

# EMILIE RAINSBERRY

Art Direction | Graphic Design | Branding | Digital Advertising



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## Professional Design Experiences

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

1.2003 – 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 Creative | Senior Production Designer

3.2019 – 1.2025

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 guest 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

3.2018 – 3.2019

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 UI/UX design 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

1.2006 – 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 while motivating and inspiring their creativity.

### Target Center | Graphic Designer

1.2006 – 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.

## Summary

I'm passionate about design and its powerful impact. In every project, from digital or print marketing to web design, I'm driven by this passion to create work that's meaningful, effective and delivers results. I approach every project with energy and flexibility, always prepared for creative challenges. My experience in fast-paced, high-demand work environments lends itself to my dynamic approach in all that I do.

I specialize in corporate identities, digital marketing and promotions including social media, brand campaigns, presentations, web development and UI/UX. I've been instrumental in capturing compelling imagery while directing photo shoots used for marketing materials, environmental graphics and signage.

My career goal is to continue to devote my energy to understanding client needs and delivering high-quality work that propels brands forward.

## Technical Skills

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

## Key Achievements & Volunteer Experiences

- Worked on a Target Circle Week campaign where over 2 million new members were acquired
- Received multiple American In-house Design Awards in Graphic Design USA
- Collaborated with youth as a Creative Mentor and Advisory Board Member for Art Buddies
- Motivated students at the University of Minnesota for the Design Mentorship Program
- Inspired coworkers while on the Board of Directors for the Women in Sports Leadership Council

## Education

**Bachelor of Science in Graphic Design**  
**University of Minnesota (Graduated 2005)**  
College of Design, Minneapolis, MN