

Natalie Janssen

CREATIVE STRATEGY & DIRECTION

CONTACT

612-655-323

janssen.nr@gmail.com

nataliejanssen.com

EXTRA CREDIT

CREATIVE STRATEGY

INTERNSHIP

ZEUS JONES

June 2016 – Sept. 2016

Worked with a team on product innovation for a Fortune 500 Company deriving insights from extensive qualitative and quantitative research and developed strategic creative directions based on those insights.

Established a brand purpose and personality to guide the product development and design of a new product.

Created a strategic creative platform for product launch activation.

ASSOCIATE DIRECTOR

EMERGING DESIGNERS,

AIGA MINNESOTA

July 2011–July 2013

Led small group of dedicated volunteers in the development of programming for designers in their first 5 years after graduation from design school.

EXPERIENCE

*Complete work experience available on LinkedIn.

SENIOR ART DIRECTOR

STARKEY | Minneapolis, MN | Oct. 2021 – Present

- Lead the creative development of corporate brand initiatives and product launch campaigns.
- Manage project work and mentor a small team of dedicated designers.
- Work closely with the communications team to create strategies and content for our corporate social media channels and other digital mediums that are engaging and build our community.

ART DIRECTOR

STARKEY | Minneapolis, MN | Nov. 2018 – Present

- Led the creative development and execution of a multi-million dollar event in Las Vegas that resulted in a marked increase of sales and social engagement.
- Took initiative to collaborate with the social media team to ideate and create engaging and effective content.
- Responsible for brand development in the areas of video, social, photography, and digital/print marketing pieces in the B2B and B2C space.

ART MANAGER (DIRECTOR), DIGITAL STRATEGY

SLUMBERLAND FURNITURE | Minneapolis, MN | June 2017 – Nov. 2018

- Developed and executed a new creative strategy for photography used across all mediums.
- Ideated and executed strategic digital campaigns that have resulted in significant increases in social following and engagement.
- Manage relationships with third party agencies in social and photography.

FREELANCE ART DIRECTOR

CATAPULT MARKETING | Minneapolis, MN | Nov. 2016 – June 2017

- Leveraged human and business insights to develop strategic creative platforms for product retail activations.
- Designed and executed print, digital, and social promotional materials, with an emphasis on shopper marketing solutions.
- Clients included: Burt's Bees, Green Works, Clorox, Kellogg's, and Nestle.

DESIGNER

PERISCOPE | Minneapolis, MN | March 2015 – Jan. 2016

FREELANCE ART DIRECTOR

BI WORLDWIDE | Minneapolis, MN | June 2014 – January 2015

FREELANCE ART DIRECTOR

KNOCK | Minneapolis, MN | May 2013 – April 2014

EDUCATION

BACHELOR OF FINE ARTS

THE UNIVERSITY OF NEWCASTLE | New South Wales, Australia | 2002

MINNEAPOLIS COLLEGE OF ART & DESIGN | Minneapolis, MN

Certified courses in Graphic Design, Typography, Product Design and Illustration