

Experience

Independent Consultant

Art Director, Senior Graphic Designer
2006 – 2010 • 2014 – 2022 • 2023 – Present

- Banners
- Landing Pages
- Billboards
- Environmental Graphics
- Video/Motion FX
- Catalogs
- Direct Mail
- Posters
- Emails
- Photoshoots

UnitedHealthcare

Senior Graphic Designer • 2023

- Design systems
- Email design
- Image retouching
- Layout, type-setting, data-vis.
- Mockups, decks
- B2B, B2C

The Lacek Group

Interactive Art Director • 2012–2014

- Wireframing
- Omnigraffle
- Photoshop
- Illustrator
- Brochures
- Catalogs
- Direct Mail
- Posters
- Pre-press

Grocery Shopping Network

Designer • 2010–2012

- Landing Pages
- Banners
- Mockups
- Wireframes
- Prototypes

Olson

Freelance Production Artist • 2008–2009

- Banners
- Print Ads
- Brochures
- Environmental
- Direct Mail
- Posters
- Approved proofs
- Shot photoshoots

Skills & Software

Art Direction, Layout, Typesetting, Motion Graphics,
Production: Digital, Print, Video

Figma, Photoshop, Illustrator, InDesign, After Effects,
Premiere. Workfront, Google & Microsoft Suites

Clients

- UnitedHealth Group
- Best Buy
- SEI: Capella & Strayer University
- Star Wars
- WCCO
- Medtronic
- Minnesota Orchestra
- SuperValu
- Fairview
- Boom Chicka Pop

Client highlights

- Created and ushered in an email design system
- Designed the Explanation of Benefits package
- Work seen by all 42 million+ members

Clients

- Ford
- Disney
- Ameriprise
- DuPont
- Starwood Hotels
- US Bank

Clients

- Coke
- Duncan Hines
- Pepperidge Farm
- Vlasic

Clients

- Nike Bauer
- General Mills
- Thomson Reuters
- Phillips Vodka
- Marvin Windows
- Target
- Imation
- Fifth First Bancorp

Education

University of Iowa, Iowa City

- BA: English

Brown Institute, Mendota Heights

- AAS: Visual Communications