

Emilie Rainsberry

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



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PROFESSIONAL EXPERIENCE

Department of Public Safety | Digital Media Specialist (11/2025 – Present)

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 | Creative Director/Design Strategist (01/2003 – Present)

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. Spearhead the creative vision for brands, delivering cohesive visual identities that increase brand awareness. Execute omni channel 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)

Worked on 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 guests and delivered a connected digital experience. 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.

True Talent Group | Senior Graphic Designer (03/2018 – 03/2019)

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 user interface/user experience design (UI/UX) 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 & Lynx | Graphic Designer (01/2006 – 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 designers with hands-on mentorship while encouraging and inspiring their creativity.

EXECUTIVE SUMMARY

- Led high-level design execution across print, digital, social, and user interface/user experience (UI/UX) touch-points for major brands including Target, L3Harris, Minnesota Timberwolves and Lynx, and Target Center.
- Collaborated with cross-functional teams—including designers, copywriters, production partners, and external agencies—to execute cohesive creative for campaigns, marketing collateral, and branded environments.
- Directed photo and video shoots, providing on-set art direction and final production for marketing and promotional assets.
- Created brand systems and signage for large-scale venues and events, supporting high-profile activations and audience engagement.
- Managed designers through mentorship and design reviews, while coordinating production timelines, asset delivery, and quality control for print and digital outputs.

CORE SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat Pro, Stock, Bridge)
Microsoft 365 Suite (Word, Excel, PowerPoint, Outlook, OneDrive, Teams)

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