

SUMMARY

- Experienced art director and designer with over 25 years of expertise in creating high-impact print and digital marketing collateral that drives results
- Proven leader skilled in mentoring and managing creative teams to deliver innovative, on-brand work
- Strong eye for typography, layout, and visual design, with a deep commitment to quality and consistency
- Respected cross-functional collaborator who aligns creative strategy with business objectives
- Skilled in Adobe Creative Suite, Marketing Cloud, Microsoft Office, and Wrike, with extensive experience in brand management and ensuring all deliverables meet brand standards

EXPERIENCE

Sr. Art Director

Nasco Education | Remote | 2022–Present

Direct a team of print and digital designers to transform marketing strategies into engaging, on-brand print and digital materials that elevate the customer experience and align with corporate goals. Led full visual identity rebrand that modernized the company's look, reinforced brand positioning, and unified marketing materials across channels.

Responsibilities:

- Lead creative development across omnichannel campaigns, producing customer-focused communications that drive engagement and sales
- Partner closely with copywriters to ensure design and messaging work seamlessly together to achieve strategic marketing objectives
- Oversee all stages of production—from concept through completion—managing timelines, deliverables, and team communication
- Direct product and model photo shoots, guiding photographers to produce compelling imagery that supports campaigns, reinforces brand identity, and highlights product value
- Maintain and evolve brand identity standards, ensuring consistency across all marketing channels
- Mentor and coach designers, providing constructive feedback to strengthen design skills and creative execution
- Develop annual production schedules and oversee workload management to optimize team efficiency
- Collaborate cross-functionally with product, marketing, and sales teams to develop creative strategies adaptable across go-to-market channels.
- Serve as a creative and process advisor, improving collaboration, workflow, and project outcomes across teams

Art Director

Nasco Education | Fort Atkinson, WI | 2020–2022

Led and mentored a team of eight designers, fostering confidence and collaboration that elevated the quality and impact of integrated marketing campaigns and product launches.

Responsibilities:

- Developed and implemented brand and style guidelines, templates, and visual systems for cohesive design across print, digital, and social channels

- Designed visually engaging catalogs, one-sheets, flyers, lesson plans, and digital marketing materials using advanced Adobe Creative Suite skills
- Conceptualized and executed catalog covers aligned to strategic objectives
- Directed and executed proprietary product and packaging designs
- Collaborated with external vendors to produce branded merchandise and print materials that maintained quality and brand alignment
- Streamlined production workflows to improve efficiency and consistency across projects
- Partnered with cross-functional teams to plan and execute strategic initiatives

Art Director, Corporate Initiatives

Nasco Education | Fort Atkinson, WI | 2018–2020

Led corporate design initiatives to strengthen brand presence and ensure consistency across all marketing and product materials. Collaborated with cross-functional teams to ensure a cohesive customer experience.

Assistant Art Director

NASCO International | Fort Atkinson, WI | 2000–2018

Led catalog layout development and partnered with the Art Director to review and approve final creative assets. Trained and mentored new designers, delegated projects to balance workloads, and streamlined creative workflows. Improved image database management by refining processes in FileMaker, enhancing efficiency and consistency across projects.

Graphic Designer

NASCO International | Fort Atkinson, WI | July 1996 – 2000

Designed over 1,000 catalog pages annually, produced original illustrations, designed proprietary products, and coordinated photography to enhance catalog presentation and customer engagement.

EDUCATION

Associate’s Degree in Commercial Art, Madison College

TESTIMONIALS

“Amy is an amazing manager and mentor to her team members, and I’ve always been able to count on her calm, steady leadership. She has an excellent eye for color, balance, and design, and she combines those skills with a clear understanding of business objectives. Her design expertise and critical eye are what often push her team’s concepts from good to great.”

-Liz Bowie, Creative Director, Nasco Education

“Amy is an EXCEPTIONAL Art Director and would be an INVALUABLE ASSET to any organization. She has deep experience and knowledge of best practices in a broad range of design applications. Amy works extremely well cross-functionally, and across all levels. She has won the respect and admiration of everyone she works with. She is lightning fast, cool under pressure, always willing to take on “extra,” goes above and beyond, consistently delivers on schedule (even with unrealistic deadlines), and her design work always exceeds expectations. All in all, Amy is an absolute delight to work with, and it was truly a privilege to have Amy on my marketing team!”

-Pam Terry, Chief Marketing Officer, Nasco Education

“Amy is a talented Senior Art Director. She is supportive of her team’s creative processes and provides valuable feedback that is positive and clear that allows her team’s work to shine!”

-Kara Hagen, Sr. Graphic Designer, Nasco Education