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Design/Marketing Experience:

Technical Label Specialist/ Graphic Designer (Contract)

Smiths Medical, Minneapolis, MN

August 2017 - Present

- Implemented label designs into production and verify program prints labeling correctly
- Ensured labeling meets barcoding standards for UDI and GS1.
- Designed features using label printing software to eliminate labeling mix-ups when software is generic for labels across a product line
- Designed and implemented labeling for production including database interaction, scripting, and font issues and identify and test new label printers.
- Implemented label printing program into production and verify program prints labeling correctly.
- Utilized label printing software to create printed product packaging labeling including barcode concatenation for product number, Lot & Serial Number, and Expiration and MFG Date. All printed Bar Codes must pass verification.

Graphic Designer (Contract)

Digital People, Minneapolis, MN

- On assignment for Allegra Design Print Mail

June 2017 - July 2017

- Edited artwork for clients to promote their company and events.
- Assist design team in production of graphic collateral, packaging, display, and advertising projects.
- Daily work in FlightCheck, Illustrator, InDesign and Photoshop.

Graphic Designer (Contract)

Creatis, Minneapolis, MN

- On assignment for Sign-Zone, Incorporated

March 2017 - May 2017

- Provided design and layout to clients that enhanced the company's identity and created a clear message at events of what they do.
- Worked with and managed vendors to arrange exhibit space.
- Produced crisp work in Adobe Illustrator that met company standards.

Production Designer (Contract)

Creatis, Minneapolis, MN

- On assignment for RBC Royal Bank

December 2016 - March 2017

- Designed and edited brochures and flyers for RBC while maintaining brand identity.
- Designed business cards for all RBC.

Graphic Designer (Contract)

Creatis, Minneapolis, MN

- On assignment for Sign-Zone, Incorporated

August 2016 - December 2016

- Edited artwork for commercial sale that was used in Sign Zone's website and brochures.
- Manipulated photographs that showcased Sign Zone's products and increased sales.
- Design and creation for tradeshow, event, and promotional products.
- Aided sales with marketing distribution collateral that helped them promote company products.
- Provided design and layout to clients.

Graphic Designer

S&F Corporation, Woodbury, MN

April 2015 - June 2016

- Managed design and production of all company visuals that were posted on-line on eBay, Amazon, and company website.
- Partnered with colleagues in photo shoots to get the best images possible.
- Effectively edited photographs for commercial sale of their product using Adobe Photoshop.
- Assisted in managing the regional and international tradeshows by keeping track of the traffic their booths were getting from different marketing techniques.
- Designed product packaging for company and made those files ready for the printer.
- Developed marketing strategies to maximize customer awareness via social media and email.
- Maintained the library of electronic images, brochures, logos and year-to-year advertising.
- Coordinated with vendors, including obtaining job bids, reviewing prints and digital proofs.

Marketing Associate

JLL, Minneapolis, MN

November 2014 - February 2015

- Lead the execution of a strategic marketing program that includes email marketing, external web content management, social media, client events, print collateral, direct mail and print and digital advertising.
- Provided superior graphic design support and project management for new business pitches and presentations using Adobe InDesign, Prezi, Microsoft PowerPoint and other similar tools.
- Provided coaching to brokers on best practices in leveraging social media (ie, LinkedIn and Twitter) as a thought leadership and business development tool.
- Managed campaign-based e-mail communications with Broker Admins, overseeing distribution and reporting on metrics.
- Write and edit content for various communication vehicles, including presentations, collateral, case studies, internal announcements, etc. Lead planning and execution of internal and external events and activities.

Senior Graphic Designer

Cortec Corporation, White Bear Lake, MN

February 2006 - November 2014

- Managed design and production of all company visuals.
- Conduct meetings with sales team, engineers and scientists to meet company objectives.
- Assist in managing the regional and international tradeshow and customer event plans for the company.
- Designed new trade show booths and banners that enhanced the company's identity and created a clear message at events of what they do.
- Work with and managed vendors to arrange exhibit space.
- Revamped brochures to give each brand an identity while staying consistent with the company mission.
- Created four different product newsletters which built brand awareness.
- In charge direct marketing and social media.
- Conceptualized and created new logos for corporate divisions, events, and products.
- Conceptualized and created direct mail for company events and product promotions.
- Revamped company advertising that effectively reached out to target markets.

Freelance:

Production Designer

Olson + Company, Minneapolis, MN

October 2010

- Initiated and completed design work from concept to finished product for clients such as Fifth Third Bank, Country Inn and Suites, and Capitol One.
- Juggled and prioritized projects from creative staff.
- Reviewed all final pre-press elements with creative staff and recommend creative solutions.
- Maintained an accessible master specification and logo library for regularly used client standards and logos.

Software Skills:

Adobe Creative Cloud, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Premiere, Final Cut Studio, Microsoft Office, and HTML

Education:

BFA: Advertising Design, 2005

Minneapolis College of Art and Design, Minneapolis, MN

BAA: Graphic Design, Minor in Marketing, 2001

Central Michigan University, Mount Pleasant, MI