



Douglas K. Swenson ■ douglaskswenson.com ■ 651.278.6566

Professional Experience

Periscope, Minneapolis MN, Experiential Designer

August 2013 - Present

Experiential designer articulating clients' brand personas through unique in-person experiences and events. Collaborate with account managers and creative staff to develop concepts and themes. Create innovative visual elements and events to drive attendance and participation using tactics like builds, games, and social drivers for clients including Target, Cox Communications, and Great Clips.

Creating positive, emotional connections to brands through events and experiences—through both large and small events and unique social touchpoints.

Life Time Fitness, Chanhassen MN, Graphic Designer/Art Director

August 2010 - August 2013

In-house designer and art director for the Life Time brand and its public presence and programming. Worked with a variety of clients including LifeCafe, Life Time Kid's, and the monthly public member communications. Utilizing a variety of approaches like TV, magazines, websites and banner ads, to public and private events and experiences.

Experience working with a team of copywriters, and junior designers to deliver the best creative for several clients to a nation-wide company.

ELEVEN VISUAL LLC, St. Paul MN, Graphic Designer

October 2007- August 2010

Design for a variety of clients, with different marketing goals, in a fast-paced agency. Materials include logos, corporate identities, web sites, brochures, banner ads, manuals and e-mail marketing materials. Clients included Red Bull energy drink, Aveda salon products, RayBan sunglasses, Polaris ATVs and Panchero's Restaurants.

Experience working with a variety of project managers, specialists and others to design and produce a quality product material on time and within budget.

Kelly Promotions, Bloomington MN, Graphic Designer

October 2006 - October 2007

Designed incentive products for companies large and small. Products included trophies, apparel, office supplies and gadgets. Clients included Cargill and Wells Fargo

Education

Northwestern College St.Paul, Minnesota – Bachelor of Arts degree

August 2001 - December 2005

Major in Graphic Design, Minor in Communications. Courses included theological studies of art, culture, communication and humanity.

Software expertise

Adobe Illustrator, Photoshop and InDesign. Mac and PC operating systems, including Office, and the Google suite of Apps.