

EDUCATION

University of Minnesota, Twin Cities
BACHELOR OF SCIENCE, GRAPHIC DESIGN

Minneapolis College of Art & Design
MA IN GRAPHIC AND WEB DESIGN

VARIOUS COURSEWORK

- Web Design
- Web Development; HTML, CSS, Javascript & JQuery
- Experimental Interaction
- Design In Context
- Typography

SKILLS

- Brand development
- Marketing collateral including: business cards, stationery, brochures, posters, direct mail, POP materials, event graphics, video
- Wireframe and prototype development
- Web pages and banners
- Knowledge of HTML & CSS

SOFTWARE

- Adobe CC: XD, Photoshop, Illustrator, InDesign, After Effects, Acrobat Premier Pro
- Sketch and Figma
- InVision
- Keynote, PowerPoint
- CMS: Wordpress, EPiServer

EXPERIENCE

Real Chemistry (formerly W2O Group) | 9/2017–Present
SENIOR ART DIRECTOR

- Develop creative solutions for a range of agency clients, executing a wide variety of deliverables including websites, emails, digital banners, video, social content, presentations, logos, various print materials and environmental graphics
- Strategize with creative directors on client pitch campaigns, design and produce presentation materials
- Manage and offer mentorship to junior members of the team

Fluidigm | 9/2014–12/2016
DESIGNER

- Played an integral role in ushering in a new visual identity and evolving the brand over time
- Managed all creative needs, working with stakeholders across multiple departments and offices. Designed and produced various print and digital marketing materials including web banners, presentations, flyers, stationery, packaging and environmental graphics
- Managed junior designers and freelance design partners

International Dairy Queen | 2/2011–2/2014
DIGITAL DESIGNER

- Developed social content which increased brand engagement on Facebook by over 50% in the form of likes and shares
- Designed content and managed updates for dq.com, orangejulius.com and other digital channels

Freelance, Various Clients | 3/2007–Present
ART DIRECTOR & DESIGNER

- Development of marketing collateral including business cards, service menus, POP materials, print and digital ads, event graphics, invitations and direct mail pieces from concept to final production

CONTACT



angelaboline.com



angelaboline@gmail.com



angelaboline