



tediJensen

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www.tedijensen.com



EDUCATION:

Studio Art Major: Concordia College, Moorhead, MN

Commercial Art Degree: Minnesota State Community & Technical College, Moorhead, MN

CAREER SUMMARY:

With over 17 years of experience in the field, I have touched on many aspects of design and marketing – ranging from pre-press production to design direction to brand management. After 12 years of freelance work and being solely responsible for projects, I have worn many hats. Clients rely on me to create their brand identity and maintain that through different marketing avenues. I am constantly thinking about the big picture all the while making sure I deliver down to the most critical of details. I believe the client is the most important factor in the design process – demanding a thorough understanding of their industry, target market, competitors, demographics, and market share. As creatives, we are here to fulfill the needs of and to provide creative solutions for the client. My goal is to constantly obtain knowledge and experience in my career. Professional evolution is inherent in fields of technology, sociology, and design.

SOFTWARE:

17+ years of experience with Photoshop, Illustrator, Quark, Freehand, and Corel; 10+ years of experience with GoLive, InDesign, ImageReady, Flash, After Effects, and Dreamweaver; Microsoft Suite knowledge; currently working in OSX; cross-platform capabilities.

HIGHLIGHTS:

Devoted to the client; responsible and organized; self-motivated; team player; digital strategy and marketing; target market research; experienced and versatile; detail oriented; marketing; art direction experience; social media management; project management experience; creative and flexible; brand management; managed vendor relationships; ability to give and receive direction and constructive criticism; deadline and scheduling experience; marketing skills; pre-press and post-press knowledge; screen print knowledge, offset and digital print knowledge; user interface design; design for both print and web.

FREELANCE DESIGN:

12/2000-present

Freelance Designer : Tedi Jensen, USA

Responsible for all aspects of design, from the initial concept pitch to the completion of the project, while maintaining deadlines and budgets. Developed a 'client's-eye' perspective: delving into their industry, understanding their particular business philosophy and goals, and offering innovative marketing and design solutions to increase business and brand awareness. Large range of clients and markets, both directly and through agencies.

FREELANCE CLIENT LIST:

{ to name a few}

Aprillia

Moto Guzzi

Polaris

Victory

Walt Disney

Ryland Homes

Canon

Kaiser Permanente

Rexi Media

Chicken Hawk Tire Warmers

Fay Myers Motorcycle World

Moto 1

DSG Associates

Scanco

SuperMoto Engineering

Femmoto

Sportbike TrackTime

Epic Motosports

E3 Ranch

Moto Garage Racing



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in-house
design

IN-HOUSE DESIGN:

1/2009-4/2012

Designer : Graham Custom Homes, CO

Kitchen and bath designer. Created 2D renderings and illustrations of home plans, elevations, and section details. Liaison with contractors, consultants, and clients. Assisted with space layouts and final planning. Developed marketing plan and company branding. Managed social media. Website, business collateral, and advertising design.

7/2003-12/2006

Art Director/Designer : JQ Moto, Newport Beach, CA

Contract position. Conducted market research to create products that would appeal to motorcycle enthusiasts, including products to address the needs of women. Designed custom baby t-jerseys, bibs, and onesies for production in Asia. Design direction of product lines. Developed marketing plans which included industry magazines, web affiliate programs, venues and events for retail product booths. Developed press kits and handled product review by industry magazines.

10/2000-9/2001

Creative Director/Design : Anton Sport, Tempe, AZ

Created and designed apparel screenprint designs for a variety of clients including: ASU, Tostitos Fiesta Bowl, The Phoenix Open, Arizona Cardinals, and Motorola. Prepared files for screenprint. Developed a marketing department within the company. Created, designed, and managed client appreciation and marketing packages.

9/1999-6/2000

Graphic Designer : High Plains Reader, Fargo, ND

Design and layout of a weekly arts and entertainment newspaper. Designed posters, ads, and supplemental material for the underground music scene. Very tight deadline environment.

10/1996-7/1999

Project Manager/Designer : Swanson Communications, Fargo, ND

Managed the special project division of an in-house art department, which included the design of broadsheets, catalogs, and flyers for the parent company, plus four health food sub-companies. Managed a floating design team of four plus. Scheduled and managed photo shoots. Scheduled print job and service bureau deadlines. Designed and managed multiple projects and deadlines.

6/1995-10/1996

Graphic Designer : Office Interiors Printing, West Fargo, ND

Provided service for walk-in clients and handled job orders. Designed brochures, business collateral, catalogs, and magazines. Pre-press production, which included halftone reproduction and lithography. Post-press production, which included collating, bindery, and the uber-cool Heidelberg press.

ONLINE PORTFOLIO:

Please take a moment to peruse my portfolio at www.tedijensen.com