

Senior Graphic Designer:

Insightful, results-driven design professional with notable success designing a broad range of projects while participating in developing, analyzing and implementing design solutions using a user-centered design (UCD) process. Able to analyze and foresee how customers are likely to view a graphic design theme or style to the projects without compromising its objective. Excellent at providing comprehensive design solutions using a wide range of processes. Hands-on experience leading all stages of web and interactive and print projects. Ability to combine creativity and rationality to meet client needs and drive business success. Comprehensive design background including traditional art techniques as well as a professional knowledge of current design software.

Education:

Iowa State University, Ames, Iowa
Bachelor of Fine Arts Degree in Graphic Design

Hawkeye Institute of Technology, Waterloo, Iowa
Associate of Applied Arts Degree in Commercial Art

Qualifications:

Netten Design, St. Paul, Minnesota
Art Direction/Owner

Regis Corporation, Minneapolis, Minnesota
Senior Designer

June 2008–August 2009

Senior Designer of print campaigns, interactive programs and presentations with focus on the customer's needs. Projects required a technical functionality and visual sophistication to create campaigns that were operational, content manageable and adaptable to the changing brand managers' needs.

Clients included: Regis Salons, Carlton Hair International, Sassoon, Jean Louis David, Panopoulos, Style America, SmartStyle, Cost Cutters, MasterCuts, Promenade, TGF. Over 35 brands in all.

American Express, Minneapolis, Minnesota
Art Direction/Designer

October 2003–September 2006

Art-directed, designed, illustrated and produced of Flash-based campaigns, print campaigns, corporate training, animation and corporate identity programs. Worked directly on the Ameriprise Financial Identity Team.

InHouse Media, Minneapolis, Minnesota
Art Direction/Designer

November 1998–August 2003

Art-directed, designed, illustrated and produced projects ranging from print campaigns, interactive kiosks and video post-production. Worked directly with clients as well as with copywriters, script writers, video editors and project managers.

Clients included: Macy's, Lifetouch, Cenex, Ceridian, Control Data, Pillsbury.

