

MICHAEL DIETSCHE

graphic designer

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Portfolio: <https://michaeldietsche.com>

ABOUT

With a keen eye for executing creative across both digital and physical channels, I am a graphic design generalist with a strong background in digital design and production. I am adept at creating design systems, campaigns, UI, iconography, email layouts, and am proficient in HTML/CSS for design purposes. Beyond my design skill, I hold a technical mindset with an appreciation for organization, logic, and design purpose. Aiming to continuously improve processes, I discover ways to stretch, refine, and simplify to meet increasingly quick deadlines.

EXPERIENCE

PRODUCTION DESIGNER – CONTRACT // TARGET (HORIZONTAL TALENT)

Minneapolis, MN - Hybrid (January 2023–Present)

I develop and execute campaign, promotional, and brand-awareness creative in service of several departments, including apparel and accessories, beauty, and home design partnerships, as well as food and beverage. Working on the Multi-Channel Production team, my varied skill set has allowed me to flex my expertise beyond production, including art direction, retouching direction, video storyboarding, software training, and more.

As the lead production designer for Target's 2023 Holiday Campaign, my process improvements allowed for the timely production of over 250 weekly assets, resulting in an increase of 25% in short-term sales and 30% in ROAS over Holiday 2022.

ART DIRECTOR, GRAPHIC + UI DESIGNER // FREELANCE

Minneapolis, MN - Remote (May 2022–October 2023)

The Foundation for PSUSD 501(c)(3): Partnered on four event and campaign projects over two years. Event work included cross-channel awareness marketing and day-of-event collateral. Additional projects included art direction and design for the logo, lapel pin, and print brochure layout detailing the non-profit's newly-established giving society.

PubPass, LLC: Art directed and designed email series for the brand's first-purchase and sign-up campaigns, including all visuals, UI, iconography and final production of layouts in MailChimp. Developed 2023 passport cover print designs.

Krill Strategies, LLC: Created a digital infographic for the client's research paper, increasing reader engagement and facilitating understanding of the impacts and findings. Responsible for all aspects of design from conception to production, including direction, layout, distillation of information, data visualization, iconography, and copywriting.

SENIOR GRAPHIC DESIGNER // COOLIBAR, INC.

*Former roles as Graphic Design Intern, Graphic Designer
St. Louis Park, MN (March 2017–April 2022)*

Led a visual & process redesign of consumer marketing emails that reduced production time by 50%. Included wireframing, templating, and development of a design system alongside transition and implementation in a new CRM.

Developed a library of brand iconography, apparel/accessory product branding, and hang tags in addition to conceptualizing and production across print and digital for multi-channel promotional and awareness campaigns.

Partnered on wardrobing, shot conceptualizing, and art direction for on-location and in-studio photo shoots, plus markups and editing of photography.

EDUCATION + SKILLS

UNIVERSITY OF MINNESOTA, TWIN CITIES // CLASS OF 2016

BFA, Graphic Design

ADOBE CREATIVE SUITE

Photoshop, Illustrator, and InDesign CC

TECHNICAL

Design & Prototyping – *Sketch, Figma*
Image Processing – *Capture One*
DAM/CMS platforms – *Asset Hub, Aprimo,*
MediaCompass, Adobe Dynamic Media Classic
CRM platforms – *Opal, MailChimp,*
Optimizely, Salesforce