

10007 Xerxes Ave S
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612-432-9514

leftbraincreativeservices.com

PRINT & DIGITAL
PRODUCTION

GRAPHIC DESIGN

LEFT-BRAINED
THINKING

SYNOPSIS

I'm a proud Twin-Cities-area native with a strong background in print and plethora of local agency and freelance experience. At the core, I'm a sarcastic yet genuine Graphic Designer/Production Artist who not only enjoys what he does but is also continually focused on delivering solid execution to a borderline obsessive degree.

PROFESSIONAL EXPERIENCE

3.1998 - Present

SELF-EMPLOYED - Freelance Graphic Designer/Production Artist

Occasional design projects and short-term placements throughout career, including:

- Insignia Systems, Inc.
- Alderac Entertainment Group
- Patterson Companies
- Ivie & Associates, Inc.
- Padilla CRT
- Media Loft
- Haberman
- Mindsailing
- FLM+
- Schawk/Anthem
- Blue Cross Blue Shield of Minnesota
- Hogarth Worldwide
- CURiO Brands

8.2021 - 2.2023

CELARITY/3M - Content Designer

- Revised and updated printed sales collateral across multiple divisions
- Extensive editing of product catalogs
- Concepted and built various assets for digital campaigns
- Fully remote operation and management of various daily projects

9.2018 - 6.2020

BOLIN MARKETING - Production Artist

- Executed print and digital for a wide variety of accounts, including Menards, Michael Foods, Blink, Baker Boy, Leafline Wellness, U.S. Bank, Watts, and Clary Corporation
- Built and updated presentation decks for new business pitches
- Created static and digital banners for multiple clients
- Layout of web page elements in Sketch, based on UI flowcharts
- Retouching and color correction of product and catalog imagery
- Assembled digital assets for company's Instagram account and web site

3.2016 - 11.2017

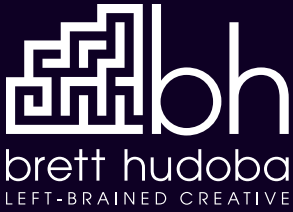
WUNDERMAN/BEST BUY - Freelance Digital Production Designer

- Concepted and assembled digital assets for multiplatform social media advertising based on corporate brand standards
- Assembled and updated internal presentation decks for weekly posts and broader campaigns
- Assisted development and maintenance of internal social media design templates and guidelines

4.2014 - 9.2015

DER PUNKT CREATIVE STUDIO - Designer/Production Artist

- Assisted brainstorming and development of new branding identity for small business clients
- Designed logos, icons, and infographics
- Organized layout and editing of manuals, ebooks, brochures, and business materials
- Executed photo retouching, key lines, and final production files



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PROFESSIONAL EXPERIENCE (continued)

8.2013 - 3.2014

KNOCK, INC. – Freelance Production Artist

- Prepared production files for various accounts including Target, Minnesota Roller Girls, and Schmidt Lofts
- Assisted building and editing brand guidelines for Target and Mattel
- Prepared presentation files for Treat & Company
- Executed internal promotion materials and retouching of portfolio samples

6.2005 - 8.2013

FALLON – Production Artist

- Primary production contact for various accounts, including Citibank, Nuveen Investments, Travelers Insurance, Basilica Block Party, Cruzan Rum, Chrysler, and Cadillac
- Backup assistance on a wide variety of other accounts including United, Children's Defense Fund, Johnson Controls, NYSE, Crowne Plaza, Holiday Inn, Equinox, Purina, The Ladders, Abu Dhabi Community Bank, SyFy Channel, and The Cosmopolitan of Las Vegas
- Prepared new business pitch materials and project/storyboard presentations for existing clients
- Created Photoshop comps for concepting purposes
- Assembled final print files for magazine, newspaper, billboard, point-of-sale, and catalog
- Built design files for digital banner ads and email templates

12.2002 - 3.2005

GEM GROUP – Production Specialist

- Assisted in production of new brand development, packaging and collateral
- Organized and revised layout of direct mail and retail catalogs
- Performed image compositing and color retouching of product shots
- Designed and assembled 3D mockups

3.1996 - 10.2000

RICHARD SCALES ADVERTISING – Packaging Production Artist

- Created and revised assorted packaging back cards, films, cartons and labels
- Assisted production of 3D mockups
- Served as company liaison at 3M headquarters from May 1998 through May 1999 for part-time, on-site database management of electronic packaging files and processing of artwork requests to print vendors

EDUCATION

3.1997 - 3.1998

MINNESOTA SCHOOL OF BUSINESS

9.1990 - 5.1995

ST. CLOUD STATE UNIVERSITY

Bachelor of Fine Arts - Graphic Design