

SYNOPSIS

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

EXPERIENCE

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

Clients: Carnival Cruise Line/Carnival Players Club, Marriott Bonvoy and PetSmart

- Concept and design print and digital (email campaigns and social media) communications for multiple global programs, audiences and teams
- Concept and art direct animation and video assets with motion graphics team
- Manage brand style guidelines
- Manage timelines and expectations for multiple design projects
- Collaborate with account, creative and client teams to build effective, data-driven communications and increase response rates and engagement
- Present to clients and build ongoing, collaborative relationships
- Assist Group Creative director in reviewing routes, building client presentations, estimating timelines
- Mentor associate creatives
- Creative direction of internal projects — manage team resources, budget and timelines

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 processes for training and day-to-day workflow
- Manage corporate brand, logos, 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

Der Punkt Creative Studio | *Continued*

- Build creative strategy for clients
- Design logos, digital, print, consumer packaging and products
- Concept and art direct photo and video shoots
- Manage creative teams
- Acquire new clients and lead presentations
- 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

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 and in-store signage
- Art direct photoshoots for softlines departments
- Brainstorm events and marketing for licensing partnerships
- Manage and direct external agency partners

See LinkedIn profile for additional experience.

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

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

Augustana University | *Sioux Falls, SD*

Bachelor of Arts, 1994-1998

Major: Studio Art - emphasis in graphic design

AWARDS

EDUCATION

REFERENCES

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