

## WHO I AM



I am a senior-level creative leader with 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

### PERISCOPE

**Creative : Senior Art Director** [ 2016 - present ]

Responsible for conceptualizing, executing, presenting, and managing the development of a large range of design solutions, for accounts including UnitedHealth Group and UnitedHealthcare. Range of work has included digital experiences, illustrating storyboards, print marketing, event marketing, apparel design, video and motion graphics creative direction, art direction of photo and video shoots, environmental design of large corporate interiors, and larger promotional product design. Routinely represents the creative team while managing projects through all phases of the creative process.

### 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 conceptualizing 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.

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

### 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



Neat Freak



Techie Geek



Over Achiever

Puzzle Jedi

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)