



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

### Core Competencies + Technical Skills

- Art Direction & Graphic Design
- Brand Identity & Strategy
- Print & Social/Digital Marketing
- Web Design & UI/UX
- Integrated Campaign Design
- Adobe Creative Cloud
- In-Store Marketing
- Microsoft 365

### Achievements + Volunteer Experiences

- Design Mentorship Program: University of Minnesota
- Advisory Board Member & Creative Mentor: Art Buddies
- Board of Directors: Women in Sports Leadership Council
- American In-house Design Awards: Graphic Design USA

### Professional Experiences

#### **Target // Senior Production Designer** ————— **3.2019 – Present**

Working alongside a team of creative professionals to help deliver Target's dynamic, inventive and unmistakable storytelling to its massive global audience through digital and social assets, the weekly ad, in-store marketing and direct mail collateral. Concepting creative solutions through art direction in ways that challenge conventional thinking to exceed business and marketing objectives. Collaborating with fellow art directors, copywriters, agency partners and global partners to execute layout revisions and create presentation decks for partner and leadership reviews. Managing all project assets, overseeing retouching and creating print-ready files while working closely with separators and assisting in proofing mechanical files. Attending photo shoots with creative teams to provide detailed crop information and on-set layout revisions. Working alongside the social and motion creative teams to bring stories to life in the digital space.

#### **Rain Designs, Inc // Founder/Art Director/Designer** ————— **1.2003 – Present**

Freelance art director and designer. Designed 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.

#### **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.

#### **L3 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. Oversaw 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.

#### **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.

### Education

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

College of Design | Minneapolis, MN