

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
- Integrated Campaign Design
- Adobe Creative Cloud
- Print & Digital Marketing
- Web Design & UI/UX
- Vendor Sourcing & Management
- Microsoft Office

Education

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

College of Design | Minneapolis, MN

Professional Experiences

Target // Senior Production Designer _____ 3/2019 – Present

Work with a team of creative professionals to help deliver Target's dynamic, inventive and unmistakable storytelling to its massive global audience through direct mail collateral and social and digital assets. Collaborate with art directors, copywriters, agency partners and global partners to execute layout revisions and create presentation decks for partner and leadership reviews. Manage all project assets, oversee retouching process and create print-ready files while working closely with separators and assisting in proofing mechanical files. Attend photo shoots to provide detailed crop information and on-set layout revisions. Work alongside the social and motion creative teams to help bring stories to life.

Rain Designs, Inc // Founder, Art Director, Print & Digital Designer _____ 1/2003 – Present

Develop and design a range of print and digital materials. Specialize in brand identity, including: entertainment venues, restaurants and automotive companies. Created special event materials, including: wedding invitations, concert posters and announcements. Collaborated with an NFL athlete on brand identity for his foundation and created a website for an 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 Cushman & Wakefield and Hearth & Home Technologies.

L3 Commercial Aviation // Senior Graphic Designer _____ 12/2012 – 12/2017

Sole designer for all marketing materials from print collateral and logos to environmental graphics and UI/UX design for a leading airline pilot training company. Developed, designed and managed websites with responsive design. Collaborated on conceptual wireframes, user flows and designed mockups of user interfaces. Created and managed brand guidelines. Directed photo shoots and contributed to video production. Worked with printing companies and outside vendors to deliver digital files, proof layouts and oversee final production of deliverables.

Minnesota Timberwolves & Minnesota Lynx // Graphic Designer _____ 1/2006 – 12/2012

Designed print collateral aiding in the marketing efforts for professional sports teams. Led design of advertisements, logos, info-graphics, 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. Maintained and enforced brand consistency across all departments. Gained leadership in motivating, inspiring and training junior designers.

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 directional signage to aid in navigating millions of patrons annually. Branded concession stands with environmental graphics and signage. Designed flyers, advertisements, posters and logos for internal and external promotions.

Achievements & Volunteer Experiences

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