

SYNOPSIS

EXPERIENCE

Big ideas. Bigger laugh.

Multi-faceted, high-energy creative leader with a passionate need to build and evolve brands utilizing new thinking, strong creative, and efficient processes.

Freelance | *Designer/Creative Director, February 2024-present*

Clients: Hill's Science Diet Pet Food, SAFCO/LDI, MN Rally to Read

The Lacek Group | *Senior Designer/Art Director, August 2018-February 2024*

Clients: Carnival Cruise Lines, Marriott Bonvoy, and PetSmart

- Concept and design print and digital campaigns
- Concept and art direct animation and video assets
- Create and manage brand style guidelines
- Manage timelines and expectations for multiple design projects
- Collaborate with cross-functional teams to build effective, data-driven communications, and increase response rates and engagement
- Present to clients and build ongoing, collaborative relationships
- Review creative routes, build client presentations, and estimate timelines
- Mentor associate creatives
- Manage team resources, budget and timelines for internal projects

Stratasys | *Creative Program Manager, January 2018-August 2018*

- Manage global rebrand
- Build and communicate creative process and workflow
- Review and assign projects and tasks to creative team

DecoPac | *Art Director, May 2016-January 2018*

- Design and edit quarterly magalog with distribution of 10,000+ pc.
- Art direct, and style photo and video shoots
- Build and communicate creative process and workflow
- Manage corporate brand, logos, and marketing collateral

Der Punkt Creative Studio | *Owner/Creative Director, January 2007-May 2016*

Clients: MSP Communications, World Kitchen/Corelle, Adams & Brooks Candy, 3M, Holiday Stations, local businesses, and non-profits

- Concept, pitch, design, and build brand strategy, logos/style guides, digital and print campaigns, and consumer packaging and products
- Art direct photo and video shoots
- Lead creative team of up to 6 people + ongoing freelance
- Lead small business and personal-brand training and workshops

Slumberland Furniture | *Art Director, September 2010-February 2012*

- Design weekly circular ad layouts
- Art direct, and style photoshoots
- Design signage, print collateral, online marketplaces, websites, and emails

LaBreche | *Design Director, October 2007-January 2009*

- Lead creative team of 3 + ongoing freelance
- Build and communicate creative process and workflow
- Concept and design branding/style guides and print and digital campaigns

Best Buy Corporation | *Art Director, July 2005-January 2007*

- Lead teams of designers and copywriters on a project basis
- Concept, design, and present in-store signage and print collateral
- Build and communicate creative process and workflow

Target Corporation | *Art Director, January 2001-July 2005*

- Design weekly circular ad layouts and in-store signage
- Art direct photoshoots for softlines departments and licensing partnerships
- Concept events and marketing for licensing partnerships
- Lead and collaborate with external partners

Rainforest Cafe | *Graphic Designer, February 1999-April 2000*

- Design menus, signage, advertising, and custom illustrations and fonts
- Art direct and style photoshoots
- Manage corporate brand, logos, marketing collateral

See LinkedIn profile for additional experience.

MN AdFed | *Silver Award winner 2022, Creative Director Special Event Materials*

MN AdFed | *Bronze Award winner 2024, Senior Designer Data-Driven Design*

Augustana University | *Sioux Falls, SD*

Bachelor of Arts, 1994-1998

Major: Studio Art - emphasis in graphic design

Tiger Porter | *Group Creative Director, The Lacek Group*

214.546.3693

Jenny Simon | *Account Supervisor, The Lacek Group*

214.546.3693

Heather Corbin | *Communication Manager, Abbott*

612.437.1609

AWARDS

EDUCATION

REFERENCES