

TERI FIRKINS

DESIGNER | ART DIRECTOR | CREATIVE LEAD

CONTACT

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PORTFOLIO

terifirkins.com

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SUMMARY

Accomplished visual storyteller and creative leader with a proven track record of driving brand strategy and executing inspired multi-platform creative campaigns. Adept at leading cross-functional teams and collaborating with organizational leaders to support key business initiatives. Mentors and inspires creative teams; fosters a collaborative work environment that promotes innovation and creative excellence.

EDUCATION

University of Minnesota, Twin Cities
Bachelor of Arts
Design Communication

BRAND EXPERIENCE

Clients have included:

- General Mills
- Coca-Cola
- Deluxe Corporation
- Minneapolis Parks Foundation
- Minnesota Public Radio
- University of Minnesota
- SweetTango
- Wholly Guacamole
- Wausau Tile
- General Motors
- Honeywell
- Land O'Lakes
- Allstate
- American Express
- Best Buy
- Blue Cross Blue Shield of MN
- Cargill
- U.S. Census Bureau
- U.S. Treasury

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR, BRAND / ASSOCIATE VICE PRESIDENT

HGA | July 2017 - Present

- Responsible for managing HGA's visual identity and imagining and implementing strategies, campaigns, and collateral to support new and ongoing internal and external brand engagement initiatives.
- Leads and fosters collaborative design strategies and branded creative solutions across a wide range of print and digital projects independently and as a member of the broader Communications team.
- Builds relationships with cross-functional partners, departments, and executive leadership team to understand key business problems and brings a strong perspective on how brand and creative can help solve.
- Manages in-house creative team and external creative partners (illustrators, photographers, videographers) in the execution and production of creative work. Ensures work is of the highest quality and reflects brand standards while driving desired results.
- Leads the creation, execution, and continual evolution of brand standards and style guides and creates procedures to ensure internal tools and templates are brand appropriate and accessible.
- Manages online Company Store and works with the marketing team to generate new ideas for branded materials and promotional items.
- Oversaw the redesign of HGA.com from partner selection to launch as well as multiple microsites and digital hubs. Currently managing brand execution on intranet platform upgrade.
- Serves as an active member of the National Equity Advisory Group.
- Is a vocal leader for brand and creative vision within the firm, reinforcing the power of brand and creative as business drivers.

GROUP DESIGN DIRECTOR

Fast Horse | September 2014 - May 2017

- Led the development of original design concepts and strategies for integrated, multi-platform creative campaigns (brand, web, social, video, event) for a variety of clients ranging from Fortune 500 companies to small start-ups and nonprofits.
- Managed and mentored a team of designers while actively maintaining role as lead designer.
- Art directed in-studio and on-location photo shoots. Collaborated with clients and photographers to translate creative visions into compelling and impactful images. Sourced talent, wardrobe, and props, and oversaw set design to align with creative goals and adhere to project budgets and timelines.
- Designed pop-up event spaces and trade show exhibit booths.
- Participated in new business from strategy to deck creation and pitch.
- Drove collaboration between creative, account, and technology teams, and inspired teammates to exceed expectations.

SOFTWARE + PLATFORMS

- Adobe Creative Cloud (expertise with Illustrator, InDesign, Photoshop; familiarity with AfterEffects, Express, Premier)
- Canva
- Constant Contact
- Microsoft Office
- Miro
- Social Platforms (Instagram, Facebook, LinkedIn, Twitter)
- Templafy
- WordPress

VOLUNTEERISM

- HGA Community Action Design Workshop
- BrandLab
- AIGA MNtor Program
- Honors Mentor Connection

RECOGNITION

- AIGA MN
- AdFed The Show
- Forrester Research Groundswell Awards
- International Association of Business Communicators
- Minnesota PRSA
- National Association of Government Communicators
- *PR Week Awards*
- W3 Awards
- Web Marketing Association
- Webby Awards

PROFESSIONAL EXPERIENCE *cont.*

DESIGN DIRECTOR / SENIOR VICE PRESIDENT, CREATIVE STRATEGIES

Weber Shandwick, Minneapolis | July 2005 - July 2013

- Led a 16-person team of designers, videographers, web developers, and project managers in the execution of multi-channel creative campaigns, including websites, social media content, email marketing, brand identity systems, videos, brochures, and infographics.
- Drove change within a traditional public relations agency to adopt the imperative of visual communications in a modern agency.
- Helped grow the digital/social/creative practice from four employees to 30; creating a center of excellence for the global agency while driving more than 1MM annual revenue.
- Served as a member of the Weber Shandwick Senior Leadership and Global Digital Leadership teams.

DESIGN DIRECTOR

Microgistix Technologies | November 2001 - July 2005

- Led a team of designers in the conception and execution of direct mail, advertisements, and promotional materials.
- Created engaging in-store visual merchandising displays, signage, and packaging for retailers.
- Designed branding for product launches and promotions.
- Oversaw the design of e-commerce website.

WEB DESIGNER

Ashanti Eaton | June 1999 - July 2001

- Concepted and designed websites and print collateral for local and national clients.
- Directed on-location photo shoots.
- Worked directly with clients as well as with an in-house team of developers, illustrators, and copywriters.

RELATED EXPERIENCE

Adept at juggling multiple priorities; effectively manages and prioritizes multiple projects at any one time. Experienced in dealing with tight deadlines and thrives in a fast-paced, collaborative environment. Experienced with pitching concepts and creative work to clients and internal leadership teams. Experienced manager of creative teams and talent across all disciplines from graphic designers, videographers, illustrators, web designers and programmers, project managers, and beyond.

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