

KATHLEEN ROSENFELD

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EXECUTIVE SUMMARY

Global Creative Director and Brand Experience Leader with 25+ years of experience leading brand strategy, visual identity and creative execution across global markets. Expert in building scalable brand architecture and visual systems, directing large-scale rebrands and aligning creative direction with business objectives. Known as a collaborative, hands-on leader who transforms creative organizations through clarity, structure and systems that empower innovation. Recognized for improving brand alignment and creative efficiency across five global regions.

Core Competencies: Creative Excellence • Brand Governance • Brand Architecture • Visual Identity Systems • Global Rebrand Leadership • Creative Operations • Integrated Campaigns • Digital and Print Systems • Cross-Functional Leadership • Budget & Team Management • Workfront • Adobe Creative Cloud • DAM Administration • Vendor & Agency Management

EXPERIENCE

GRACO INC. | MINNEAPOLIS, MN

Global Creative Director | Jan 2025 – Present

Lead global creative strategy and execution for a \$2.2B industrial manufacturer serving North America, EMEA, APAC, and Latin America. Manage a 15-member creative team with a \$1.4M annual budget; oversee internal and regional design teams plus external agencies. Directed full global rebrand rollout – standardizing 900+ deliverables across packaging, digital, video, print and environments. Implemented centralized brand governance and creative processes, improving workflow efficiency and global alignment.

Branding Board Chair | Jun 2022 – Present

Lead cross-divisional governance body defining and enforcing brand standards across all business units and regions. Develop scalable visual and messaging systems, facilitate cross-functional alignment and oversee review of flagship creative.

Creative Lead | Contractor Equipment Division | Jul 2015 – Jan 2025

Directed high-impact creative campaigns and rebranding initiatives for the Contractor Division. Led and mentored design teams, managed vendor partnerships and ensured all creative output aligned with strategic business priorities. Oversaw global photo and video direction to strengthen brand storytelling across markets.

SHORT DESIGN | MINNEAPOLIS, MN

Creative Design Director & Founder | Jun 1994 – Dec 2018

Founded and led a full-service creative studio producing integrated B2C and B2B campaigns, branding, and design for national and nonprofit clients. Directed creative for Supercuts' 2,500+ locations over 15 years—developing national advertising, packaging and retail graphics that strengthened brand impact and customer engagement.

3G MARKETING GROUP | MINNEAPOLIS, MN

Principal, Creative Director | January 2015 – December 2018

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.

GREATER MINNEAPOLIS-ST. PAUL NONPROFIT CONSULTING | MINNEAPOLIS, MN

Creative Communications Consultant | Minneapolis, MN | June 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.

SKILLE DESIGN | MINNEAPOLIS, MN

Senior Art Director | Minneapolis, MN | Jan 1987 – March 1994

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

EDUCATION

B.S. in Design | University of Minnesota

Continuing Studies – Minneapolis College of Art and Design (MCAD)

ADDITIONAL LEADERSHIP & SKILLS

Global Brand Governance & Creative Operations Leadership • Budget Oversight • Workflow Systems • Vendor and Agency Management • Adobe Creative Cloud (CC) • Workfront • DAM Implementation • Cross-Cultural Team Leadership