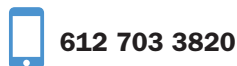




Emilie Rainsberry

Art Director + Designer



Innovative and creative professional with extensive experience in fast-paced entertainment and corporate environments. Equally talented in creating print advertising, web design and UI/UX. Highly organized, dependable and detail-oriented, with dedication to flawless design. Generates superior work under incredible deadlines.

CORE COMPETENCIES

- Graphic Design
- Creative Concepting
- Project Management
- Integrated Campaign Design
- Brand Strategy
- Event Promotion
- Design Review
- Vendor Sourcing

TECHNICAL AND CREATIVE SKILLS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, Bridge
- Microsoft Office: Excel, PowerPoint, Word, Outlook
- Drupal
- Mac and PC

PROFESSIONAL EXPERIENCE

Rain Designs, Inc. | Minneapolis, MN

2003 – Present

Founder

Freelance creative director and designer. Designed brand identity for restaurants and entertainment venues, along with numerous special event materials, including wedding invitations and baby announcements.

- Collaborated with Minnesota Vikings player on the Foundation 50 Campaign: Erin Henderson's Foundation for Sickle Cell Disease.
- Designed website for NBA Team Photographer for the Minnesota Timberwolves and Minnesota Lynx.
- Created brand identity for The Auto Shop including logo, business cards, flyers and signage.
- Worked with a popular entertainment venue in the heart of Minneapolis to create corporate brochure for Mill City Nights and logo for The Nether Bar.
- Created corporate identity for Chicken and Waffles restaurant located on trendy First Avenue, Minneapolis.
- Designed promotional poster for country artist Shane Wyatt.

L3 (Formerly Aerosim Technologies) | Burnsville, MN

2012 – 2017

Senior Graphic Designer

Lead designer for all marketing materials from print collateral and logos to environmental graphics and UI/UX design. Created and managed brand guidelines and attended press checks to review and approve proofs. Directed photo shoots and contributed to video production.

- Managed creative projects from concept through completion.
- Created user interface for pilot training applications for tablets and PCs.
- Developed, designed and managed websites with responsive design.
- Designed presentations leading to multimillion-dollar sales of flight simulator devices.
- Created online advertising and marketing materials for worldwide Be a Pilot Career Expo campaigns.
- Designed environmental graphics and coordinated trade shows both domestically and internationally.
- Produced vehicle wraps for vans, buses and aircrafts.
- Coordinated production schedules with numerous print vendors.
- Managed graphic design internship program by providing guidance and oversight of project work flow.

PROFESSIONAL EXPERIENCE CONTINUED

Minnesota Timberwolves and Minnesota Lynx | Minneapolis, MN

2006 – 2012

Graphic Designer

Designed print collateral aiding in the marketing efforts for professional sports teams. Managed creative projects from concept through completion. Monitored brand guideline alignment for all departments. Directed, inspired and motivated creative service assistants.

- Led design of advertisements, logos, packaging, brochures, posters, direct mail pieces, banners, flyers, annual reports, media guides, web promotions, email campaigns, vehicle wraps, environmental designs and apparel.
- Designed brand campaigns for television, publications, in-arena signage, billboards, digital outdoor signage and websites timberwolves.com and lynxbasketball.com.
- Designed Lynx Championship logo for the 2011 season that was featured on player apparel, banners, signage and online.
- Prepared branded materials for corporate sponsorship presentations for the Target Center Renovation.
- Used communication skills to manage client relationships between various departments.
- Directed photo shoots with high profile NBA and WNBA athletes.

Target Center | Minneapolis, MN

2006 – 2012

Graphic Designer

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 multiple concession stands with environmental graphics and signage utilized by thousands.
- Supported numerous event promoters to localize artwork for such shows as Disney On Ice, Harlem Globetrotters, WWE and Cirque du Soleil.
- Designed collateral for internal and external promotions.
- Created flyers, advertisements, posters and logos.

EDUCATION

Bachelor of Science – Graphic Design | University of Minnesota, Twin Cities

College of Design | Minneapolis, MN

ACHIEVEMENTS AND VOLUNTEERING

- Recognized for excellence in Graphic Design USA for Timberwolves and Lynx designs and for the creation of the identity system for Jecepts.
- Part of the team that created the Kevin Love Numbers campaign that was recognized by ESPN and Slam Magazine.
- Advisory Board Member and Creative Mentor for Art Buddies / Creatives for Causes.
- Volunteer experience for Feed My Starving Children, One Brick and Bundles of Love.
- Board of Directors for Franklin Station Townhomes.