

Experience

Test Pilot Collective, Minneapolis, MN,

Owner & Art Director, Jan 1997 - Present

- Created a new in-store signage system that unified the overall look and feel for Kohl's 30+ denim brands.
 - Designed all new identity and custom typeface for The Ordway, an award winning theater in St. Paul, MN.
 - Worked with the non-profit organization P.I.C.A. (Parents in Community Action) to design and organize their printed materials which included; annual report, invitations, postcards, posters, holiday cards, and tshirts.
 - Designed a modular template system for the redesign of Sports Authority's catalogs & circular advertising.
 - Designed custom typefaces for Duffy, Design Guys, Kilter, Charles S. Anderson, Werner Design Werks, Ekhorn Forss, K10k, and The Ordway. Also designed 50+ original typefaces, available at testpilotcollective.com
- Clients: Arkitip, bestofberkeley.com, Charles S. Anderson, Cuban Council, Duffy, Facebook, Fallon, IdN, Kohl's, MediaTemple, Nixon Watches, P.I.C.A., Space150, Sports Authority, Spunk, Werner Design Werks, Vox Inc, Wired

Catalyst Studios, Minneapolis, MN

Art Director, Apr 2007 - Apr 2008

- Concept, storyboard, art direction and design for 30 and 60 second Target 'Art For All' TV spots.
 - Restructured and redesigned the multiple Kohl's career websites into one user friendly modular based site.
 - Designed logos, websites, print collateral, tshirts for various clients and in-house brands.
- Clients: Target, Nicole by OPI, Kohl's, Snap Wrap

DNA Studio, Los Angeles, CA

Art Director, Apr 2005 - Jan 2006

- Art direction and design of the DVD packaging for Paula Abdul's Cheerobics and The Envy Series workout videos.
 - Worked with team of designers and developers to create and implement several entertainment and movie websites.
 - Designed a modular template system for DNA Studio's proposals and case studies to improve workflow.
- Clients: Bud Light, Budweiser, Busch Gardens, DNA Studio DVD Series, Sony Pictures

American Eagle Outfitters, Pittsburgh, PA

Art Director, Dec 2003 - Apr 2005

- High-level concept design and development with the creative department to establish a direction for each season.
 - Art direct and design with the designers in the marketing group. Design instore signage, catalogs, direct mail, shopping bags, tshirts, money cards, packaging, hang tags, annual report, special events and grand openings.
 - Curated NYC art installation and limited edition tshirts for the grand opening of the 34th Street flagship store.
- Clients: In-house

IDEO, Palo Alto, CA

Interaction Designer, Jan 2001 - May 2003

- Redesigned the Ideo.com website to reflect and embody the people, culture, and process of Ideo. Art directed a team of designers and developers to maintain design integrity and consistency throughout the implementation process.
 - Designed templates and style guide for the Ideo intranet which were optimized for flexibility and expandability.
 - Developed prototypes for several clients, showcasing creative solutions and expertise in building brands.
 - Designed several custom typefaces and icons to be used on cell phones, stereo equipment and medical devices.
- Clients: Handspring, Ideo Blocks Products, Microsoft, Palm, Philips Electronics, Sound ID

Bigwords.com, San Francisco, CA

Senior Designer, Mar 2000 - Dec 2000

- Art direction and design for 'Back to School' campaign which included photos shoot, posters, tshirts, banners, and TV.
 - Optimized web pages for maxim click-through and return visits through functional, fast, and user-friendly design.
- Clients: In-house

Design Guys, Minneapolis, MN

Designer, Jan 1998 - Sep 1999

- Worked on team 'Michael Graves' for Target. Project which included packaging, style guides, special promotions, circulars, in-store displays, and environmental graphics for the Whitney museum unveiling of the new product line.
 - Created several custom typefaces for Target, Marshall Field's, and the Design Guys corporate identity.
- Clients: Magnetic Poetry, Marshall Field's, Michael Graves, Target, Theatre De La June Leune, Theater Zero

Duffy & Partners, Minneapolis, MN

Designer, Dec 1996 - Dec 1997

- Worked on the award winning Miller Lite campaign which included print ads, packaging, logotypes, and point-of-sale.
 - Reorganized information architecture and redesigned bmwusa.com. Improved the user interface and look-and-feel of the website, incorporating motion and sophisticated interactivity.
- Clients: BMW USA, Children's Defense Fund, Citibank, Joe Boxer, Miller Lite, Nestea, United Airlines

Education

Brown College, Minneapolis, MN
Graphic Design & Advertising, AAS, 1992 - 1995

Teaching

Brainco, Minneapolis, MN
Typography 1, and Typography 2, 1999 - 2000

Software

Adobe Creative Suite 3- Illustrator, InDesign, Photoshop, Acrobat.
Microsoft Office - Excel, PowerPoint, Word. Mac & PC.