


RICK KIPPERT

SUMMARY

Highly creative and multi-talented Senior Designer and Art Director. 15+ years of experience in print, web and motion design. Outgoing and detail-oriented, expert at solving complex business challenges with simple design solutions. Comprehensive knowledge of branding, package design, corporate identity, print & digital advertising, website design, video editing and motion graphics.

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rickkippert.com/portfolio 

EXPERIENCE

BACHMAN BRAND DEVELOPMENT / DESIGN DIRECTOR

OCT 2007 - SEP 2017

Leadership role in a design consultancy specializing in package design, new product development and video production for consumer facing clients. Direct and collaborate with creative teams to create simple design solutions that solve complex business challenges.

CLIENTS INCLUDE:

SC Johnson (Ziploc, Windex, Drano, Pledge, Scrubbing Bubbles), Harley-Davidson, Master Lock, Miller Coors, Odin Brewing Co., O&H Bakery

- Handle all aspects of concept, design, layout and production for a range of projects including branding, packaging, brochures, catalogs, direct-mail, point-of-sale, social media, websites and videos
- Present concepts to internal team and to external clients
- Direct photo/video shoots, coordinate printing and oversee press inspections
- Lead creative for Drano re-brand, leading to 17% sales bump
- Developed new business and revenue streams by introducing video production and product visualization offerings

TREFOIL GROUP / SENIOR ART DIRECTOR

SEP 2004 - OCT 2007

Award winning art direction for integrated B2B agency that specializes in marketing communications, public relations and strategic insights for a wide range of industries and clients.

CLIENTS INCLUDE:

WHD Law, DME Company, Milacron, Penda Corp, Park Bank, Mason Wells, The Private Bank

- Conceived and executed advertising campaigns that integrated print, interactive, and social media
- Created dynamic brand identity systems and marketing collateral
- Designed and developed 25+ websites from concept to code, teaching myself HTML, CSS, Javascript and PHP along the way

CULVER BRAND DESIGN / ART DIRECTOR

NOV 1999 - SEP 2004

Innovative, on-trend design in a fast-paced agency specializing in branding and package design.

CLIENTS INCLUDE:

Pepsi, Frito-Lay, Jim Beam Brands, SC Johnson, Harley-Davidson, Western Plow

- Designed and produced brand identity, package design, print collateral, websites & videos
- Designed the original Mountain Dew AMP Energy Drink identity and packaging, beating out 80+ design submissions from 6 agencies

SKILLS

SOFTWARE EXPERTISE

Adobe Illustrator	<div><div></div></div>
Adobe Photoshop	<div><div></div></div>
Adobe InDesign	<div><div></div></div>
Adobe After Effects	<div><div></div></div>
Adobe Premiere	<div><div></div></div>
Cinema 4D	<div><div></div></div>

CODING/CONTENT MANAGEMENT

HTML	<div><div></div></div>
CSS	<div><div></div></div>
Javascript/jQuery	<div><div></div></div>
Wordpress	<div><div></div></div>
PHP	<div><div></div></div>
Angular/Ionic	<div><div></div></div>

EDUCATION

UNIVERSITY OF WISCONSIN-MILWAUKEE

1989 - 1994

Bachelor of Arts in Economics