

BJORN MINDE

CREATIVE DIRECTION • DESIGN • DEVELOPMENT

CONTACT

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SUMMARY

Over 16 years of experience storytelling and designing digital and print campaigns for Fortune 500 brands. During this time, I have led creative teams, built award winning design, and established leadership traits that improve designers, developers, and overall brand quality. By combining deep industry knowledge with performance strategy, my goal is always maximizing value and profit through creative expertise.

KNOWLEDGE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), HTML, CSS, PHP, Wordpress, CMS, Figma, Keynote, HTML5 Rich Media (Celtra, Innovid, GWD), Canva

CORE SKILLS

IDEATION X STRATEGY

Channel creative ideas, concepts, and strategy for the execution of innovative, performance-based visual experiences across devices.

CREATIVE DIRECTION X DESIGN

Extensive experience creating visual campaigns across digital media channels and website platforms. Ability to calmly collaborate with designers and developers in fast paced, deadline driven environments.

COMMUNICATION X LEADERSHIP

Confident and articulate verbal communication skills with established creative leadership and motivational techniques for teams and individuals.

CLIENT EXPERIENCE

BMW, Disney, P&G, General Mills, Ford, Garmin, Microsoft, AIG, CocaCola, CapitalOne, McDonalds, Acura, Target, Timberland, UBER, CITIBank, CoverGirl, Dodge, eHarmony, UNITED, H&M, Honda, Jeep, Kahlua, Tommy Hilfiger, LLBean, Lasik, Lexus, Yahoo, among many other brands.

HISTORY

ASSOCIATE CREATIVE DIRECTOR

SERAPHIC GROUP: 2019–2025

Led a team of designers and developers to execute high quality creative solutions and assets for multiple lifestyle, medical, science, NPO, and CPG brands.

FOUNDER X CREATIVE DIRECTOR

BJORNSON: 2018–2019

Created a personal design and art brand, consulting on art direction, design services, brand strategy, and development for various small and medium-sized brands.

INTERACTIVE ART DIRECTOR

AMOBEE: 2008–2017

Managed a team of designers and developers to execute branded, innovative designs for a range of Fortune 1000 clients across multiple, digital advertising channels. During this time, established a strategic creative fee structure to compete with design agencies, generating up to \$100k per month in creative fees.

