

SYNOPSIS

Big ideas. Big results. 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.

EXPERIENCE

Creative Memories | *Designer, July 2025-present*

- Develop marketing assets for weekly product launches
- Direct and style photoshoots
- Photo editing and retouching
- Develop and animate social content using After Effects

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. Members Cooperative Credit Union

- Develop and design UI/UX for B2B e-commerce rollout using Adobe XD
- Develop strategy and templates for national brand campaign using Figma
- Create infographics and illustrations for national product rollout
- Design logos and brand materials

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

Clients: Carnival Cruise Lines, Marriott Bonvoy, and PetSmart

- Concept and design print, social media, and digital campaigns leading to increased engagement and sales
- Concept and art direct animation and video assets
- Create and manage brand style guidelines
- 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 multiple design projects

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
- 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, logos/style guides, digital/social media, print campaigns, and consumer packaging and products
- Art direct photo and video shoots
- Lead small business, marketing, and personal-brand training and workshops



EXPERIENCE

continued

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

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

- Partner with account team to pitch new clients and build design business
- Lead creative team of 3 + ongoing freelance
- Build and communicate creative process and workflow
- Concept and design branding, style guides, 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
- Partner with business unit team to create, brand and launch store-within-a-store concept, Best Buy for Business
- Build and communicate creative process and workflow

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

- Design weekly newspaper insert 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 agency partners

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

PROFICIENCIES

Creative Strategy, UI/UX, Adobe Creative Suite, After Effects, Figma, Sketch, Photo & Video Art Direction, Styling, Email and Social Campaigns, Signage

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

REFERENCES

Sarah Duncan | *Freelance Designer, former Creative Director* 612.715.4134

Jenny Simon | *Account Director, The Lacek Group* 651.214.9186

Heather Corbin | *Communications Manager, Abbott* 612.437.1609

