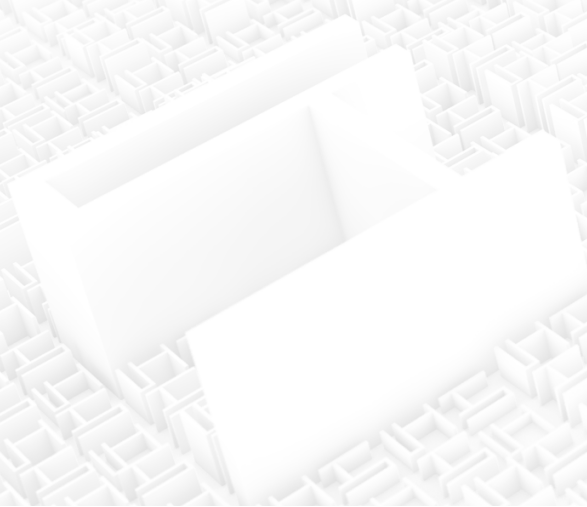




SHAWN HÖGLUND



HELLO

THANK YOU FOR YOUR CONSIDERATION

I have over eighteen years of experience as Creative Director, Visual Designer, UX Designer and co-owner of a small development agency. My portfolio is extensive spanning both interactive and print media from digital product design for IBM, American Express, Target, Marshall Field's and Mervyn's to developing and designing ad campaigns and packaging solutions for Apple, RCA, and Motorola. I've also worked in broadcast video and film for MSNBC, Blu Dot and Directors like Martin Scorsese.

Problem solving is a passion for me. I enjoy working with teams to design beautiful successful, intuitive and rich experiences. I am seeking an opportunity to use my expertise on both creative and technical fronts to collaborate with a great interactive group.



PROFILE

DESIGN AND USER EXPERIENCE

- Over eighteen years of design experience in mobile, web, experiential, broadcast media, and print design.
- Current with new technologies and design methodologies including agile/scrum practice, responsive/adaptive design and HTML 5/CSS 3.
- Hands-on experience with all stages of user-centered design processes from user research, conception, interaction and visual design to prototyping, QA and usability testing.
- Strong proficiency with all design applications in the Adobe Creative Cloud, Apple iWork and Office suites.
- Additional specialties in 3D modeling/animation, motion graphics & video editing software and traditional Illustration.

CREATIVE MANAGEMENT

- Experience managing in-house design teams, contractors, and vendors for companies of all scales.
- Capable of building cohesive teams of interactive designers that collaborate and communicate effectively with developers, project managers and account leads.

EXPERIENCE

CREATIVE DIRECTOR VSA PARTNERS ; NEW YORK, NY — 2013-2016

- Assigned to IBM account as Creative Director for the IBM Design Studio.
- In 2014 relocated to Tokyo, Japan to help seed the first international branch of the IBM Design Studio. Designed new sales tools for over 4,000 IBM salespeople with more than 300% in increased app usage within the first 2 months of launching.
- Perform daily management tasks as well as quarterly evaluations and annual reviews of both peers and assigned Visual and UX Designers. Set up goals and mile stones for supporting creative career growth.
- Work closely with UX, Development and strategy teams to produce engaging digital experiences.
- Estimate new projects as well as scope extended projects for new and existing business units.

ASSOCIATE CREATIVE DIRECTOR SPACE150 ; MINNEAPOLIS, MN — 2011-2013

- Manage and direct creative team for a wide range of projects for American Express.
- Perform daily management tasks as well as periodical evaluations and annual reviews of both peers and assigned Designers and Copywriters. Set up goals and mile stones for supporting creatives.
- Work closely with engineering and strategy teams to produce engaging digital experiences.
- Manage and design collateral for occasional print/packaging projects or pieces for larger campaigns.

SENIOR DESIGNER/3D & MOTION GRAPHICS CREATIVE MONO ; MINNEAPOLIS, MN — 2010-2011

- Design and concept ads for Apple (details available upon request).
- Create 3D illustration/motion graphics and video for Apple, MSNBC, Blu Dot, Mrs. Meyer's Clean Day and Parsons School for Design.

CREATIVE DIRECTOR POPLIFE LLC ; MINNEAPOLIS, MN — 2008-PRESENT

- Facilitate transition from creative ideation to choosing the appropriate technology and platform for interactive execution/deployment on both front and back ends.
- Secondary responsibilities include day-to-day operations and project management.
- Also function as a liaison between creative and development teams in project collaborations translating technical jargon and trouble shooting potential pitfalls in the IA road map.

SENIOR DESIGNER/UX/TECHNOLOGY CONSULTANT DESIGN GUYS INC. ; MINNEAPOLIS, MN — 2004-2008

- Designed print collateral, packaging, product visualization, in-store signage, and commercial work for Target and Target REDcard brands.
- Film title and lower-thirds design for films such as Martin Scorsese's "No Direction Home" (2005) and Tia Lessen/Carl Deal's "Trouble the Water" (2008).
- Worked on a multitude of interactive sites for Target REDcard, Neenah Paper and The Frank Lloyd Wright conservancy.

SENIOR INTERACTIVE DESIGNER TARGET.COM ; MINNEAPOLIS, MN — 2000-2004, 2009-2010

- Design and concept on special projects leveraging Twitter, Facebook and other social media channels.
- Category page design for Target.com, Marshall Field's, Signals and Mervyn's.
- Boutique site design for Liz Lange, Target Chip Ganassi Racing, The Smithsonian Institute: The Kennedy Collection and the Sony/Target Electronics MP3 Information Center.

EDUCATION

University of Minnesota, Minneapolis, MN — B.A. Fine Arts, 1997
MSCI, Minneapolis, MN — Associates 2D/3D Animation, 1999

REFERENCES

- **Ryan Brown**, Interactive Creative Manager, Target Corporation; Minneapolis, MN
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- **Jon Reil**, VP, Digital Creative Director/Art, Mullen; Boston, MA
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CONTACT

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PORTFOLIO WORK:

Design: shoglund.com due to NDAs I must present some work in person
3D: dribbble.com/shoglund
Video: vimeo.com/shawnhoglund (I can provide a password for locked work)

