

steve carlson

STVCRLSN9.COM

Instagram: stvcrlsn9
Linkedin: Steve Carlson

SKILLS –

Professional

Art and Design Direction
360 Campaign Execution
Creative Strategy
Creative Ideation
Brand Establishment
Brand Leadership
Storytelling
Pitch Presentation
Partner Management
Video Editing
Illustration and Graphics
Team Collaboration

Technical

Adobe Creative Suite
Motion Graphics
Image Retouching and Color
UI/UX
AI

EDUCATION –

Master of Arts – MCAD
Bachelor of Art – U of MN

CONTACT –

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I am an art director with 10+ years of experience working on clients such as Walmart, Zales, Gap, Nine West, Purple, and Balsam Hill. My focus is on concept development, branding, and social media. My interests lie in fashion, home, design, and pop culture. And my passion is finding imaginative solutions to solve evergreen problems in engaging ways, and staying on the pulse of culture.

EXPERIENCE –

Sr. Art Director

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

Projects ranging from concept development, pre/post-production, creative strategy, social strategy, branding guidelines, creation of vector art, animations, and display and printed media.

Lead production on photoshoots for stills and video for main campaign and social media. Photoshoots ranged from larger scale \$2 million productions to smaller scale with minimal crew. Campaign media buys also ranged in size, covering off on everything from broadcast, OOH, Print, Display, and interactive media.

Manage retouching/color on final photography selects and video, adapting to timelines and client needs. Always meeting media deliverable deadlines.

Collaborate with team members in every department, both internal and freelance, to ensure a cohesive workflow and product. Partner and direct specialized talent in CGI and web development.

Develop and design new business RFIs, RFPs, and agency credentials. Maintain and own agency website.

Art Director/Designer

Peterson Milla Hooks, Minneapolis, Minnesota (2013 – 2021)

Projects ranged from creating and maintaining brand standards and assets, creative media strategy, promotional versioning for broadcast, asset management, and concept development.

Designed and collaborated with senior creatives on campaigns for major retail brands. Conceptualized media for larger campaigns. Ensured new programs and technology was implemented for team.

Led new business pitches, designed presentations, and developed agency brand standards. Designed and oversaw development of website. Worked with upper management on other business initiatives.

Trained new hires and freelance staff on agency and projects. Maintained and sourced freelance designers and production artists when needs arose.