



# ROD KARMENZIND

**ART DIRECTOR:  
STORYTELLER,  
RELATIONSHIP BUILDER,  
MOUNTAIN MOVER**

More than a designer, I am a full-service **visual storyteller** who gives life to creative strategy in order to promote loyalty, nurture brand relationships and change the heartbeat of audiences everywhere.

Dear Hiring Manager:

Over the last nine years, I have worked at one agency during three mergers, two cross-country moves and have had one mission—to promote an engaging and creative brand presence for clients worldwide.

I have led design teams and was the lead art director for many marquee accounts, simultaneously designing print, digital and helping craft content strategy for clients including Delta Faucet, PetSmart, UNC Medical, Kaiser Permanente, Cleveland Clinic, Staples, Baylor Scott & White, AON, and CBS.

I have mentored art directors and designers on how to craft better design and imagery, and have modeled how to build solid internal and external client relationships. In fact, I believe that my superpower is my ability to communicate, encourage, and be the catalyst that grows healthy, vibrant and successful teams.

Thank you for your time, I look forward to hearing from you soon.

Very Best,

Rod Karmenzind





# ROD KARMENZIND

## ART DIRECTOR

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rodkarmenzind@gmail.com  
920.203.9575

### EXPERIENCE

#### 2017-DEC 2019 **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 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

#### 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

CLIENTS: Aon, CBS, Baylor Scott & White Rehab, Cleveland Clinic, Kaiser Permanente, NatGeo, PetSmart, University Of Maryland Medical Systems, University of North Carolina Medical Center, UPS

### 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  
YB Church Security  
FMSC.org

### ACTIVITIES

**Gold**  
2012 AZ State JiuJitsu Championships

**Bronze**  
2013 IBJJF World Master JiuJitsu Championships

#### 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 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

#### 1999-2005 **DESIGNER**

GOSPEL FOR ASIA - DALLAS, TX  
Designed multi-channel media campaigns and monthly publication. Created web and video graphics, booth displays, multimedia and photography

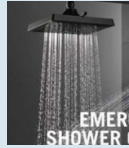
- > Designed campaigns and ads that raised over \$20 million yearly for indigenous workers in India, Nepal, Bangladesh, Sri Lanka, and Bhutan
- > Raised \$2-\$5 million to build dozens of schools for "untouchable" children population in India
- > Helped GFA grow to be second largest missions and relief organization in the United States
- > Raised 800,000 for Tsunami relief campaign

### SKILLS

**Adobe Creative Suite:** InDesign, Photoshop, Illustrator, After Effects, Acrobat  
**Microsoft Office Suite:** Word, Excel, PowerPoint  
**Apple:** Keynote **WoodWing:** Advanced user  
**Illustration:** Digital and traditional  
**Photography:** Lifestyle, product, architectural  
**Presentation:** Designated Toastmasters International Competent Communicator (skilled /seasoned speaker)  
**Management:** Led design teams, managed talent worldwide, mentored and trained art directors  
**Relations:** expert at conflict resolution and growing client relationships



## A few portfolio links



### 1 DELTA

Crafted interactive and static daily posts on all social media outlets for

Delta Faucet (including all posts for Peerless.)

Worked with Delta interior designer influencers and Delta in-house designers to wrap story around product lines. Also garnered user-generated content in tandem with product shots in Delta's Inspired Living blog that encompassed multiple monthly posts. Our team exceeded many of our goals for the year including our two largest: social referral traffic & social engagement rate posting record annual sales and profit.

<https://www.rodkarmenzind.com/delta-faucet/>



### 2 CLEVELAND CLINIC

For over 3 years, I had the honor of communicating renowned Cleveland

Clinic's success stories through their print publication (which consisted of seven versions

each representing a different hospital in the system) as well as digital ads, e-newsletters and website graphics. It involved a lot of moving parts, gathering and distilling direction from multiple stakeholders, garnering special permissions for photos and negotiating image prices. I also led the team for a successful redesign of the flagship publication and microsite.

<https://www.rodkarmenzind.com/cleveland-clinic/>



### 3 BAYLOR SCOTT & WHITE HEALTH

As lead art director for BS&W Health,

I led the design team for 11 versions of this print publication that spanned the North and

Central Texas regions. That meant coordinating and directing two cover photoshoots each issue. I also had the opportunity to leverage my skills as an award-winning illustrator for BS&W by finding and managing the best illustrators in the business whether in the U.S. or abroad and eventually redesigned their entire publication. and led the way to integrate print with interactive.

<https://www.rodkarmenzind.com/baylor-scott-and-white/>



## In their own words



Rod is a complete professional. In my interactions with him, I have found him to be totally organized, with a single-minded focus on creating the best product possible for our marketing at BSWH. His art direction and photography direction are top tier, with a wealth of experience to handle whatever production challenges may arise. Plus his low-key, genial personality makes him a pleasure to have as a vendor.

**Greg Draper**, Manager of Creative Services  
Baylor Scott & White Health



A designer is an emerging synthesis of artist, inventor, mechanic, objective economist, and evolutionary strategist." The words of Buckminster Fuller have never rung truer than in the captivating creativity and artistic acumen of Rod Karmenzind. I had the joy of working with Rod to shape stories of healthcare and higher education—resonating with thousands of readers. He is a delightful strategic partner and powerhouse talent—a superhero to anyone in need—and he throws a mean frisbee.

**Janice Sweeter**, Ph.D. Associate Professor of Practice  
Northern Arizona University



Rod is an extraordinary art director. He re-imagined the illustration process for BS&W Health Magazine, and using his experience as an illustrator, encouraged other illustrators to give us their very best work. ... In addition, he led the effort to integrate print with interactive, increasing reader engagement. Rod is a joy to work with and makes a positive impact on everything he does.

**Patty Cook**, System Director of Consumer Relationship Marketing, Baylor Scott & White Health

**"He is a delightful strategic partner and powerhouse talent."**

**"Rod is beloved by many of us!"**

**"His ability to navigate client needs, deadlines, and design strategy is outstanding."**

**"Rod's personality is easy-going, no drama, caring, and kind."**

**"Collaborating with Rod for more than six years has been an absolute pleasure."**

**"He's really FUN to work with. He's got a wonderful sense of humor and that, combined with his genuine enthusiasm and positivity, makes for a winning work environment."**



As Art Director, Rod invigorated our pages with well-crafted and beautifully-designed story illustrations. .... Rod is a big reason we won numerous Folio "Ozzie" awards for magazine design during his tenure. Rod's personality is easy-going, no drama, caring, and kind. .... I can recommend Rod for any senior design position without hesitation!

**Jim Weidert**, Founder, IntoWishin' Arts, Creative,



Without fail, Rod always brought a combination of skill and wit to everything that he did. In our time working together, Rod successfully led the design of several large Healthcare accounts. His ability to navigate client needs, deadlines, and design strategy is outstanding. And in spite of many changes within the workplace, Rod remained positive and calm, remaining committed to his company, coworkers and clients. Rod is beloved by many of us!

Adele Mulford Director, Creative Services,  
Make-A-Wish



Collaborating with Rod for more than six years has been an absolute pleasure. His ability to create design specifically for each audience is truly wonderful—from creating amazing covers to feature spreads, and even making basic news snippets look appealing. Rod has gone above and beyond many times to help keep our projects on track, under extreme deadlines and client delays. I have always insisted that Rod be the designer on our projects.

**Jennifer Breedlove**, Communications Manager,  
UNC Health Care