

To whom it may concern:

I am an energetic and passionate designer with twenty years of experience in a wide variety of industries ranging from large corporations (including Best Buy and Target) to small communications agencies, as well as building and managing my own studio. In those varied positions I have had the opportunity to lead and build creative teams, style and direct photo shoots, and manifest brands for local, national, and international companies. My greatest strengths lie in teamwork and collaboration, speed of execution, creative concepting, and process implementation.

I pride myself on my strong communication skills and ability to deal with multiple job functions at once. I am an organized and deadline focused person who also understands the importance of brand. I am a mentor and team player dedicated to continued education and enrichment.

With my varied experience, I feel that I am a strong candidate for consideration. Along with my leadership skills, personality, project management and creativity; I bring an insatiable love of design and advertising. I look forward to speaking with you soon.

Thank you.

Alicia Sauer

## SYNOPSIS

Multi-faceted, high-energy creative-type with a love of variety and challenge who thrives in a fast-paced environment that embraces evolution. Passionate leader with a need to build and enhance brands through new thinking, strong positioning, and efficient processes.

## EXPERIENCE

### **Stratasys** | *Creative Program Manager*

*January 2018 - August 2018*

- Elevate the design of global brand materials
- Manage Global rebrand
- Build and communicate Creative Process and workflow
- Manage multiple design and writing projects for content team
- Review and assign projects and tasks to design team and writers

### **DecoPac** | *Art Director*

*May 2016 - January 2018*

- Design key customer special projects
- Design quarterly magalog with distribution of 10,000+ pc.
- Design product catalogs
- Concept and art direct photo and video shoots
- Build processes for training and day-to-day workflow
- Manage customer accounts and projects with team members
- Manage corporate brand, logos, marketing collateral

### **Der Punkt Creative Studio** | *Owner/Creative Director*

*February 2012 - May 2016*

- Strategic planning for brands
- Design logos, digital, print, consumer packaging and products
- Concept and art direct photo and video shoots
- Manage creative team
- Build processes for training and day-to-day workflow
- Acquire new clients and lead presentations
- Lead small business and personal brand training and workshops

*Clients:*

**MSP Communications, World Kitchen/Corelle,  
Midwest Seasons/CBK, Benilde-St. Margaret's,  
Adams & Brooks Candy, 3M, Holiday Stations,  
various small businesses and non-profits**

### **Slumberland Furniture** | *Art Director, September*

*2010 - February 2012*

- Design weekly circular ad layouts
- Concept, style and art direct photoshoots
- Design in-store signage, print collateral, online marketplaces, websites and emails

## LaBreche

*Design Director, October 2007 - January 2009*

- Direct creative teams
- Build and teach design processes for day-to-day workflow
- Design and present print, branding and digital projects to clients

## Best Buy Corporation

*Art Director, July 2005 - January 2007*

- Direct teams of designers and copywriters on a project basis
- Concept, design and present in-store signage and print collateral
- Build processes for day-to-day workflow of advertising

## Target Corporation

*Art Director, January 2001 - July 2005*

- Design weekly circular ad layouts
- Concept and art direct photoshoots for softlines departments
- Brainstorm events and marketing for licensing partnerships
- Concept and design in-store signage
- Design advertising collateral
- Manage and direct external agency partners
- Direct teams of photographers, production artists and copywriters

## Rainforest Cafe

*Graphic Designer, February 1999 - April 2000*

- Concept, present and design signage and advertising
- Create custom illustrations and custom font
- Direct photo shoots both in studio and on location

## The Foreign Candy Company

*Graphic Designer, May 1998 - November 1999*

- Design packaging and advertising collateral
- Illustrate characters for various candy brands

## Augustana College | Sioux Falls, SD

Bachelor of Arts, 1994-1998

Major: Studio Art - emphasis in graphic design

## EDUCATION

Joanne Brockington | *Lead Creative Strategist, Target*

847.372.0702

Ed Snyder | *Owner, SalusNorth*

491.819.8014

Geoffrey Haraway | *Photographer*

651.787.7509

## REFERENCES