



# TERRI BLAHNIK

creative director & designer  
[www.terriblahnik.com](http://www.terriblahnik.com)

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## EDUCATION

University of Wisconsin - Milwaukee  
Bachelor of Fine Arts  
Major: Graphic Design  
Minor: Art History  
Graduated, May 2011

Santa Reparata International School of Art  
Florence, Italy  
Focus: Photography and Art History  
Gallery exhibit showcasing photography  
Summer 2010

## PROFESSIONAL AFFILIATIONS & EVENTS

American Institute of Graphic Arts (AIGA)  
Member, 2009-2011  
Treasurer, September 2010-2011

FUSE 2010, University of Wisconsin - Milwaukee  
An annual event where UWM graphic design  
students explore design entrepreneurialism.  
I researched, designed, fabricated and sold Neek.  
Neek is a chic clutch designed with extra strength  
magnets to clasp shut.

## EXPERIENCE

### VEIL MAGAZINE

Jan. 2013 - present, Milwaukee WI  
Creative Director

Design cohesive layouts for a 192 page magazine. Set print standards for overall look and feel of every issue. Create marketing materials, maintain social media accounts, art direct photo shoots and communicate directly with current vendors on editorial needs. Produce numerous ads for multiple vendors ranging from event planners, florists and bakers. Organize and handle all media coming in and out of Veil Magazine.

### BELK

July 2017 - July 2020, Charlotte NC  
Creative Director

Lead creative influence on corporate rebranding strategy at Belk. Spearheaded marketing campaigns throughout all omni-channels. Art directed print, social and TV/video photo shoots. Drove strategy and storytelling of Belk's brand throughout direct mailers, publications, ROP, print media, social media, video, TV/broadcast, in store visuals, web and email marketing. Overlooked curation of organic and paid content and developed a strategy for Belk's Instagram account. Worked with 5+ internal teams and 2 external teams to design and produce all marketing materials. Managed workflow of a 4-10 person team of designers and copywriters to deliver amazing work and adhere to deadlines in a fast paced environment.

### BONTON STORES INC.

July 2013 - July 2017, Milwaukee WI  
Senior Graphic Designer

Built multiple front cover and page layouts on the Quality Assurance Team within Marketing. Designed overall concepts for individual campaigns. Collaborated with the Art Directors to produce a comprehensive look and feel for public/direct customer mailers, broadsheets for newspapers, billboards and event ads. Color proofed all print materials being released to multiple printers.

### COMMUNICOR, INC.

June 2011 - Oct. 2012, Milwaukee WI  
Graphic Designer

Designed for a small firm/Ad Agency. Produced marketing materials and symposium invitation sets for a main client, NewYork-Presbyterian Hospital. Provided design support for a wide range of clients through trade show graphics, brochure layouts and healthcare reports.

### DERSE, INC.

Jan. 2011 - May 2011, Milwaukee WI  
Marketing Graphic Design Intern

Provided visual support for new business opportunity through RFP (Request for Proposal) covers, dividers, and Power Point background layouts. Also built collateral for self-promotion and web site design support.

## SKILLS

Graphic Arts, Art Direction, Management, Concept to Execution, Campaigning, In-house ad agency, Target Marketing, Planning & Scheduling, Adobe Creative Cloud Suite, Microsoft Office