

Terry Ilse

ART DIRECTOR / GRAPHIC DESIGNER

Austin, TX

With 20+ years of experience as an art director and designer, I have been privileged to have had the opportunity to produce outstanding and award winning creative materials, for the advertising and marketing industry.

Much of my work was produced while Senior Art Director at Proof Advertising (formerly Kolar Advertising) in Austin and at Tad Ware & Company in Minneapolis. Among others, my client collaborations include 3M, Cargill, Subway Restaurants, Schlotzsky's Deli and Pillsbury.

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Experience

Senior Art Director

Proof Advertising

As Senior Art Director/Senior Graphic Designer, I worked closely with a Creative Director/Writer/Account Service team, as well as independently, to create and execute ads, brochures, websites, presentation materials, logos, package design and large campaigns.

I was called upon to conceptualize and develop creative solutions according to marketing objectives and budgets. I was expected to project manage and problem solve with timely completion of all assignments.

My responsibilities included directing photographers and illustrators, as well as mentoring junior art directors and production artists working under me.

Austin, TX

Jan 2000 - Feb 2018

Senior Art Director

Austin, TX
Jun 1998 - Dec 1999

Schlotzskys

Working under the in-house Creative Director, I was hired as Senior Art Director to manage a staff of art directors and production artists. I was also hired to design and produce a wide variety of creative materials for this franchised quick service restaurant.

During my short stay with Schlotzskys, I led the design effort for many point-of-purchase campaign materials, advertising, packaging and branding projects.

Senior Art Director

Minneapolis, MN
May 1987 - Jun 1998

Tad Ware & Company

At Tad Ware & Company, I started at ground level. I was first hired as a production artist, but rapidly moved into art direction, producing a wide variety of creative materials, primarily for the food industry.

I designed and art directed food packaging and many cookbook publications for a variety of clients, including: Pillsbury, Land O Lakes, Hormel, Schwans and Carnival Cruise Lines.

Education

Associate of Arts Degree

St. Paul, MN

University of Minnesota

Graphic Design and Advertising

Bachelor of Arts Degree

Grand Forks, ND

University of North Dakota

Major in Fine Art
Minor in History
Education Certification

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