

EXECUTIVE SUMMARY

Creative design leader with over 25 years of experience shaping visual identity, environmental experiences, integrated campaigns, and multidisciplinary creative programs. Extensive background directing design across architectural environments, exhibitions, photography, print, digital, and large-scale experiential events. Combines a strong foundation in fine art and visual design with executive-level creative leadership, collaborative problem-solving, and a commitment to exceptional design execution.

Core Competencies: Creative & Art Direction • Environmental & Exhibition Design • Visual Identity & Design Systems • Experiential Design • Photography & Visual Curation • Copywriting & Editorial Direction • Integrated Campaign Development • Wayfinding & Signage • Multidisciplinary Team Leadership • Creative Operations • Executive Collaboration • Vendor & Production Direction

CREATIVE & DESIGN LEADERSHIP | Greater Minneapolis and St. Paul

Founder | Senior Creative Director – Rosenfield Brand Design Advisory | 2026-present

- Provide brand strategy, creative direction, design, copywriting, and editorial leadership across client engagements, including campaign messaging, content development, and refinement of written communications.

Board Member – Pawsitive Perspectives Assistance Dogs (PawPADs) | 2026-present

- Provide strategic guidance on brand, communications, donor engagement, and organizational growth initiatives.

Nonprofit Communications Consultant | 1994-present

- Provide ongoing creative direction and brand strategy for nonprofit organizations. Develop campaigns, brand refreshes and communication toolkits that increase visibility, engagement and fundraising success.

GRACO INC. | Global Creative Director | Jan 2025 - Jan 2026 | Minneapolis

- Led global creative direction and a multi-year enterprise brand transformation for a \$2.2B international organization, establishing cohesive visual identity and design standards across physical and digital environments.
- Directed integrated design across brand identity, environmental graphics, photography, video, retail, digital communications, and major corporate initiatives, including Graco's 100th anniversary.
- Led multidisciplinary creative teams, including designers and writers, while providing hands-on copywriting, editing, and creative direction across integrated campaigns, product launches, publications, and digital communications.

Branding Board Chair | 2022 - 2026

- Led Graco's cross-divisional brand governance, establishing global visual standards, creative systems, and implementation frameworks to ensure consistency and long-term adoption across international business units.

Creative Lead, Contractor Equipment Division | 2014 - 2025

- Directed integrated creative programs encompassing product launches, global trade shows, environmental design, photography, video, and large-scale experiential events.
- Led the multi-year visual design development of Graco's Koch Center, establishing the creative vision for the main lobby, visitor tour experience, architectural finishes, wayfinding, and environmental elements in collaboration with executive leadership, facilities teams, and architectural partners.
- Conceived and directed the Koch Patent Wall installation from initial concept through completion, translating the company's history of innovation into a permanent visual experience.
- Directed major experiential programs, including the XT product launch and global sales meetings, integrating exhibition design, immersive media, lighting, environmental graphics, and multisensory environments.

SHORT DESIGN | Creative Design Director & Founder | 1994 - 2018 | Minneapolis

- Founded and directed a multidisciplinary design studio serving national consumer, corporate, and nonprofit clients, leading visual identity, photography, advertising, editorial content, and integrated communications.
- Directed long-term creative programs for Supercuts across 2,500+ locations and Regis Corporation, including national photography, visual curation, large-format exhibition graphics, and environmental design.
- Directed the visual composition and photographic experience of Regis Corporation's large-scale ICSC exhibition, establishing image selection, sequencing, retouching, and visual rhythm throughout the environment.
- Developed headlines, campaign messaging, and concise editorial content while directing copywriters and refining written communications across national advertising, publications, and retail programs.

3G MARKETING GROUP | Principal, Creative Director | 2015 - 2018 | Minneapolis

- Co-founded firm providing strategic, cost-effective local marketing solutions for small and midsize businesses. Brought national-brand expertise to regional markets through shared print models and targeted brand development.

SKILLE DESIGN | Senior Art Director | 1987 - 1994 | Minneapolis

- Designed and produced B2B marketing materials, packaging and collateral. Led photo direction and vendor coordination, establishing strong design and production foundations.

EDUCATION

University of Minnesota | Bachelor of Science, Applied Design; Minor in Illustration | Summa Cum Laude (Highest Honors)
Undergraduate Research Award in Design | Additional coursework in Art History

Minneapolis College of Art and Design (MCAD) | Coursework in design, drawing, painting, and film/video

University of California, Riverside | Chancellor's Undergraduate Fine Art Scholarship | Additional coursework in Art History