

Hello! I'm

HEATHER NEGAARD

Art Director | Senior Designer

📞 651.341.3495

✉ heatherjonegaard@gmail.com

🏠 flannelfishcreative.com

🌐 LinkedIn.com/in/heathernegaard

HUMAN SKILLS

Leadership
Communication
Organization
Creative Problem-Solving
Team Cheerleader

TECHNICAL SKILLS

Print Prepress
Digital Asset Creation
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe XD
Microsoft Excel
Microsoft Word
Microsoft Powerpoint
Microsoft Outlook
Microsoft Teams
SharePoint
Apple Numbers
Apple Keynote
Apple Pages
Figma
Lytho
Workday
Asana
SalesForce Email
DAM Management
Retail and Internal Product
Portal Management

SUMMARY

Throughout my many years in advertising, I think I've earned the right to say I've seen it all. There is no curveball you can throw that I won't hit (or at least take a swing at). I've been blessed to work across multiple industries and in all forms of digital and traditional media, which has given me a variety of experiences and a wealth of knowledge. What really excites me about design is the impact it has on real people. Design has the potential to solve problems, make someone's life easier, create a sense of joy, and better connect us to one another. I hope to continue to positively impact people through my work for years to come.

EXPERIENCE

ECMC Group, *Minneapolis, MN*

Acting Art Director/Lead Designer, 2017-2022

- Established brand guidelines and managed the brand ecosystem for ECMC Education, Altierus Career College, and Altierus Training Solutions.
- Successfully oversaw the rebranding of Altierus Career College to overcome the negative reputation associated with the old company, Corinthian College.
- Led the conception, design, and execution of all creative assets for paid advertising, videos, emails, print, signage, and website design, resulting in a 25% compound growth rate over four years.
- Directed internal team of copywriters and graphic designers as well as external digital agency for paid media campaigns that significantly reduced the cost per lead by as much as 69%.
- Continuously improved conversion rate by optimizing UI/UX across website, microsites, and landing pages based on quarterly report recommendations.
- Led the conception, design and execution of the redesign of campus interiors on time and within the budget to improve the student experience and boost school pride.
- Worked with internal and external partners to design and implement an experiential space to establish Altierus as a cornerstone within the local community and educate young students about higher education options.

WUNDERMAN, *Bloomington, Minnesota*

Contract Designer/Production Artist, 2014-2017

- Designed and produced weekly ad for Best Buy, maintaining brand standards, under tight deadlines.
- Delivered creative excellence consistently to support Best Buy's promotional strategy and meet sales goals.
- Supported team members by taking on additional work to successfully complete and deliver projects on time.
- Trained colleagues and other designers on best practices and processes for improved workflow, reducing errors in a fast-paced environment.

REFERENCES

Available upon request.

ADVANCE AUTO PARTS, *Bloomington, Minnesota*

Contract Designer, 2011-2014

- Designed direct mail campaigns each month that drove \$75 million in sales annually.
- Created style sheets and content management practices which reduced the timeframe from concept to completion.
- Led the conception and created designs for in-store retail experiences (B2C) to educate consumers, drive sales, and increase brand awareness.
- Designed and executed weekly email campaigns for retail loyalty program with over 5 million members.

ADDITIONAL EXPERIENCE

MEDTRONIC, *Spring Lake Park, Minnesota*

Contract Senior Designer, 2008-2011

Implemented newly developed brand standards and applied to existing marketing materials in print, ebillboard, and PowerPoints.

CENVEO, *Minneapolis, Minnesota*

Senior Designer, 2004-2008

Contributed as project lead for a 76-piece, quarterly financial publication for a *Fortune 500* company that included variable data and charts. Oversaw team of three designers for ongoing projects. Designed sales, marketing, and financial materials within budget and strict deadlines.

FAHRENHEIT MARKETING, *Minneapolis, Minnesota*

Designer, 2000-2004

Created brochures, ads and trade displays; facilitated and directed photoshoots, casting calls, and much more.

FLANNELFISH CREATIVE, *St. Paul, Minnesota*

Founder, 2000-present

Ran a one-stop-shop design service. Created unique designs for clients, including web design, social media assets, identity systems, and collateral pieces for B2B and B2C. Featured in *Print* magazine for *ReGreet*, a system for repurposed greeting cards.

EDUCATION

Graphic Design/Visual Communications, *Brown Institute*

