

# TED KOHLMANN

CREATIVE DIRECTOR / ART DIRECTOR / ILLUSTRATION

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TED.KOHLMANN@GMAIL.COM | 845.401.5786 | TMKOHLMANN.COM | SANTA FE, NM

## CAREER PROFILE:

Dynamic Creative Director with 15+ years of experience driving innovative branding and advertising campaigns across diverse industries. Specializing in branding, advertising, and web design, with a proven track record of leading teams to create exceptional creative solutions that drive revenue growth, expand audiences, and enhance customer satisfaction.

Infuses robust design education and unique artistic perspective and expertise into every project, leveraging drawing skills to ideate, communicate, and execute—from initial concepts to final deliverables, bringing a distinct, handcrafted yet sophisticated touch.

Skilled at mentoring creative teams to deliver high-quality work while fostering an environment of collaboration and innovation. An empathetic leader with strong communication skills, inspiring fellow creatives, and nurturing team harmony.

Expert in Adobe Photoshop, Illustrator, InDesign, while highly proficient in AfterEffects, Premiere, Dimension, Lightroom, Figma and Sketch. Technically skilled in areas of illustration, animation, silk screen and working with AI tools Adobe Firefly, Midjourney and more.

## CAREER HIGHLIGHTS:

- Fostered close client relationships and delivered exceptional branding, advertising and creative solutions as Creative Director at **Bureau of Small Projects**, driving valuable campaign results that exceeded expectations and improved customer experiences.
- Led teams of up to 20 people at **Pop** in creating highly acclaimed ad solutions for Target's Roundel campaigns, enhancing user experience on Target.com and driving a 102% increase in digital sales during the 2020 holiday season, all while maintaining high employee morale in a fast paced environment.
- Key role in **Blue Nile's** rebranding, directing photoshoots and image curation across web and in-store experiences, which resulted in a 25% revenue increase and a 31% rise in digital sales, solidifying the brand's presence in the online luxury retail market.

## WORK HISTORY:

### Bureau of Small Projects

**CREATIVE DIRECTOR; JULY 2022 - AUGUST 2024** (Creative Agency) | Remote

- Boosted client sales and brand equity by leading the creation of compelling campaigns, logos, websites, and packaging that directly addressed client goals and market positioning.
- Elevated customer engagement and satisfaction by designing unique, user-centric websites and interfaces, and delivering comprehensive toolkits to empower clients for ongoing success.
- Enhanced client relationships by translating client needs into distinctive brand identities and visual solutions that effectively communicated their unique value propositions.

### Chargely

**CREATIVE DIRECTOR; AUGUST 2023 - NOVEMBER 2023** (App startup) | Remote

- Improved user engagement and brand recognition by establishing a cohesive visual brand style across all touchpoints—from in-app graphics to trade show materials—successfully building a strong community around Chargely's EV platform.
- Refined the user experience through innovative gamification elements, designing custom illustrations, badges, and avatars that increased user interaction and retention.
- Ensured a smooth app launch by rigorously testing and iterating on visual designs, incorporating user feedback to mitigate errors and enhance the app's usability.

### Amazon / Run Studios

**PRODUCTION DESIGNER; JULY 2022 - DECEMBER 2022** | Seattle WA / Remote

- Drove holiday season revenue on Amazon.com by designing cohesive product showcases for the Influencer Marketing platform, supporting Amazon's advertising services, which grew nearly 100% from prior years.
- Increased internal efficiency by streamlining workload management processes within the 'Discovery & Technology' team, improving turnaround times and contributing to increased productivity in a highly demanding seasonal period.
- Enhanced customer engagement through consistent, holiday-themed visual content, aligning with Amazon's successful push for brand consistency and driving e-commerce performance during peak shopping seasons.

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## Knack Collective

**SENIOR ART DIRECTOR; SEPTEMBER 2021 – JUNE 2022** (Startup B2B Agency) | Seattle WA

- Elevated B2B client engagement and lead generation by leading the art and creative direction of ebook campaigns for Microsoft Partner Clients Red Canary, and Rockwell Automation, gaining over 20,000 downloads in the first two weeks, driving increased sales.
- Repositioned Knack Collective as a leader in B2B design innovation by rebranding AWS materials, integrating new graphic elements into a cohesive suite of templated marketing collateral.
- Optimized team workflow and output by developing and implementing a streamlined ideation-to-execution process, improving project accuracy and enhancing client satisfaction.

## POP

**ART DIRECTOR; OCTOBER 2018 – NOVEMBER 2019, NOVEMBER – DECEMBER 2020** (Ad Agency) | Seattle WA

- Drove user engagement and revenue growth by leading multiple creative teams in the successful execution of high-impact digital ads for Target's Roundel partner brand sales division, contributing to a 102% increase in digital sales during the 2020 holiday season.
- Integrated partner brands into Target.com's ecosystem, overseeing production of brand pages, banner ads, and social media content, which led to a 20% increase in visibility for partner brands and directly contributed to the ongoing growth in Target's online revenue.
- Enhanced process efficiency by streamlining workflow protocols, resulting in the timely delivery of high-quality campaigns and improved team productivity.

## Blue Nile

**ART DIRECTOR; APRIL 2018 – OCTOBER 2018** (Luxury Retail) | Seattle WA

- Elevated brand positioning by art directing a comprehensive rebranding effort, including the curation of new logos, website designs, and photography that solidified Blue Nile's presence in the luxury online retail space, which helped drive a 25% revenue increase, with annual sales jumping from \$400M to over \$500M.
- Boosted customer attraction and brand recognition by orchestrating high-quality photoshoots and collaborating with photographers, ensuring visually appealing content for global campaigns, which contributed to a 31% increase in 2018 digital sales.
- Optimized website redesign process, managing assets and refreshing imagery, which improved user navigation and resulted in a double-digit increase in conversion rates and enhanced user engagement.

## Digitas

**ART DIRECTOR; MARCH 2011 – FEBRUARY 2013, AUGUST 2013 – JUNE 2017** (Top-Tier Ad Agency) | New York NY

- Generated significant revenue growth for XFINITY by conceptualizing and executing the art direction of 360 ad campaigns, spanning broadcast, OOH, and digital channels, leading to a revenue increase of approximately 10% from 2011 to 2017.
- Increased brand engagement in the sports and events sector by producing impactful digital assets for XFINITY's MMA and Boxing PPV events, contributing to higher viewership and sales during these events.
- Streamlined AMEX's digital ad production by templating HTML5 digital solutions, reducing creative resource costs and turnaround times, which supported a 40% rise in customer acquisition through digital marketing channels, and enhanced client-agency relationship.

## Digitas Health

**ART DIRECTOR; NOVEMBER 2010 – MARCH 2011** (Leading Healthcare Ad Agency) | New York NY

- Contributed to company growth by executing successful digital campaigns for top pharmaceutical clients, enhancing their market presence and customer engagement.
- Pioneered digital wellness with the launch of Novartis's "Get On Track Program," an innovative app focused on medication adherence and overall wellness, which set a new standard in the industry.

### EDUCATION:

Purchase College SUNY, School of Art & Design: Bachelor's of Fine Art Degree, Graphic Design concentration, 2008

THANKS!