



## ROD KARMENZIND SENIOR ART DIRECTOR

rodkarmenzind.com  
rodkarmenzind@gmail.com  
920.203.9575

### EXPERIENCE

2020-PRESENT DAY

#### ART DIRECTOR, MANAGER

THE CARY COMPANY - ADDISON, IL

Lead and manage the creative team that includes design, photography, and video

- Drive and implement the evolution of brand across all touch points including design and copy
- Hands-on with email, web, and motion graphics, as well as all print and OOH advertising
- Art direct multiple videos per month from storyboard input to set design, and lighting,
- Art direct multiple photoshoots per month including models, wardrobe, props, and set
- Successfully cut print costs by over 60% in 2020-2021 and also decreased photo retouching production time by 75%.
- Launched and maintained social media video series that increased social traffic by 80X

2017-2020

#### SENIOR ART DIRECTOR

MANIFEST - CHICAGO

Brought stories to life with brand-driven, award-winning campaign design across print, digital and social media. Led design teams.

- Designed pitch decks that won and renewed accounts and expanded business with marquee clients such as AARP and Paper & Packaging, driving millions in total revenue
- Reduced expenses for over 20 location photo shoots for Baylor Scott & White *Health* magazine by 40%
- Reworked Delta Faucet's social media design procedures, creating 60% more efficiency
- Implemented hybrid template process for Centene reducing design time by 70% on over 40 quarterly newsletters and reducing agency expense

CLIENTS: American Society of Civil Engineers, Baylor Scott & White Health, BS&W McLane Children's Hospital, Centene, Delta Faucet, Primrose Schools, Staples, University of North Carolina Medical Center, University of Maryland Medical Systems, National Hemophilia Foundation, University of Virginia Health System

### AWARDS

2019

#### Agency of the Year

Content Marketing Awards

2019

#### Gold

Folio Ozzie, overall design for a single issue by an association or nonprofit

2013

#### First Place x2

NCAGIO

finishes for two University of North Carolina publications

2009

#### Gold & Bronze

Folio Ozzie Awards, for best use of digital illustrations

### EDUCATION

BFA, Northern Illinois University  
Four-year, full-tuition art scholarship winner

### VOLUNTEER

EMT- Ripon FD  
Habitat for Humanity  
Kitchen on the Street  
St. Mary's Food Pantry  
FMSC.org

### ACTIVITIES

#### Gold

2012 AZ State Jujitsu Championships

#### Bronze

2013 IBJJF World Master Jujitsu Championships

2010-2017

#### ART DIRECTOR

MANIFEST - PHOENIX/CHICAGO

Managed the creative direction for multi-channel media campaigns and led design teams.

- Created pitch decks and proactively redesigned publications that won and renewed notable client business: Baylor Scott & White, Cleveland Clinic, University of Maryland Medical Center, and many smaller hospitals driving millions in total revenue
- Created custom illustrations and infographics for Cleveland Clinic, Baylor Scott & White Rehab, and UNC reducing client art budget
- Presented detailed plan to increase editorial efficiency by 20-70% across art and edit, allowing for additional client load without additional workforce

2008-2010

#### ART DIRECTOR

ATOMIC TRIBE - NEENAH, WI

Moved mountains with monthly magazine for Comcast, Charter and COX with 2.9 million circulation

- Designed all web graphics and worked with publicists and networks in acquiring images for print and web design
- Produced digital illustrations for shows on NatGeo, Food Network, ABC, NBC, CBS, SyFy, History Channel, AMC, Travel Channel

2005-2008

#### ART DIRECTOR

EXPERIMENTAL AIRCRAFT ASSOCIATION

OSHKOSH, WI

Breathed life into EAA's flagship, 132-page monthly magazine, Designed 40-page monthly and an annual 208-page convention program

- Art directed air-to-air photo shoots
- Illustrations featured in Adobe Layers magazine
- Produced illustrations for feature articles

### SKILLS

**Adobe Creative Suite:** InDesign, Photoshop, Illustrator, After Effects, Acrobat

**Microsoft Office Suite:** Word, Excel, PowerPoint

**Web:** Wordpress Elementor, knowledge of HTML, CSS

**WoodWing:** Advanced user

**Illustration:** Digital and traditional, infographic expert

**Photography:** Lifestyle, product, architectural

**Presentation:** Toastmasters International Competent Communicator (skilled /seasoned speaker)

**Management:** Manage teams and freelance talent worldwide, mentor and train designers

**Relations:** expert at conflict resolution