

Emilie Rainsberry

Art Direction | Graphic & Web Design | Branding | Digital Marketing



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Professional Experience

Rain Designs, Inc | Founder, Senior Art Director, Senior Graphic Designer

01/2003 – Present

Freelance projects include designing brand identity for restaurants and entertainment venues, along with numerous special event materials, including wedding invitations and announcements. Worked with a NFL athlete on his foundation and created a website for a NBA/WNBA team photographer.

Target | Senior Production Designer

03/2019 – 01/2025

Worked alongside the Promotions Team of creative professionals helping deliver Target's dynamic, inventive and unmistakable storytelling to its massive global audience through the weekly ad. Designed covers and page layouts that engaged and excited the guests and delivered a connected digital experience. The weekly ad features key moments while highlighting top offers for toys, electronics, home decor and more. Concepted creative solutions through art direction in ways that challenged conventional thinking to exceed business and marketing objectives. Managed all project assets and coordinated the retouching process. Additional work, on the Style Team, included creating digital and social assets, in-store marketing, and direct mail collateral. Collaborated with fellow art directors, copywriters, agency partners and global partners to execute layout revisions and created presentation decks for partner and leadership reviews. Attended photo shoots with creative teams to provide detailed crop information and on-set layout revisions. Worked alongside the Social and Motion Creative Teams to bring stories to life in the digital space.

True Talent Group | Senior Graphic Designer

03/2018 – 03/2019

Executed creative designs for print and digital marketing, social media, environmental graphics, video storyboards, point-of-sale, and email campaigns for Hearth & Home Technologies and Cushman & Wakefield.

L3Harris Commercial Aviation | Senior Graphic Designer

12/2012 – 12/2017

Lead designer and art director for all marketing materials from print collateral and logos to environmental graphics and user interface/user experience design (UI/UX) for a leading airline pilot training company. Created and managed brand guidelines and directed photo shoots and video production. Developed, designed, and managed websites with responsive design.

Minnesota Timberwolves & Minnesota Lynx | Graphic Designer

01/2006 – 12/2012

Designed print collateral aiding in the marketing efforts for professional sports teams. Spearheaded brand guideline alignment for all departments. Led design of advertisements, logos, packaging, brochures, presentations, posters, direct mail collateral, banners, flyers, annual reports, media guides, web promotions, email campaigns, vehicle wraps, environmental graphics, in-arena signage, digital outdoor signage, and apparel. Directed photo shoots with high profile NBA and WNBA athletes. Managed numerous junior designers with hands-on mentorship while encouraging and inspiring their creativity.

Target Center | Graphic Designer

01/2006 – 12/2012

Created corporate identity to enhance brand awareness of one of the top entertainment venues in Minnesota. Designed signage to aid in navigating millions of patrons annually. Branded concession stands with environmental graphics and signage utilized by thousands yearly. Designed flyers, advertisements, posters, and logos for internal and external promotions.

Professional Summary

Dedicated to shaping cohesive, creative designs, with a drive to produce stunning, innovative work that delivers results. Brings energy and flexibility to every project, whether in digital or print marketing or web development and design. Collaborates with cross-functional teams to conceptualize campaign strategies that communicates the organization's marketing objectives. Experienced in fast-paced, high-demand environments, managing multiple projects, with tight deadlines, while keeping a keen eye for detail and accuracy. Specializes in corporate identities and branding — including social media assets, environmental graphics, signage, presentations, and user interface/user experience design (UI/UX). Skilled in capturing compelling imagery by art directing photo shoots and enhancing and refining digital images using photo retouching techniques to create polished images. Committed to understanding the client's personality and voice and delivering high-quality work that propels their brand forward. Motivated and eager to expand my professional development and continue to build my design execution knowledge by staying current on trends and following industry best practices.

Core Skills

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat Pro, Stock, Bridge), Figma, Sketch, Canva, Microsoft 365 Suite (Word, Excel, PowerPoint, Outlook, OneDrive, Teams), Zoom (remote collaboration, virtual meetings, presenting, training sessions)

Achievements & Volunteer Experiences

- Worked on a Target Circle Week campaign acquiring over 2 million new members.
- Received multiple American In-house Design Awards in the national publication, Graphic Design USA. Competed with over 4,000 submissions of creative work.
- Motivated students at the University of Minnesota in the Design Mentorship Program.
- Collaborated with colleagues while on the Board of Directors for the Women in Sports Leadership Council.
- Inspired students as a Creative Mentor for Art Buddies. Currently serves on the advisory board for this non-profit organization that empowers hundreds of kids yearly.

Education

Bachelor of Science in Graphic Design
University of Minnesota

College of Design, Minneapolis, MN