

Emilie Rainsberry

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



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Executive Summary

- *Led high-level design execution across print, digital, video, and social touch-points for major brands including Target, L3Harris, Minnesota Timberwolves and Lynx, and Target Center.*
- *Collaborated with cross-functional teams—including designers, writers, strategists, and external agencies—to support business objectives and enhance customer engagement.*
- *Reviewed and approved all creative assets, ensuring adherence to brand guidelines across all marketing channels.*
- *Defined and executed creative strategy for brand initiatives.*
- *Provided direct supervision of designers while fostering collaboration, innovation and encouraging creativity.*

Professional Experience

Department of Public Safety | Digital Media Specialist

11/2025 – Present (Saint Paul, MN)

- Provides visual communication products to raise public awareness and provide critical information about programs and services for internal and external audiences.
- Assists with print publications, websites, data visualizations, and digital assets.
- Collaborates with community partners, other state agencies, and internal teams to evaluate existing products and plan for adjustments.
- Delivers effective designs by understanding each project's goals, priorities, and audiences.
- Provides full-service visual design expertise and services for Department of Public Safety through the Office of Communications in multiple mediums.
- Manages assets in line with applicable state and federal policies and laws.

Rain Designs, Inc | Founder, Creative Director & Design Strategist

01/2003 – Present (Blaine, MN)

- Founded and scaled a freelance design practice, creating brand identities for numerous clients.
- Manage end-to-end client life cycles, including project scoping, contract negotiation, and budget management for projects.
- Directed the creative vision for brands, delivering cohesive visual identities that increase brand awareness.
- Execute omnichannel campaigns across print, digital, and social media.
- Oversee the entire creative process from concept to final delivery, ensuring 100% adherence to brand standards and client goals and objectives.

Target | Senior Production Designer

03/2019 – 01/2025 (Minneapolis, MN)

- Worked on the Promotions Team of creative professionals to deliver Target's dynamic, inventive, and unmistakable storytelling to its global audience through the digital weekly ad.
- Designed covers and page layouts that engaged and excited guests while delivering a connected digital experience.
- Concepted creative solutions through art direction that challenged conventional thinking and exceeded business and marketing objectives.
- Managed all project assets and coordinated the retouching process.
- Created digital and social assets, in-store marketing, and direct mail collateral as part of the Style Team.
- Collaborated with fellow art directors, copywriters, agency partners, and global partners to execute layout revisions and create presentation decks for partner and leadership reviews.
- Attended photo shoots with creative teams to provide detailed crop information and conduct on-set layout revisions.
- Partnered with the Motion Graphics Teams to bring stories to life in the digital space.

True Talent Group | Senior Graphic Designer

03/2018 – 03/2019 (Lakeville, MN & Minneapolis, MN)

- Executed creative designs across print and digital platforms for clients including Hearth & Home Technologies and Cushman & Wakefield.
- Developed marketing materials such as social media graphics, email campaigns, and point-of-sale displays that aligned with brand guidelines and campaign goals.
- Designed environmental graphics that enhanced brand visibility and supported experiential marketing efforts.
- Created video storyboards to guide motion design and visual storytelling for promotional content.

Professional Experience Continued

L3Harris Commercial Aviation | Senior Graphic Designer

12/2012 – 12/2017 (Burnsville, MN)

- Served as the lead designer and art director for all marketing materials for a leading airline pilot training company.
- Designed a wide range of assets, including print collateral, logos, environmental graphics, and user interface/user experience (UI/UX) for digital products.
- Created and maintained comprehensive brand guidelines to ensure consistency across all platforms.
- Directed photo shoots and video productions to support marketing campaigns and brand storytelling.
- Developed, designed, and managed responsive websites to provide an optimal user experience across devices.

Minnesota Timberwolves & Minnesota Lynx | Graphic Designer

01/2006 – 12/2012 (Minneapolis, MN)

- Designed print collateral to support marketing efforts for professional sports teams.
- Spearheaded brand guideline alignment across all departments to ensure consistency and cohesion.
- Led the design of a wide variety of marketing materials, including advertisements, logos, packaging, brochures, presentations, posters, and direct mail collateral.
- Created large-scale and experiential assets such as banners, flyers, annual reports, media guides, web promotions, email campaigns, vehicle wraps, environmental graphics, in-arena signage, digital outdoor displays, and branded apparel.
- Directed photo shoots with high-profile NBA and WNBA athletes to produce campaign imagery and promotional content.
- Managed and mentored junior designers, providing hands-on guidance and encouraging creative development.

Target Center | Graphic Designer

01/2006 – 12/2012 (Minneapolis, MN)

- 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.

Core Skills

Branding & Visual Identity

- Specializes in developing corporate identities and brand systems, including social media assets, environmental graphics, signage, presentations, and user interface/user experience (UI/UX) design.

Art Direction & Retouching

- Skilled in art directing photo shoots, creating set lists and mood boards, and applying advanced photo retouching techniques to produce compelling, polished imagery.

Design Tools

- Adobe Creative Suite—Illustrator, Photoshop, InDesign, Acrobat Pro, Stock, Bridge

Project & Time Management

- Proven ability to thrive in fast-paced, high demand environments by managing multiple projects under tight deadlines while maintaining strong attention to detail and accuracy.

Productivity & Collaboration

- Microsoft 365 Suite—Word, Excel, PowerPoint, Outlook, OneDrive, Teams and Zoom for virtual collaboration, presentations, and remote training

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's Degree, Graphic Design University of Minnesota

College of Design, Minneapolis, MN

