

TED KOHLMANN

CREATIVE DIRECTOR / ART DIRECTOR / ILLUSTRATION

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CAREER PROFILE:

Creative Director & Art Director with over 15 years of expertise in design; specializing in developing top notch branding and advertising campaigns for big businesses as well as smaller independent entrepreneurs, artists and musicians.

Diverse experience spanning multiple industries from ad agencies to B2B startups, boutique design studios to major online retail, as well as a loyal roster of awesome independent freelance clients, especially musicians, creatives & small businesses. Success in leading teams to concept and execute exceptional creative solutions that drive revenue growth, expand audiences, and enhance overall customer satisfaction.

Infuses lifelong artistic prowess into each deliverable, bringing a unique, fresh perspective to every project.

Proficient in the Adobe Creative Suite, including Photoshop, Illustrator, InDesign & After Effects as well as Sketch & Figma. Technically skilled in areas of drawing, illustration, animation, photography, silk screen and more.

A natural empathetic leader with strong skills in communication, inspiring fellow creatives, fostering camaraderie & team harmony.

CAREER HIGHLIGHTS:

- Stepped up to the role of Creative Director at **the Bureau of Small Projects**, diving in on ground-breaking projects, exceeding expectations by delivering exceptional creative solutions, fostering close client relationships, and driving valuable campaign results.
- Led teams at **Pop** to create highly acclaimed creative ad solutions that significantly enhanced the user experience on Target.com, resulting in massive increases in sales and engagement while earning praise from clients, customers & stakeholders.
- Played key role in company-wide rebranding of **Blue Nile**, imposing a protocol for more successful communication across teams, web & UX design, while also gaining significant photo shoot knowledge, including studio set operations, tabletop product photography, and advanced photo retouching for luxury retail, as well as asset management.

WORK HISTORY:

Bureau of Small Projects *(Creative Agency) | Remote*

CREATIVE DIRECTOR; JULY 2022 - PRESENT

- Elevating branding, enhancing sales, client trust & satisfaction by conceptualizing and developing successful campaigns, logos, websites, packaging, and presentations with a wide variety of clients, working closely to translate their needs into compelling solutions that highlight their expertise and what sets them apart from their competition.
- Enhancing customer engagement for Polished Geek through the designing a unique and versatile blog section for their site, complete with selection pages, blog post templates, and a comprehensive guide for creating cohesive blog header images providing them with the tools and guidance to drive their own success.
- Aided in the revenue generation, customer happiness and client satisfaction for cat expert Jackson Galaxy, by creating logos, branding materials, product packaging, presentations and graphics for their newly redesigned website, crafting a large part of the look & feel of their greater company-wide rebranding efforts.

Chargely *(App startup) | Remote*

CREATIVE DIRECTOR; AUGUST 2023 - NOVEMBER 2023

- Attracting customers, increasing user engagement, enhancing brand trust and recognition by implementing a unified brand style that informs all visual aspects of the brand, from in-app graphics, to logos and color, to creating trade show graphics and marketing materials the bridge the digital to the physical, spark conversations & ultimately helps build the EV community around Chargely.
- Advancing the gamification of the app's UX by creating fun and original illustrations, including earnable badges, avatars, way-finding icons, app-store preview graphics and more.
- Mitigating errors, testing, absorbing feedback and making many iterative updates, while contributing to the successful inaugural launch of the app!

Run Studios / Amazon *| Seattle WA / Remote*

PRODUCTION DESIGNER; JULY 2022 - DECEMBER 2022

- Contributed to the advanced holiday season revenue generated on Amazon.com's front page by designing and executing creative solutions that showcase relevant products on the Influencer marketing platform, ensuring a cohesive and engaging user experience.
- Streamlined internal processes for workload management within the 'Discovery & Technology' team, maximizing internal efficiency.
- Maximized client satisfaction by successfully integrating holiday brand style with Amazon's broader brand language & guidelines.

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Knack Collective *(B2B Agency) | Seattle WA*

ART DIRECTOR; SEPTEMBER 2021 – JUNE 2022

- Led the creative & art direction for multiple ebook campaigns for Microsoft Partner Clients, Red Canary & Rockwell Automation, resulting in successful B2B client engagement, sales and lead generation.
- Initiated the rebrand of AWS materials, implementing new graphic elements into branded templated materials such as ebooks, white papers, solution briefs, brochures, case studies, and more, positioning the Knack Collective as a heavyweight B2B agency at the forefront of design innovation.
- Developed and implemented a streamlined process of ideation to execution of projects, proofreading and QC process, fostering a tight-knit and high-performing team relationship, resulting in improved accuracy and client satisfaction.

POP *(Ad Agency) | Seattle WA*

ART DIRECTOR; OCTOBER 2018 – NOVEMBER 2019, NOVEMBER – DECEMBER 2020

- Generated growth for Target.com by leading teams of designers and copywriters to successfully concept, present, and execute successful campaigns for Target's partner brand sales division, Roundel.
- Oversaw production of partner brands' brand pages, banner ads, and social media content, seamlessly integrating them into Target.com's robust multi-brand experience, resulting in skyrocketing user engagement and driving sales numbers to new heights.
- Streamlined processes and protocols, optimizing workflow efficiency to meet quick deadlines and deliver exceptional results.
- Presented winning work to stakeholders and higher-ups, earning accolades and achievements for campaign success.
- Improved employee morale by managing and mentoring designers and copywriters, providing guidance and support to foster their professional growth and maintain a productive work environment.

Blue Nile *(Luxury Retail) | Seattle WA*

ART DIRECTOR; APRIL 2018 – OCTOBER 2018

- Contributed greatly to the growth of the company when brought on as Art Director as part of a comprehensive rebranding effort, implementing all new logos, website, email templates and photography, elevating the brand into the luxury online retail space.
- Improved brand recognition and attracted customers by directing photoshoots in collaboration with talented photographers and retouchers, capturing beautiful and luxurious product and lifestyle photography used company-wide and internationally.
- Pushed the market awareness through styling, photographing, and retouching images for social media channels and influencer marketing, ensuring a visually appealing brand presence, consistent with our company-wide rebrand as well as seasonal campaigns.
- Increased process efficiency of website redesign by managing assets, curating photos, selecting and organizing lifestyle and product photography, implementing effective way finding navigation, and refreshing imagery seasonally to enhance the user experience.
- Improved employee happiness and process efficiency by providing oversight and mentorship to fellow creatives, including production designers, copywriters, and the email team, fostering a collaborative and supportive environment cross functionally. Also created a system for integrating UX-team considerations into creative team's web design process, facilitating enhanced communication across teams company-wide, boosting workplace morale, and ultimately driving revenue growth through an improved user experience.

Digitas *(Award-winning Ad Agency) | New York NY*

ART DIRECTOR; MARCH 2011 – FEBRUARY 2013, AUGUST 2013 – JUNE 2017

- Drove revenue growth for XFINTY by conceiving and executing 360 campaigns, including broadcast, OOH, and diverse digital tactics including modular templated banners, interactive, social campaigns and beyond, expanding their target audience.
- Led the digital sports and event division, producing impactful digital assets for XFINTY's MMA and Boxing PPV events, driving audience engagement and brand recognition.
- Developed digital templated solutions that streamlined AMEX's digital ad production, driving growth, enhancing the agency's relationship and saving huge production costs for the client.

EDUCATION:

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