

## SYNOPSIS

**Big ideas. Bigger laugh.** I am a multi-faceted, high-energy creative leader with over 20 years of experience in a variety of corporations, agencies, and industries. I bring an award-winning eye for design paired with a mind for evolution and efficiency to every team. I thrive in a challenging and diverse environment with an entrepreneurial spirit and puzzles to solve.

## EXPERIENCE

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

*Clients: Hill's Science Diet Pet Food, SAFCO/LDI, MN Rally to Read, The Lacek Group/H&R Block*

- Develop and design UI/UX for SAFCO's new e-commerce rollout working with cross functional in-house teams
- Develop communication strategy and templates for The Lacek Group and H&R Block using Figma for national brand campaign email and web applications
- Create new infographics and illustrations for Hill's Science Diet using brand standards for national product rollout

**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 for Carnival Cruise Lines resulting in increased bookings and engagement over the course of 3<sup>1</sup>/<sub>2</sub> years
- Re-brand PetSmart Treats with in-agency and client partners including social media, in-store signage, email templates and launch guidelines
- Collaborate with cross-functional teams to build effective, data-driven communications and increase response rates and engagement for Carnival Cruise Lines, Marriott Bonvoy, and Pet Smart Treats
- Create and manage brand-style guidelines for Pet Smart Treats and Carnival Cruise Lines
- Manage timelines for multiple design projects for teams of 7+
- Lead presentations to clients and build ongoing, collaborative relationships
- Review creative routes, build client and trend presentations, and estimate timelines
- Manage team resources, budget and timelines for projects

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

- Manage global rebrand
- Build, design and implement social media strategy
- Build and communicate creative process and workflow
- Review and assign projects and tasks to creative team



## EXPERIENCE

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

- Design and edit quarterly magalog and supporting digital and social media
- 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

- Develop brand strategy and design for clients
- Concept, pitch, and art direct photo and video shoots for 3M Scotch Expressions Studio and Corelle/World Kitchen
- Lead small business, marketing, and personal-brand training and workshops
- Manage multiple new business pitches resulting in year-over-year growth resulting in sale of agency to partner in 2016
- Lead marketing, new client acquisition and operations

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

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

See my [LinkedIn Profile](#) for additional experience.

## PROFICIENCIES

Creative Strategy, UI/UX, Adobe Creative Suite, Figma, Sketch, Photo & Video Art Direction, Styling, Packaging, Store Signage, and more

## AWARDS

MN AdFed | Silver Award winner 2022, Creative Director Special Event Materials  
MN AdFed | Bronze Award winner 2024, Senior Designer Data-Driven Design

## EDUCATION

Augustana University | Sioux Falls, SD  
Bachelor of Arts, 1994-1998 | Major: Studio Art - emphasis in graphic design

## EXPERIENCE

Tiger Porter   Group Creative Director, The Lacek Group	214.546.3693
Jenny Simon   Account Supervisor, The Lacek Group	651.214.9186
Heather Corbin   Communication Manager, Abbott	612.437.1609

