

# Alex Wallerstedt

556 Emil Avenue | Shoreview, MN 55126

651.329.8466 | 651.490.0549

www.wdesignstudios.com

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## Summary

Award-winning designer and production artist with an eye for clean, elegant and meaningful design, known for developing creative solutions for business and marketing needs. Works closely with clients to produce innovative and strategic methods to achieve results. Exhibits a proven ability to quickly master new techniques, software and systems as well as the ability to troubleshoot files and systems, organize complex projects, and assist and train others in software and technical areas. Passionate, dedicated, and knowledgeable individual with a collaborative, flexible, and easy-going style.

## Career History **RiverSource, Minneapolis, MN**

**2008 - Present**

*Graphic Designer / Marketing Manager*

Manager of the graphic design and production of all marketing materials for RiverSource Insurance and Annuities.

- Established an in-house design and production area by purchasing equipment, creating file organization systems to store and track production, image and design files, and building templates of varied complexity. By doing so, productivity was increased by reducing the average turn-around time by two days and over \$10,000 was effectively saved by thoroughly researching equipment options.
- Coordinate all aspects of design and production with in-house business partners as well as vendors ensuring a high standard of quality is maintained.
- Consistently exceed quality expectations with near error-free design and production.
- Established and lead a regular cross-company design/production “best practices” meeting, implementing strategic tactics to leverage resources and knowledge across the organization.

## **Pearson Education, Shoreview, MN**

**2008**

*Senior Graphic Designer*

Key member of a team responsible for the design and production of multiple national brands within the special education market.

- Continually developed and initiated ways to assist others in troubleshooting files, creating more efficient work flows and developing clean layout files for output and delivery to vendor.
- Established and managed an in-house photo studio. By researching, purchasing equipment, and training staff in product photography, the bulk of the department’s product photography was brought in-house, eliminating the need to pay external photography vendors.
- Directed and maintained the color correction of the department color printer. Regularly testing and calibrating the printer, updating and configuring department computers, and training department staff in proper techniques, ensuring composite prints, color breaks, and mock-ups accurately reflected the layout files.
- Designed, created templates for, and implemented production of marketing collateral for several educational product lines. Collaborating with product design/production, marketing staff, campaign directors, and print vendors to launch successful marketing campaigns.

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## Career History **RBC Dain Rauscher, Minneapolis, MN**

**2001 - 2008**

(continued)

*Graphic Designer*

Member of a team in charge of the design and production of marketing collateral for a national brand as well as over 1,800 financial consultants.

- Within continually tight time frames, helped to drive a team of three designers to produce almost 8,000 jobs in one calendar year, making sure specs and printing were correct, driving brand, and maintaining high customer satisfaction.
- Amid expanding workloads, assumed the role of Mac technician in addition to regular duties. Executed server maintenance and support, file troubleshooting, file organization, software training, and addressed all software and hardware issues, reducing technical down-time and increasing departmental effectiveness.
- Partnered directly with pre-press, printing, and other vendor personnel, creating relationships, implementing techniques, gaining intimate knowledge of press sheets, proofs, and the printing process, thus developing preflight processes for printed media as well as web and email, creating a streamlined and effective process.
- During multiple rebrands, created templates, controlled the production of over 800 financial consultant resumes, and produced various other marketing and brand material.

## Education

**BA, Advertising,** University of Wisconsin - Eau Claire, Eau Claire, WI

## Professional Development

### Software with a high level of proficiency:

Adobe InDesign   Adobe Illustrator   Adobe Photoshop   Adobe Acrobat  
Adobe InCopy   Dreamweaver   Flash   Microsoft Office Suite   Mac OS X  
PC   QuarkXpress   X-Serve

### Continued research, conference attendance, and training on:

- Design, production, and printing techniques
- Industry trends
- Software

### Certifications (pending):

- ACE-InDesign (Adobe Certified Expert in InDesign) (currently studying, to be completed spring 2009)