



stacie whaley • art + design
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EDUCATION

Master of Fine Arts, Design Strategy and Innovation, RMCAD, Denver, CO, 2014
Bachelor of Fine Arts, William Jewell College, Liberty, MO, 1988

EXPERIENCE

Minnesota Power

2012-Present

Graphic Communications Supervisor. I lead the company's corporate communications in-house design team, and work closely with upper management, and internal clients to strategically position our company as a leader in the energy business. This includes concept, design, and production of communications for employees, customers, stockholders, and board of directors. I redesigned the company's websites, conceived and produced numerous ad campaigns—both print and TV—updated the company logo, created brand standards, designed logos for two new business, created various company presentations—including the annual meeting, and four Annual Reports.

i.e. design

1999-present
Duluth, Mn

Owner/Freelance Art Director/Graphic Designer. I own and operate this graphic design business (part time). With past national clients like Florida International University and AMPT Associates, I continue to work with local business, restaurants, resorts and casinos. I specialize in print communications, advertising campaigns, logo, identity, and book cover design.

Duluth Business University

1999-2011
Duluth, Mn

Program Coordinator/Instructor. I was responsible for creating and running this Career College's graphic design program. I organized and designed the program curriculum, supervised five instructors and advised students. I also taught: *Design Fundamentals*, introductory and advanced classes in Photoshop, InDesign, Illustrator as well as *Principles of Web Design*, *Pre-press* and *Portfolio Design*.

Fleishman-Hillard, Inc.

1/97-6/98
Kansas City, Mo

Senior Designer. As Senior Designer for this International public relations firm I was responsible for designing annual reports, brochures, corporate identities, and advertising campaigns for clients such as: Ocean Spray, BASF, The Wheat Foods Council, and The American Royal. I was also responsible for mentoring younger designers.

Farmland Industries, Inc.

1994-97

Communication Consultant. As part of the Corporate Communication team, I was Graphic Designer, Art Director and Production Manager for several products including five Annual Reports, a monthly 20-page newspaper and internal 16-page newsletter as well as this *Fortune 500* company's web page development and design. Accountabilities included conceiving, visual planning, feature writing and producing all of these highly-effective communication pieces.

1988-94

Art Director/Designer. In this in-house advertising department, I designed and produce advertising materials, such as brochures, point-of-sale displays, packaging, etc. Responsible for quality, creativity, timeliness, and cost-effectiveness of all projects.

SKILLS

Creative and strategic thinking. Design strategy and execution. Art Direction. Graphic Design. Typography. Adobe Creative Suite Software. Painting.

AWARDS

Better Communications Competition—Utility Communicators (UCI)

2013 Best of Show, and 2nd Place Print Advertising, Minnesota Power Play Ad Campaign

2014 2nd Place, ALLETE Profile

1998 Nautilus Award: Fleishman-Hillard Annual Award for creativity/ingenuity

PRSA Silver Anvil: 1997 Wheat Foods Campaign

NAMA (National Agri Marketing Association)

1st Place: 1997 American Royal Campaign

1st Place & Award of Merit (National)—Farmland 1993 Annual Report

Award of Merit: Farmland 1992 System Understanding Campaign

CCA (Cooperative Communicators Association)

1st Place: Farmland 1995 Annual Report

National Print Competition

Award of Recognition/Award of Merit: Farmland 1994 Annual Report & Folder