

KARLY A.



KARLY ANDERSON

www.karlyadesign.com | hello@karlyadesign.com

SKILLS

Art Direction for Campaigns, Video and Still
Photoshoots and Promotion-Related Content
Digital Design, UX / UI Design + Visual Web Design
Shopper Marketing + 3-D In-Store Signage
Print Design + Production
Branding, Identity + Packaging Design
Campaign Strategy
Creative Leader + Mentorship
Stakeholder In-Person + Online Presentations

technical:

⚙️ ⚙️ ⚙️ ⚙️ ⚙️ Adobe Creative Suite
⚙️ ⚙️ ⚙️ ⚙️ Sketch + XD
⚙️ ⚙️ ⚙️ ⚙️ Intermediate HTML and CSS
⚙️ ⚙️ ⚙️ ⚙️ Wordpress + Magento
⚙️ ⚙️ ⚙️ ⚙️ Invision + Marvel
⚙️ ⚙️ ⚙️ ⚙️ Hubspot

10+ Years Experience in Adobe Creative Suite
Intermediate knowledge of HTML and CSS
WordPress + Magento CMS Expert, beginning
knowledge of Gutenberg
Beginning to intermediate knowledge of
the Hubspot CRM

EDUCATION

University of Minnesota, Mankato

August 2009 – December 2011

Bachelors of Fine Arts – Graphic Design
Dean's List and maintained 4.0 GPA
Graduated with Summa Cum Laude honors

Rochester Community + Technical College

August 2006 – May 2009

General Education and Graphic Design
Dean's List and maintained 4.0 GPA

AWARDS

Recipient of the Davie of the Year Award, 2019
Winner of Best Design, Biggest Impact & People's
Choice Awards at Overnight Website Challenge, 2017
Winner of ILEA Star Award for "Best Team Effort" in
partnership with Children Cancer Research Fund for
Dawn of a Dream Collateral Design, 2017
Recipient of the Hapke Endowment Scholarship, 2011

EXPERIENCE

DESIGNER + ART DIRECTOR

McCann Worldgroup | Minneapolis, MN | Nov. 2018 - June 2020

- Responsible for creating deeper brand connections with our target consumers for Pillsbury, Betty Crocker, GODIVA, Old El Paso, Progresso Soups, and more.
- Responsibilities include creation of campaign identity systems for new products and their launch strategies, including shopper marketing design, such as print layout design for in-store signage and 3-D displays.
- Part of the team producing digital creative which drove \$110MM RNS (Net Sales) in 2019, and we provide over \$36mm in media value for the General Mills brands.
- Successfully led projects including creative + art direction for required photoshoots, print design and digital design, and web and UI / UX design for product pages, special promotions, or holiday campaigns.
- Recipient of the Davie of the Year Award 2019. Voted on by the entire company, this award is given to one employee per year who contributes to the success of not only their work and their clientele, but for their entire team as a whole.

GRAPHIC DESIGNER + WEB DESIGNER

Windmill Strategy | Minneapolis, MN | Nov. 2014 - Sept. 2018

- Conceptualized and produced projects ranging from multiple brand identity sets and various avenues of print design, to UX / UI design and visual website design.
- From the initial kickoff and ideation, through the UX / UI and visual website design, I partnered closely with our development team to ensure the best execution possible from start to finish, including QA and A/B Testing.

CREATIVE DIRECTOR + LEADERSHIP TEAM MEMBER

Girl develop it! | Minneapolis, MN | Jan. 2015 - Dec. 2017

- Managed brand, social, and event promotional design for the local chapter.
- Worked closely with my eight fellow team members to coordinate and publicize affordable web development classes and social meetup events.
- Instructor of "Intro to Photoshop", sparking my passion for creative mentorship.

LEAD DESIGNER, CREATIVE + ART DIRECTOR

White Space | Rochester, MN | Oct. 2013 - Oct. 2014

- As the Lead Designer, Creative + Art Director, I orchestrated any and all creative projects from the initial brainstorm through production and or product launch, including brand identities, website strategies and partnering closely with developers to create the final product.

GRAPHIC DESIGNER + MARKETING COORDINATOR

OGI Eyewear | New Hope, MN | Oct. 2013 - Oct. 2014

- Coordinated the team responsible for all marketing and design needs for 3 of the brands of International distributor of high fashion eyewear, sunwear and reading glasses: Ogi Eyewear, Seraphin Eyewear & Scojo New York.
- Duties included design of all print and web advertising, product photography, tradeshow booth design and social media support.