



## EXPERIENCE

### **RH DESIGNS** | 2011 – Present

#### Freelance Designer

- Independently manage entire process of design projects, from initial client meeting to end production and deliverables.
- Thoughtfully consider client needs, understand project needs, identify design challenges, then execute elegant, and holistic solutions.
- Communicate effectively with Marketing, HR, and Board of Director teams regarding requested changes and ideas.
- Produce high-quality digital and print materials, on time and on budget, that exceed client expectations.

### **Q CONSULTING** | 2021 – 2022

#### Contract Designer at Sleep Number

- Supported the in-house creative team by taking on projects across various marketing channels such as direct mail, email marketing, and in-store digital display.
- Produced high quality, on-brand layouts for direct mail pieces, reaching audiences of 200,000 to 1.3 million people to generate interest in promotional events and drive sales.
- Contributed to the development of new marketing materials with design concepts, graphics, and layouts that were implemented across marketing channels and resulted in high performing materials.
- Expertly worked within the guidelines of a complex brand with many product variations, features, and nuances that informed design content and layout.
- Quickly learned and adhered to the creative team's workflow, design processes, and branding best practices resulting in smooth project lifecycles.
- Established and maintained great working relationships with all team members I collaborated with, including copywriters, senior designers, contract designers, CRM and production marketing managers.

### **OLSON DESIGN GROUP (ODG)** | 2016 – 2019

#### Lead Designer

- Led a team of six designers to create digital graphic content for multiple large-scale and complex distance learning projects for the United States Army.
- Championed ways to improve efficiency by organizing the design team around project goals, developing concise solutions, and leading the team to outcomes that fulfilled project milestones and requirements.
- Fostered an environment of collaboration and inclusion that provided the creative team a safe place to fail fast and realize successes more quickly.
- Took initiative to gain in-depth understanding of the inner workings on each project to increase my effectiveness in guiding the team and pushing projects forward to successful completion.
- Collaborated effectively with developers, writers, and project managers through the lifecycle of each project to understand production strengths and limitations, how they impacted design, and how to enhance our approach to produce sophisticated results.
- Art directed the UX and UI of projects with mockups, style guides, global assets, and functional templates that fit project needs and worked with the given design limitations and project timeline.
- Promoted consistency of design elements and development processes between designers and developers across all elements of each project.
- Identified the need for better ODG branding, then initiated and led development of a logo refresh, style guide, and unified outgoing print and digital communications design for the company.
- Concepted, designed, and built motion graphics for ODG promotional videos while leading internal branding initiatives, resulting in an increased number of business leads.
- Art directed and implemented branding for a wine importing business venture called Blue Ice, owned by the founder of ODG. Implemented branding via print materials for marketing initiatives, wine tasting events, and a Squarespace website. The website served as the primary tool to showcase wine products, grape varietals, vineyards, countries of origin, and growing regions for all winery partners.

## EXPERIENCE

### **HOT DISH ADVERTISING** | 2014 – 2015

#### Art Director

- Collaborated effectively with the account team to assess project objectives then provide clients with quality designs and layouts to solve business needs.
- Understood client business strategy and B2B marketing goals to produce print and web materials that drove interest in clients' franchising opportunities.
- Managed production challenges with high attention to detail while staying true to the overall concept and achieving results that satisfied objectives for the account and creative teams.
- Led brand re-design for a municipal liquor store including a new logo and in-store signage that exceeded client expectations.
- Created print and digital content for clients, meeting all creative brief requirements. Designed materials included: promotional mailers, post cards, flyers, posters, retail window signage, e-blasts, banner-ads, and website layouts.
- Built and animated motion graphics for a promotional video to grab attention and increase interest in Hot Dish services.

## TECHNICAL SKILLS

- Photoshop, Illustrator, InDesign, Animate/Flash, After Effects, Bridge, Acrobat
- HTML, CSS, JavaScript, jQuery, WordPress, Squarespace, Bootstrap, Sketch, Web Optimization

## EDUCATION

### **A.A.S., GRAPHIC DESIGN & A.A.S., WEB DESIGN** | 2012

Minneapolis Community & Technical College

### **B.A., STRATEGIC COMMUNICATIONS IN ADVERTISING** | 2006

University of Minnesota, School of Journalism and Mass Communications  
International Study at University of Sussex - *Brighton, England*