



Art Director and Production Designer with 10+ years experience in marketing and advertising design, able to translate the vision of an organization to design and guide the process from concept to final deliverables.

- Strong layout, photo direction and typography skills
- Experienced in print + digital production processes
- Well versed in Adobe Creative Suite including InDesign, Photoshop and Illustrator
- Comfortable managing multiple projects, even with minimal guidance
- Experienced project lead able to oversee art direction, photography and team
- Deadline driven, detail oriented and organized
- Critical thinker, able to quickly learn new tools and processes unique to each creative environment

## EXPERIENCE

### Production Designer

**Target Corporation** 2022 – present

- Responsible for shepherding the Weekly Ad files through creative revisions into final production, including collaboration with creative, writer and planning partners to execute high-volume changes to ads, formatting for consistency and brand guidelines, image management, preflighting and output to outside partners.

### Art Director/Production Designer

**The Steinhauser Group** 2016 – 2022

- Project-based agency work to concept, design and produce communication materials including company identity branding, print and digital ads, style guides, campaigns, presentation creation and more.

### Art Director

**Wunderman** 2014 – 2015

- Creative lead in the revisioning and redesign of the Best Buy national weekly ad, including format creation and the documentation of a corresponding style guide, production processes and team infrastructure.
- Enforced format and brand consistency, conducted teach outs, and collaborated on digital ad design.
- Provided artistic leadership of the print team; coordinated work flow with other art directors, photographers, stylists, project managers, and copywriters to oversee the final ad through production on a weekly basis.

### Art Director

**Target Corporation** 2001 – 2014

- Concept and design, page layout, and photo direction for Target's nationwide weekly print circular.
- Collaborated to create effective ad strategies while maintaining brand identity.
- Guided creative direction with photographers, stylists, models, and copywriters.
- Aided in artistic administrative tasks and documentation to support the creative and production teams.

## VOLUNTEER WORK

Master Gardener

**U of M Hennepin County Extension Program** 2017 – present

Board Member

**Midtown Phillips Neighborhood Assn.** 2014 – 2022

Volunteer

**Ebenezer Care Center** 2018 – 2020

## EDUCATION

Bachelor of Arts Degree

**College of St. Catherine, St. Paul, MN** 1998

Social Media Marketing Certification

**University of St. Thomas, Minneapolis, MN** 2016

## CONTACT

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