



hi, I'm Joanna.

I am an art director with 13 years of professional experience. I love to overcome obstacles with design solutions that make the world a nicer place. I have been working remotely for over 7 years, so I know a thing or two about how to communicate and lead creative work from a distance, which is so important these days. I thrive when working collaboratively with my team on fast paced and mission driven work. My work combines both my love for handcrafted work and user centered design.

Experience:

Art Director | RAZR Marketing | 02.2022-Present | In this role I work with clients spanning many industries including grocery, technology, healthcare and retail. As a strategic and conceptual leader I help guide and shape the work, the team and the brands of our clients. I am 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 present creative work to both internal and external audiences to explain our design thinking and rationale.

Art Director | Collegis Education | 07.2019 – 02.2022 | Collaborated on a daily basis with project managers, marketers, copywriters, designers and contractors. I had one direct report, a graphic designer, that I managed on a daily basis. I worked with ACDs to develop strategically inspired and creatively led cross-channel ideas from concept to fruition. 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 | 02.2016 – 07.2019 | Continued all my graphic designer tasks and added leadership responsibilities. Some of these included presenting strategy behind the work, help develop and manage lower level designers and take the design lead on projects.

Graphic Designer | Collegis Education | 08.2013 – 02.2016 | Working 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. I was in charge of several creative processes and help oversee both writers and designers on a project to project basis.

Production Artist | Rasmussen College | 02.2012 – 08.2013 | Involved in the design and production of print, digital and web marketing materials. I managed, directed and create 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 | 09.2010 – 02.2012 | Worked on book covers, book interiors and typesetting, created multiple product mock ups, styled and directed photo shoots and 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 Cultivating Creative Collaboration | Storytelling for Influence