing techniques, resulting in **\$150,000** in trackable bookings
- Increased email list by **500%** from 4k to 19k
- Modernized branding efforts with targeted email campaigns, resulting in a consistent **19-20% open rate** and **5% CTR**
- Successfully launched several new product collections and brands

TECHNICAL PROFICIENCY

[Software / Tools](#): Adobe Creative Cloud (Adobe XD, InDesign, Photoshop, Illustrator, Premier Rush); Figma; Microsoft Office (PowerPoint, Word, Excel); G Suite; Google Analytics; Google Ads; CMS (Wordpress, Squarespace, Wix); ECMS (WooCommerce, Shopify, BigCommerce, Magento); Biteable; Survey Monkey; Basecamp; Mailchimp; Zoho Campaigns; Trello; Toggl; HTML; CSS

EDUCATIONAL BACKGROUND

[Bachelor's Degree of Fine Arts](#), 2001 – 2005
College of Visual Arts – St Paul, Minnesota