

## WHO I AM



I am an independent creative leader with almost 20 years of professional design experience. Quick problem solving with lightning fast follow through is my specialty, while delivering clean, clever, and organized solutions.

## WHAT I'VE DONE

### AMY MILLS DESIGN

**Independent Designer : Art Director : Creative Director** [ 1997 - present ]

Design and creative direction across channels including branding, websites, packaging, environmental, email, and digital/social communications. Managed writers, designers and production artists. Wrote, organized, and presented concepts and layouts to clients with thorough personable, story-telling depth.

*Digital River* > Designed conference event branding, corporate marketing materials, and digital solutions, including email and website design, for clients including Microsoft, Logitech, Sennheiser, Western Digital, HTC and BlackBerry.

*Target Corp.* > Designed "GIFTware" in-store holiday campaign, including marketing strategy concepting and overall creative execution. Redesigned Utility brand logo for internal men's clothing line. Layout of promotional materials.

*Carlson Marketing Group* > Created multi-channel loyalty marketing, incentive programs, event materials, and branding for B2B and B2C campaigns.

*Creative Publishing Int. / Cowels Creative Publishing* > Designed and directed large format coffee table books. Art Directed photo shoots for book interiors.

*DecoPac, Inc.* > Product design and illustration for brands including Disney, Nickelodeon, Mattel, DreamWorks, Harry Potter, and more.

*Other notable clientele include : Riley Hayes Advertising . Olson . Nygard Dimensions . Rainbow Foods . Bearpath Country Club . International Paper . Arthur, Chapman, P.A.*

### SLEEP NUMBER BY SELECT COMFORT

**Creative Designer** [ 2013 - 2014 ]

Defined and deployed results-driven solutions across all print channels, including promotional and CRM communications.

### OLSON

**Art Director** [ 2012 - 2013 ]

Directed multi-channel loyalty marketing campaigns across media including website, social, environmental, direct mail, and email. Was the "Go-To" Creative for best practice email and responsive mobile email solutions. Collaborated with writers, designers and production artists to streamline work flows and processes.

*Notable clientele include : LensCrafters . Amtrak . Best Buy . KraftMaid . Target Optical . Pearle Vision . Great River Energy . P.F. Chang's . Sears Optical*

### UNIQLOVE™

**Principal : Creative Director** [ 2003 - 2013 ]

Built a successful business, providing event branding to clients across the country for 10 years. Led creative direction, copywriting, digital and social marketing, customer relations, estimating, budgeting, accounting, purchasing, production, fabricating, project management and sales. Created a popular online social presence, by extending the brand through a blog, online retail store and youtube channel.

## WHERE I STUDIED

College of Visual Arts, St. Paul, MN

**Bachelor of Fine Arts Degree**

Concentration in Visual Communication / Design

## WHAT I ROCK AT

Creative Strategy	Email Design
Branding & Identities	Digital Marketing
Website Design	Art Direction
Social Media Marketing	Copywriting
Creative Process	Concept Development
Graphic Design	Creative Leadership

## HOW I ROLL

Movie Buff



Techie Geek



Puzzle Jedi

Neat Freak

Over Achiever

Rubix Ninja



## HOW TO REACH ME

**Talk**

763.712.4834

**Type**

amy@amymillsdesign.com

**Connect**

 facebook.com/amymillsdesign

 twitter.com/amymillsdesign

 linkedin.com/amymillsdesign

## WHERE TO SEE THE GOODS

View my work, get more info, or just stop by to say hello at:

[www.amymillsdesign.com](http://www.amymillsdesign.com)