

BARB HARTMANN

Art Director + Designer

612.414.5510 • babsh.mart@gmail.com • barbhartmann.com

PROFESSIONAL PROFILE

I'm an art director who loves solving problems. Creative and insatiably curious, I find pretty much everything interesting, which means I'm pretty good with ideas and not too bad at bar trivia.

RELEVANT EXPERIENCE

broadhead, Minneapolis, MN — Art Director / Design Specialist May 2023 – present

Design Specialist – September 2023 - Present

Art Director Summer Intern — May 2023 – August 2023

Clients include Ziegler, Boehringer Ingelheim Animal Health, Good 2 Grow, Wilbur Ellis, Norfolk Southern, Firestone.

Self-employed — Freelance Art Director 2018 – Present

Design and concept creation for logos, direct mail, ads, invitations and small business branding. Clients included La Brea Bakery, CBK Ganz, TopLine Federal Credit Union, The Drink, Weber Shandwick, Organized Life.

Colle McVoy, Minneapolis, MN — Art Director 1997 – 1999

Collaborated with copywriter to conceptualize and generate work for Health East St. John's Hospital, DirectAg.com, Cliff's Notes, Pfizer and numerous new business pitches (American Dairy, MN Lottery, St. Ives). Brought ideas to life for print and broadcast; from developing concepts to designing look and feel, to bringing that creation through production to its final form. Collaborated with photographers, retouchers, directors and editors to produce inspired work.

Bozell Worldwide, Minneapolis, MN — Junior Art Director 1995 – 1997

Awarded the sole summer internship resulting in full-time Art Director position. Created outdoor, print, B2B and television ads for Polaris ATV, City of Minneapolis, Knott's Camp Snoopy, Medtronic, Super Value, Schwann's Back Home Foods, Midway Vacations, Presidential Summit, Ad Council. Transformed work from concept stage, designed layouts, attended photo shoots and worked with editors and directors for television.

EDUCATION

Brainco Portfolio School, Minneapolis- Fast-track 360 Portfolio Program 2022–23

Dakota County Technical College, Rosemount, MN 2021

Classes: Adobe Illustrator, InDesign, Photoshop, Type and Layout

Minneapolis College of Art and Design, Minneapolis, MN 1995

Bachelor of Fine Arts, Graphic Design with Minor in Advertising

SKILLS

- Adobe Creative Suite; Illustrator, InDesign, Photoshop, Premier, XD
- Google Suite

AWARDS

THE SHOW, 2023 (7 pins)
Gold, silver and bronze (student)

ADDY, 2023
3 silver (student)
