

KELSEY LINDHORST

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OBJECTIVE

I am an experienced and highly motivated **DESIGN DIRECTOR** who excels in conceiving and executing fully immersive brand experiences. I am always seeking new challenges and believe that collaboration is an essential way to tell great stories and create the best work. I strive to showcase inclusion in my peers, the talent, and the crews that I work with to be a reflection of today's world.

SKILLS

- Art Direction
- Brand Strategy
- Photoshoot Concept & Styling
- Experiential Design
- Social Media Marketing
- Strategic Thinking
- Graphic Design

QUALIFICATIONS

- Ten years of work history noted for taking initiative, dependability, and making quality work.
- Strong knack for leading a creative team to execute on cohesive design deliverables.
- Able to rapidly adapt to new technology and social networking platforms.
- Possess strong problem solving skills and will go to great lengths to find solutions.
- Enthusiastic demeanor that enhances and enables a positive work environment.

EDUCATION

The University of Wisconsin-Stout

- BFA IN GRAPHIC DESIGN
- Graduated Magna Cum Laude
- Received Chancellor's Award for 8 Semesters
- University Honors Program

WORK EXPERIENCE

KNOCK Inc.: DESIGN DIRECTOR December 2019 - Present

- **ROLE:** I oversee and direct creatives to build fully immersive brand experiences for Target's in-store apparel and accessories department. I collaborate closely with Designers, Copywriters, Strategists and Executive Creative Directors to achieve high quality work that will stand out in the retail space.

KNOCK Inc.: SENIOR ART DIRECTOR December 2016 - 2019

- **ROLE:** I build brand experiences in Target's apparel and accessories categories through photography, signing and experiential design. I art directed monthly photo shoots and pushed to represent diversity and inclusion in our talent and crew.
- **BRANDS:** Target, Mall of America, Luxottica, Designer Partnerships: Christopher John Rogers, Rixo, Alexis, Sandy Liang, Rachel Comey, Victor Glemaud, Nili Lotan

Brave New Media: ART DIRECTOR January 2016 - December 2016

- **ROLE:** I art directed and designed campaigns, collaborated closely with Designers and Creative Director, presented work to clients, art directed and styled photo shoots, and designed numerous websites.
- **BRANDS:** Post Consumer Brands, Better Oats, Malt-O-Meal, JB Hudson Jewelers, SweatShop Health Club, Blue Zones

BBDO Minneapolis: ART DIRECTOR May 2015 - January 2016

- **ROLE:** I art directed and designed campaigns, collaborated closely with Copywriters, styled and directed monthly photo shoots, presented work to both creative director and clients.

BBDO Minneapolis: DIGITAL DESIGNER & PRODUCTION ARTIST July 2013 - May 2015

- **ROLE:** I worked alongside Art Directors and Copywriters, expanded upon campaign materials, prepared production-ready files, and designed presentations.
- **BRANDS:** Hormel Cure 81 Ham, Black Label Bacon, Spam, Jennie-O Turkey, Natural Choice, Skippy Peanut Butter, Gatherings, Chili, Pepperoni, Rev, S&W Beans, Andersen Windows, Berkshire Hathaway HomeServices, Minnesota Boychoir
- *Minnesota Boychoir campaign was published in LÜRZER'S ARCHIVE, issue 4/2015 and Le Book. It won gold at the Ad Fed Show of Minnesota.*