

KERRY LEHRKE

CREATIVE DIRECTOR & DESIGN

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Creative Director

Joann Inc | Hudson, Ohio | Nov 2016 - Present

- **Cross-Functional Leadership:** Successfully manage and mentor a team of 28 professionals, including concept designers, photographers, stylists, and digital/print production teams. Cultivating cross team collaboration/ideation with a strong emphasis on communication
- **Budget Management:** Oversee and optimize a substantial creative services budget, driving cost-efficiency while managing external vendor relationships and contractor engagements
- **Brand Evolution:** Play a critical role in the brand's evolution, contributing to significantly increasing brand awareness among younger demographics and leading a new direction for the Joann brand through high budget CTV spots and social content
- **Strategic Leadership:** Help drive innovative seasonal campaigns, product launches and brand collabs that align with merchant and business goals to deliver a cohesive Joann brand experience

Global Art Director

Cross Inc. | Broomfield, Colorado | Aug 2009 - Oct 2016

- **Creative Direction:** Led the creative development and helped in the planning of high budget lifestyle and product photo shoots, resulting in impactful visual content that strengthened brand identity
- **Team Collaboration:** Worked with global cross-functional teams, including product designers, photographers, and marketing specialists, to deliver cohesive and compelling campaigns under tight deadlines
- **Go-to-Market Strategy:** Developed comprehensive go-to-market decks that included creative marketing strategies and visual merchandising directives, ensuring consistent global execution across all markets

Art Director

Massive Creative, LLC | Denver, Colorado | Jul 2008 - Nov 2008

- **Creative Strategy:** Led the creative development and execution of corporate identities, websites, and events, ensuring each project aligned with client brand values and objectives
- **Client Engagement:** Worked closely with clients to understand their needs and translate them into effective design solutions



Senior Designer

Idée-Force | Denver, Colorado | Dec 2006 - Jul 2008

- **Design Innovation:** Led the design of marketing materials, advertising campaigns, corporate identities, and web development, consistently delivering high-quality, visually engaging content that contributed to repeat client business
- **Project Management:** Managed multiple projects simultaneously, balancing different client's brand guidelines, types of deliverables and deadlines

Graphic Designer

Cintas Corporation | Chicago, Illinois | Mar 2006 - Aug 2006

- **Creative Execution:** Executed designs for e-mail campaigns, catalogs, brochures, and corporate identity projects, contributing to a unified brand image
- **Photography:** Developed and oversaw photography direction for B2B clients

Education

Bachelor of Fine Arts in Visual Communications
The Illinois Institute of Art, Chicago, Illinois

Technical Skills

- **Creative Suite Mastery:** Adobe Photoshop, Illustrator, InDesign, Acrobat
- **Web Design:** HTML, CSS, WordPress, WIX, Figma
- **Motion Graphics & Presentation:** Keynote, Powerpoint, After Effects
- **WorkFlow Applications:** Trello, Slack, Microsoft Office, Google Workspace

