

A QUOTE FROM EMERSON, TO PROVIDE INSIGHT ON HOW I APPROACH MY WORK

"THE PURPOSE OF LIFE IS NOT TO BE HAPPY. IT IS TO BE USEFUL, TO BE HONORABLE, TO BE COMPASSIONATE, TO HAVE IT MAKE SOME DIFFERENCE THAT YOU HAVE LIVED AND LIVED WELL."

CURRENTLY

WYATT OFFICE OF DESIGN

Principal and Owner since June 2014

Beyond providing design services, I manage all aspects of a very humble design studio. This includes pitching and presenting to clients, negotiating vendor contracts, invoicing, project management, the hiring of freelancers as needed (mostly project managers, photographers, illustrators, copywriters and developers). Day to day the Office tackles client needs regarding packaging, brand identity systems, websites, and advertisements, and preparing files for production or for hosting. I've worked with some lovely clients, including a medical device company, a credit union, a few musicians and artists, a community nonprofit, and more. I shelved Wyatt Office of Design when I joined Cooks of Crocus Hill, but it has continued to be the entity through which I still do freelance work.

BETHEL UNIVERSITY

Adjunct Professor of Interactive Design since July 2015

I lead Juniors and Seniors through a 300-level course titled DES324 - Interactive Design. I designed the course curriculum to be a deep exploration into all the concepts, processes, and skills necessary for a career in Interactive Design today. The course begins with basics like "The difference between the internet and the world wide web". By the end of the semester, the students are planning, content-strategizing, designing, coding, and presenting fully responsive websites. To avoid interruption of my professional practices, class periods for DES324 occur once per week at night during fall semesters.

PAST WORK EXPERIENCE

COOKS OF CROCUS HILL

Design and Marketing Specialist
May 2017 – February 2018

Cooks is the Twin Cities' preeminent high-end culinary retailer, cooking school, and private event space. My role was to lead and execute nearly all of Cooks' design and marketing efforts in support of these three business divisions. This included a wide array of responsibilities, including: The creation of monthly print catalogs, the creation of email marketing newsletters distributed daily, and the creation of all website graphics, store signage, private event menus, and any other print collateral. I also shot and produced product and event photography. In addition to this, I managed Cooks' mailing lists in MailChimp, tracked and reported on newsletter metrics, continually added new products to Cooks' Magento-based e-commerce site, and designed and coded new web pages as needed.

AIGA MINNESOTA

Board of Directors,
Programming Council Member
June 2014 – December 2017

AIGA is a volunteer-based nonprofit, and AIGA Minnesota specifically serves roughly 1,200 members. I dedicated a portion of my free time since mid' 2014 to this vital pillar of the design industry and focused on the chapter's operations. Specifically, I helped prepare AIGA events by maintaining the AIGA MN's online event registration system. I also presented new opportunities to the board of directors and programing committees based on my evaluations of available data.

AIMIA

Freelance Web Designer
January 2013 – June 2013

I worked as an interactive designer, designing loyalty marketing websites for clients like Subaru of America, Oracle, Mazda, and NetApp.

BEST BUY

Freelance Interactive Designer
December 2013 – June 2014

I assumed the role of UX Designer on the A/B and Multivariate testing team, which was tasked with designing and building tests targeting incremental improvements to the user experience of BestBuy.com. I also worked on the CoreBlue team building an employee-facing P.O.P. application.

BBDO

Freelance Graphic Designer
August 2013

I was brought in to BBDO under urgent circumstances to fill a vacant Designer/ Art Director role and help deliver user interface work for Schwans.com.

PERISCOPE

Freelance Graphic Designer
April 2012 – November 2012

I worked with clients such as Andersen Windows, United Health, and Nutrena Animal Feeds. Projects included print catalogs, sell-sheets, packaging design, as well as icon and logo design. Extensive packaging design work was created for Walgreen's store-brand pharmaceuticals.

MISCELLANEOUS FREELANCE WORK

January 2011 – June 2014

Produced work for numerous clients, both in a freelance and vendor context. Clients included Thrivent Financial, 3M, Community Blueprint, YYES, and others.

INTERNSHIPS AND EDUCATION

MARTIN WILLIAMS ADVERTISING

"Creative" Intern
June 2011 – December 2011

I worked with Payless Shoes, The Minnesota Twins, Marvin Windows, Syngenta, and more clients. Our work for the Minnesota Twins recieved a 2012 AIGA Design Show Award.

TST MEDIA, NOW NBC SPORTSENGINE

Graphic Design Intern,
November 2010 – March 2011

I worked heavily on the U.S. Pond Hockey Championships and several youth sports organizations.

UNIVERSITY OF NORTHWESTERN, ST. PAUL

Bachelor of Arts in Graphic Design
Graduated May 2010

While a student, I worked as Design Lead for Inkstone Student Literary Journal and as the assistant to the Art Gallery Curator. In 2010 I was awarded the AIGA Minnesota Portfolio One-on-One Design Camp Scholarship.