

# BJORN MINDE

ART DIRECTION X DESIGN



## CONTACT

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## SUMMARY

Over 10 years of experience creating and evolving digital and print collateral for major, worldwide brands. During this time, core design skills, managerial expertise and leadership have been refined and developed to a strong, professional level. By combining industry knowledge with strategic performance, my goal is to always provide maximum client benefit.

## KNOWLEDGE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, AfterEffects), HTML, CSS, Wordpress, HTML5 Rich Media (Celtra, Innovid, GWD), Flash,

## CORE SKILLS

### IDEA GENERATION X STRATEGY

Channel creative ideas, concepts, and strategy for the execution of innovative, performance-based visual communication and experiences across devices.

### ART DIRECTION X DESIGN

Extensive experience creating visual solutions and design systems across various digital media platforms. Able to creatively direct and lead designers in fast paced, deadline driven environments.

### COMMUNICATION X LEADERSHIP

Confident and articulate verbal communication skills presenting to clients, pitching new ideas, along with creative leadership of small teams.



## CLIENT EXPERIENCE

BMW, Disney, Acura, MetLife, P&G, General Mills, Ford, Garmin, Microsoft, AIG, CapitalOne, McDonalds, DELL, Target, CocaCola, Timberland, UBER, CITIBank, CoverGirl, Dodge, eHarmony, UNITED, H&M, Honda, Jeep, Kahlua, Tommy Hilfiger, LLBean, Lasik, Lexus, Yahoo, among many other brands.

## HISTORY

### FREELANCE DESIGN

#### BJORNSON: PRESENT

Currently evolving a personal design and art brand, BJORNSON, which offers art direction and graphic design services and consulting.

### INTERACTIVE ART DIRECTOR

#### AMOBEE: AUG 2008–JUN 2017

Managed a team of designers and developers to execute professional, strategic, and innovative designs for a range of clients across multiple, digital advertising channels.

### FOUNDER X DESIGNER

#### BAM DESIGN: JUN 2006–JUN 2008

Created a freelance design startup in Boston, MA that focused on local, small businesses and non-profit organizations, including creation of websites, brand identity and supporting marketing materials.

