



TERRI BLAHNIK

creative director & designer

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3920 N Frederick Ave.
Milwaukee, WI 53211

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 entrepreneurship.

I researched, designed, fabricated and sold Neek.
Neek is a chic clutch designed with extra strength
magnets to clasp shut.

EXPERIENCE

ELEMENT

Feb. 8, 2021 to Present — 2081 Profit Place, De Pere, WI 54115
Art Director

Pairing knowledge with creative and content strategies in order to develop impactful brand experiences that deliver against key business goals and objectives, while driving innovation throughout the organization.

FOOD LION

Nov. 7, 2020 to Mar. 19, 2021 — 2110 Executive Dr., Salisbury, NC 28147
Senior Graphic Designer

Providing visual support for in store and corporate collateral. Designing overall look and feel of the Food Lion Feeds program. Currently updating corporate brand guidelines.

VEIL MAGAZINE

Jan. 2013 to Dec. 31, 2020 — 28609 Martha Ct, Waterford, WI 53185
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 31, 2017 to July 10, 2020 — 2801 W Tyvola Rd., Charlotte, NC 28217
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 to July 28, 2017 — 331. W. Wisconsin Ave., 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.

SKILLS

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