



ALISSA NOGLE

Creative Director | Brand Strategist | Graphic Designer

Creative director with 13+ years of industry experience and a passion for all things brand. Passionate about achieving the ultimate end goal – to make a brand, product or service seen, heard, relevant and loved. Results driven, big picture thinker with the capacity to quickly understand clients' needs. Strong ability to connect, collaborate and partner with both creatives and clients. Skilled at leading creative and cross-functional teams, driving strategy, applying research and design thinking, and problem solving. Leads strategic initiatives for visual look and feel, communications, digital and social media.

Skills

Leadership | Creative Direction | Art Direction | Presenting | Brand | Brand Identity Design | Retail Store Design | Interior | Retail collateral | Promotional | Web & Digital Design | Copywriting | Publication | Print & Prepress | Photography

Technical Skills

Mac OS | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Lightroom | Adobe Flash | Adobe After Effects | Adobe Acrobat | Adobe Bridge | Robohead | HTML | SharePoint | Microsoft Office

Professional Experience

2015 - 2016 Creative Director & Brand Strategist

Goodwill-Easter Seals Minnesota - St. Paul, MN

Directed and developed brand strategy for all marketing collateral to support network expansion, facilitating growth of Minnesota Goodwill stores from 34 to 65+ stores/service locations. Guided team in designing integrated creative solutions. Developed and reinforced new brand standards and guidelines to ensure organization wide adoption. Translated marketing objectives into creative strategies through actionable marketing plans for communications, print & social media.

Key Accomplishments:

- Provided creative leadership for successful redesign and visual rebranding initiative for the Goodwill store shopping experience, resulting in:
 - 95% of customers "preferring" new store design.
 - 65% of customer saying they will "shop more."
 - Double-digit sales growth at stores in the months following redesign.
 - 25% cost reduction in new store signage kit.
- Concepted a print on demand/asset management system to streamline the processes for securing organizational marketing collateral; system generated \$50k+ in savings annually.
- Established, collaborated with, and maintained strong relationships with team members, business units, and external business partners, resulting in significant savings, strong vendor commitment, streamlined processes, and actionable design strategies.
- Won 2016 Best Annual Report Award in Graphic Design USA magazine's American InHouse Graphic Design Awards competition.

See My Work: www.AlissaNogle.com

Say Hi: alissa@alissanogle.com | 612-532-8324

2014 - 2015 **Manager of Creative Services**

Goodwill-Easter Seals Minnesota - St. Paul, MN

Led and trained Creative Team members in all aspects of achieving creative excellence, including design, social media and communications projects. Recommended graphic vision to senior leaders for the organization's brand and created standards to support it based on market research and consumer insights data. Designed innovative approaches to visualize data and present information that facilitated customer understanding and engagement. Collaborated with other Goodwill Industries International agencies to help identify and create efficiencies related to shared creative concepts and assets. Managed vendors, budgets & deadlines.

Key Accomplishments:

- Provided creative leadership for Gina + Will concept store, resulting in a successful launch and Year 2 sales that were 22% over budget.
- Won 2014 Best Annual Report Award in Graphic Design USA magazine's American InHouse Graphic Design Awards competition.

2011 - 2014 **Graphic Designer**

Goodwill-Easter Seals Minnesota - St. Paul, MN

Developed design solutions (from concept to completion) in a wide range of graphic applications that met marketing strategies including: collateral materials, environmental graphics, publications, advertising and sales/ advancement materials. Created marketing materials (print & digital) to support all divisions of the organization. Consistently delivered multiple projects with tight deadlines and budgets on time and under budget.

2008 - 2011 **Graphic Designer**

Freelance

Designed print collateral, web graphics & ad design automation for brands such as Sonus, Miracle Ear, Thomson Reuters and Select Comfort. Developed experience style guides, including sustainable and maintainable visual design languages, interaction patterns, and design standards. Leveraged the capabilities of a multichannel environment and other technologies to create intuitive and elegant user interactions.

2004 - 2008 **Graphic Designer**

Select Comfort - Plymouth, MN

Created B2B & B2C marketing print collateral, in-store signage & web graphics. Coordinated photo shoots and art direction. Designed and produced marketing materials and direct mail campaigns. Conducted media buying in support of wholesale and commercial channel sales. Ensured accurate branding in all projects and continually updated and tracked the Brand Standards Manuals.

Education

Minnesota State University - Mankato

B.F.A. Graphic Design

Specialization in photography, minor in Marketing

Continuing Education

Fundamentals of Leadership
University of Minnesota Continuing Ed

SharePoint Super User Administrator training
Supervision Part 1, Trusight, Inc

Activities & Awards

GDUSA InHouse Design Awards

Best annual report - 2014

GDUSA InHouse Design Awards

Best annual report - 2016

RRCA Certified Run Coach - Volunteer

Moms on the Run, Inc.

Women's Distance Running 2014 - present

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