

hi, I'm Joanna.



As an art director and designer with over 14 years of experience, I've had the opportunity to work across diverse creative environments, from in-house teams to boutique agencies in various industries. Along the way, I've enjoyed collaborating with well-known brands like Angel Soft, Coloplast, Heartland Dental, Brawny, Bellevue University, Dixie, and Wonder Bread.

EXPERIENCE:

Freelance Art Director & Designer (July 2024 - Present) As a freelance designer, I partner with both agencies and individual clients on a project-by-project basis. I work closely with each client to understand their needs, design preferences, and objectives for every request. My current projects range from social media graphics, out-of-home advertising, print media, and website design. I manage all aspects of my business, from client communication and scheduling to timely revisions and invoicing, ensuring a smooth and professional experience from start to finish.

Art Director, RAZR Marketing (Feb 2022 - June 2024) In this role I worked with clients spanning many industries including grocery, technology, healthcare and retail. As a strategic and conceptual leader I helped guide and shape the work, the team and the brands of our clients. I was always working in collaboration with the entire creative team along with project managers and account specialists to create the best outcome to meet client needs. I regularly presented creative work to both internal and external audiences to explain our design thinking and rationale. (Laid off due to company budget cuts.)

Art Director, Collegis Education (July 2019 - Feb 2022) Working an AD at Collegis I collaborated on a daily basis with project managers, marketers, copywriters, designers and contractors. I had one direct report, a graphic designer, whom I managed on a daily basis. I worked with ACDs to develop strategically inspired and creatively led cross-channel ideas from concept to fruition. I was tasked with conceptualizing, executing, presenting and designing creative projects that support around 8 brands at once. I mainly worked in the digital space with websites, landing pages, digital ads, UX strategy and design.

Senior Graphic Designer, Collegis Education (Feb 2016 – July 2019) When I was promoted to senior graphic designer I continued all my graphic designer tasks and added leadership responsibilities. Some of these included presenting strategy behind the work, helping develop and manage lower level designers and taking the design lead on projects.

Graphic Designer, Collegis Education (Aug 2013 – Feb 2016) Worked with team members all across the company from client services to analytics and digital marketing. I collaborated with writers, designers, art directors and creative directors to create compelling marketing campaigns for our clients.

Production Artist, Rasmussen College (Feb 2012 – Aug 2013) Involved in the design and production of print, digital and web marketing materials. I managed, directed and created images for blog posts, infographics and social media. Heavily involved in social media initiatives and other digital marketing strategies.

Graphic Designer, Koechel & Peterson and Associates (Aug 2010 – Feb 2012) During my time at KPA, I worked on book covers, book interiors, created multiple product mock ups, styled and directed photo shoots, worked on many fast paced projects at once, along with communicating with clients on a regular basis.

SKILLS:

Adobe Creative Suite: Photoshop, InDesign, Illustrator, XD, After Effects, Audition & Premier Pro

Other: Sketch, Figma, MS Office, Google Suite, Procreate, some CSS/HTML, email design, hand lettering, watercolor & acrylic painting

EDUCATION:

University of Northwestern | St. Paul, MN | BA in Graphic Design Graduated 2010, Cum Laude

Professional Development | IDEO U Courses: Cultivating Creative Collaboration (Dec 2019), Storytelling for Influence (May 2021) & Leading for Creativity (June 2024)