

ART DIRECTOR & MULTICHANNEL DESIGNER

Trusted creative partner to top brands—leading with design, delivering with strategy

Creative leader and hands-on designer with a history of delivering high-impact work across healthcare, medical device, retail, and food & beverage industries. Known for turning hands-on creative work into client wins, delivering consistent results, and earning repeat trust across roles and organizations. Adept in working with cross-disciplinary teams and translating creative vision into practical solutions that resonate with clients. Equally invested in the craft and the strategy, with a focus on collaboration, mentorship, and creative execution that moves work forward.

Client & Brand Portfolio:

Acist, Afirma, Bailiwick, Boston Scientific, Bracco Medical Technologies, Cardiac Implants, Cardionomic, Catallia, Coloplast, Concordia Language Villages, Ecolab, Francis Medical, Further, Futura Marketing, Gore Medical, Häagen-Dazs Shops, Heights Theater, HVR Cardio, Imperative Care, International Dairy Queen, Laborie, Mall of America, Mortenson, Nalco Water, Roche, Thomson Reuters, Tylon Cinema, Uponsor, UroDev, UroLift, Veracyte, Vomaris, Zimmer | Madich, Zinpro

AREAS OF EXPERTISE

Design & Creative Tools:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Acrobat Pro, XD), Figma, Microsoft Office (PowerPoint, Word), Google Workspace (Slides, Docs), CMS Platforms (Mailchimp, Expression Engine), MacOS & PC

Multichannel Design:

Brand Identity Systems, Campaign Development, Motion Graphics & Animation, UI Design, Digital Advertising, Social Media, Web & Email, Print Collateral, Environmental Graphics

Leadership & Team Development:

Creative Direction, Stakeholder Communication, Client & Vendor Relations, Internal Training & Mentorship, Project Delegation, Cross-Team Coordination

Technical Expertise:

Typography, Layout Design, Illustration, Infographics, Narrative Video Editing, Print Production Design, Presentation Design, Integrated Design Systems

PROFESSIONAL EXPERIENCE

Zimmer | Madich
Eden Prairie, MN
2021 – Present

Art Director (2023 – Present)

Graphic Designer (2021 – 2023)

Lead cross-functional creative branding and campaign development across web, print, social media, motion design, and event platforms. Collaborate with internal teams and client stakeholders to execute brand-aligned design systems for national and international brands. Promoted to Art Director in recognition of leadership, creative versatility, and consistent delivery across high-impact B2B and B2C client projects.

- Concepted and executed the winning theme for Acist Medical's National Sales Meeting, developing a cohesive design system across 10+ deliverables—banners, video, presentations, and templates—completed ahead of schedule and selected again the following year.
- Provide mentorship and motion design guidance across the team by overseeing project delegation, training, and quality control to build creative confidence and in-house capability.
- Co-lead creative execution for campaigns and brand systems across iconography, web, digital advertising, and event design.
- Build scalable visual identities and branding systems for product launches and national events, ensuring cross-platform consistency.
- Produce animated motion graphics, social media content, and digital ad assets for multiple healthcare and B2B clients.

PROFESSIONAL EXPERIENCE (CONTINUED)

Futura Marketing
Eden Prairie, MN
2017 – 2021

Graphic Designer (2019 – 2021)
Junior Graphic Designer (2017 – 2019)

Delivered consistent execution for B2B & B2C clients across branding, digital, and motion projects for healthcare and retail. Contributed to integrated creative work across social media, advertising, motion design, print, and environmental design.

- Initiated and led the transition of motion graphics production in-house by independently learning After Effects, improving turnaround time, reducing vendor reliance, and expanding creative control across key accounts including Häagen-Dazs Shops.
- Concepted and produced narrative videos, social media content, and animated GIFs for multiple clients, helping establish motion graphics as a core service offering.
- Supported peer designers with After Effects workflows and project handoffs, helping expand team fluency in motion design through informal guidance and shared best practices.
- Designed integrated campaign visuals and branded content across digital, print, and event platforms, contributing to high-volume, deadline-driven client work.
- Partnered with vendors and managed in-house social media assets, ensuring graphic quality and brand consistency across deliverables.

**Concordia
Language Villages**
Moorhead, MN
2013 – 2017

Graphic Designer & Communications Specialist (2016 – 2017)
Graphic Designer (2013 – 2015)

Promoted into a communications leadership role at this multilingual education nonprofit, supporting 15+ language sub-brands across print, digital, social, and environmental media. Managed organization-wide design initiatives in tandem with rebranding and web relaunch efforts, while guiding visual storytelling and content planning across seasonal and year-round programs.

- Designed a custom, multi-panel pocket folder system to replace an annual 32-page summer catalog during a rebrand, significantly reducing long-term printing costs, minimizing waste, and enabling personalized, modular outreach across diverse audiences.
- Art-directed seasonal photo shoots on location, capturing program life and aligning visual content with evolving brand identity.
- Managed Instagram and Snapchat content strategy; collaborated with internal teams on cross-platform messaging and visual consistency.
- Coordinated a small team of part-time marketing students, ensuring task completion and alignment with enrollment and communication goals.
- Developed and maintained design assets in multiple languages across 15+ sub-brands, including brochures, direct mail, digital ads, event collateral, infographics, and social graphics.
- Collaborated with web and marketing teams at Concordia College to ensure alignment between Concordia Language Villages and institutional branding efforts.

ADDITIONAL EXPERIENCE

Freelance Artist / Volunteer (2013 – Present)

Provide commissioned fine art and digital illustration for private clients and volunteer promotional design for independent film events and cultural programming in the Twin Cities.

EDUCATION

AAS, Communication Art & Design | 2013

Alexandria Technical & Community College – Alexandria, MN