

steve carlson

PORTFOLIO —

STVCRLSN9.COM

SKILLS —

Team Leadership + Mentorship
Creative leadership and Strategy
Creative Direction
Concept Development
Client Collaboration
Partner Management
Integrated Campaigns (360)
Art & Creative Direction
Visual Storytelling
Brand Platform Development
Team Leadership
Brand Systems
Color Grading + Retouching
Video + Photography Direction
Production & Post
Motion Design
UI/UX Design
AI + Emerging Tech

EDUCATION —

Masters in Design — MCAD
B.A. — U of MN

SOCIALS —

Instagram: stvcrlsn9
Linkedin: Steve Carlson

CONTACT —

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612.481.1437

Associate Creative Director –level art director with over a decade building integrated brand platforms that extend across broadcast, social, OOH, activations, and retail environments. I translate strategic insight into creative direction, scalable visual systems, and narrative frameworks that drive engagement and brand consistency at scale. My work has increased audience interaction by ~30% through insight-led storytelling and design. I lead cross-functional teams from concept through launch, shaping campaign platforms, mentoring creatives, and establishing standards that elevate craft across complex production environments.

EXPERIENCE —

Senior Creative (Art)

MONO Advertising, Minneapolis, MN (2024 – 2025)

- Shaped creative direction across integrated retail and brand campaigns, establishing visual frameworks that translated strategy into cohesive, multi-channel storytelling, resulting in the strongest quarterly sales momentum in in over 13 quarters for Macy's.
- Led cross-disciplinary teams through concept development, production, and launch, aligning internal partners, freelancers, and external vendors around a unified creative vision, resulting in an 5% increase in sales.
- Drove creative direction across still and motion production from pre-production through final delivery, setting standards across photography, motion, color, and music.
- Partnered with leadership to define campaign platforms, ensuring work balanced conceptual strength, craft excellence, and performance objectives.
- Mentored creatives through guidance, elevating conceptual rigor, execution quality, and team confidence, and improved overall agency culture through building solid relationships between departments.

Senior Art Director

Peterson Milla Hooks, Minneapolis, MN (2021 – 2024)

- Led concept development and art direction across integrated brand and retail campaigns, shaping visual direction that scaled across broadcast, digital, social, and in-store for major retail giant, resulting in growing the brand from online only to being featured in 4k stores.
- Established platform for creative systems and visual guidelines that improved consistency and efficiency across high-volume campaign ecosystems, including spearheading TikTok reach, which increased visibility of brand.
- Directed large scale (~\$3M) seasonal productions end-to-end, guiding cross-functional teams to deliver high-craft creative within fast-paced production timelines.
- Served as a key creative partner to leadership, helping translate strategic briefs into campaign platforms and presentation narratives.
- Maintained a high bar for craft across multiple concurrent workstreams, balancing speed, complexity, and brand integrity.

Art Director

Peterson Milla Hooks, Minneapolis, MN (2018 – 2021)

- Shaped visual direction for large-scale retail campaigns, translating strategy into scalable brand systems across broadcast, digital, and retail touchpoints, resulting in multiple quarters of estimate-beating sales.

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CLIENTS —

Macy's
Heaven Hill
Walmart
Zales
Purple Mattress
Balsam Hill
Sleep Number
Kohl's
Behr Paint
Gap
JC Penney
Kmart
Target

- Contributed to new business efforts, developing pitch concepts, visual narratives, and presentation materials that supported agency growth.
- Partnered with UX and digital teams to extend brand thinking into web and experience design, ensuring visual consistency across platforms.
- Established typography, layout, and asset frameworks that strengthened brand cohesion across multi-channel launches.

Designer

Peterson Milla Hooks, Minneapolis, MN (2013 - 2018)

- Designed campaign and brand assets across print, digital, and experiential initiatives, building a foundation in integrated storytelling and visual systems.
- Translated creative direction into production-ready deliverables, supporting campaigns from early concept through final execution.
- Helped drive brand guidelines and created pitch materials, and internal initiatives that strengthened both client work and agency expression.