

# ellyn.

**ellyn minnick | art director**

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## **work experience**

**general mills | remote  
art director, march 2022–present**

developed strategy, and led, enforced, defended and optimized all creative direction for good measure™, a startup cpg brand housed within g-works, an internal general mills accelerator. worked cross-functionally with internal and external team members to transform the brand's visual identity into reality.

**coola suncare | san diego, ca  
design director, october 2020–february 2022**

developed breakthrough designs that land a strategy, move people, and reimagine what a suncare brand can be. concept and execute integrated campaigns that work across multiple touchpoints, from traditional to digital. work collaboratively with cross-functional teams to ensure consistent storytelling across all channels.

**senior designer, september 2019–october 2020**

shaped the coola and bare republic brands to be stronger and more relevant to the present and future. oversaw and facilitated a number of projects in both the print and digital realms while guiding younger designers. quickly and efficiently generated smart design solutions that were consistent within brand and creative standards.

**kaleidoscope design | chicago, il  
senior designer, april 2019–august 2019**

played an essential role in strategy, conception and design of ideas and concepts, bringing creative thought and high-quality craft output. mentored designers while developing and delivering projects from brief to end user.

**clients include: folgers, dunkin, wrigley**

**designer, may 2017–april 2019**

contributed design thinking for complex brands and managed high-level projects rooted in strategy. led client presentations and gained further knowledge of production and real-world printing capabilities and techniques.

**coho creative | cincinnati, oh  
designer, october 2014–april 2017**

completed branding and packaging projects for a variety of clients from ideation to production. continued to develop an understanding of design strategy as it pertains to real-life clients.

**clients include: huggies, meijer**

## **work experience (continued)**

**mcdonald's corporation | oakbrook, il  
graphic design intern, summer / winter 2013**

worked with the retail and interiors department of the us restaurant design team to develop new graphic concepts for restaurant interiors.

## **education**

**miami university | oxford, oh  
bfa in graphic design, spring 2014  
minor in marketing**

## **technical skills**

**mastered** illustrator, photoshop, indesign, final cut pro  
**proficient in** after effects, flash, wordpress

## **related experience**

**forth chicago | chicago, il  
in-house designer, november 2017–august 2019**

managed day-to-day design and social media for a community of creative women entrepreneurs. most importantly, ideated, conceptualized and executed a full rebrand for the organization.

**alpha delta pi, eta epsilon chapter | oxford, oh  
product designer, 2013–2014**

designed and executed various sorority apparel, products, and social media for the chapter.

**recruitment committee chair, 2012–2013**

produced and edited a promotional video to create brand awareness during the week of member recruitment.

**highwire brand studio | oxford, oh  
associate designer, fall 2013**

developed a branding and promotional campaign in an interdisciplinary environment to address real-world business opportunities and challenges identified by the client, speedway llc.

**references available upon request.**

*inspired creative • motivating leader • strategic mind • confident optimist*