ROGER BECKER

CREATIVE DIRECTOR | BRAND DESIGN MANAGER DESIGN DIRECTOR | CREATIVE TEAM LEADER

Minneapolis - Saint Paul, MN

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HELLO, MY NAME IS ROGER BECKER. I'M A DREAMER, TINKERER, TEAM LEADER, AND CREATIVE DIRECTOR OF THE ART DIRECTOR PERSUASION, WHO IS AN ACCOMPLISHED, VERSATILE DESIGN PROFESSIONAL WITH 20+ YEARS OF INFLUENTIAL MULTI-DISCIPLINARY DESIGN EXPERIENCE IN CORPORATE, AGENCY AND ENTREPRENEURIAL ENVIRONMENTS. KNOWN FOR DRIVING THE BIG PICTURE, RAISING THE BAR AND CREATING IMPACT ONE PIXEL AT A TIME. I'M DETERMINED TO ACHIEVE EXCELLENCE, OPTIMISTIC, FOCUSED, AND PASSIONATE ON EVOLVING GOOD IDEAS AND BRANDS INTO GREAT ONES. I'M WELL KNOWN IN MY ROLE AS A CREATIVE DIRECTOR FOR BEING: ►Conceptual - Creative. ►A Big Picture Thinker - Creative Strategist. ►An Authentic Respectful Team Leader/Manager and Collaborator.

BRAND EXPERIENCE: Harley Davidson, Jostens, Colonial Candle, Seasons, Styles, NBC, The Olympics, Target, Kohls, Bed Bath and Beyond, Hallmark, Seasonal Concepts, Marmaxx, Demdaco, UCare Minnesota, Chicago Blackhawks, Miami Heat, St. Louis Cardinals, Boston Red Sox

Experience

Principal | Creative Director

Bloomington, MN
May 2011 - Present

Design Style Ideas & Associates

Founded and managed this project management firm focusing on branding, catalog & collateral production, photography & photo styling, advertising, design, and image services for the business community. Major engagements have included Target, University of St. Thomas, Digital River Inc., The Sign Producers, Demdaco Silvestri Retail, Maurice's, Boston Scientific, Steven Scott Management Inc., and Lakewinds Natural Foods.

Creative Director

TGB Brands

Minneapolis, MN
2015 - 2017

► In charge of the concept, creative, user & customer experience, and fashion brand experience for the premier retailer TGB Brands. Creative categories consist of women's fashion, such as jewelry, apparel, handbags and accessories.
► Responsibilities include branding, print/digital interactive collateral, catalogs, e-commerce, site optimization, banner and display ads (word press), packaging, creative studio of photographers, model selection, photo/video art direction, and team of stylists.

Creative Director | Sr. Creative Director

Jostens

Edina, MN
2013 - 2014

► Established, created, and implemented the concept and business plan for Jostens INC IN-house Creative, Branding & Interactive Agency.
► Promoted in 7 months as the Creative leader of the enterprise and creative strategy and was recognized for aligning the Jostens position to focus on Lifestyle and Fashion to support the core value of celebrating life's special moments.
► Champion of the Jostens brand, voice, standards, strategy and rationale. Lead/directed a team of full-time and contract creative design, production, photography, photo styling, digital, video and copy writing professionals in alignment and support of business objectives.
► Liaison/partner with marketing, agencies, brand design and photography teams.
► Oversaw creative output on multiple projects from concept through completion.
► Exceptional multimedia experience for integrated campaigns including print and web/digital design capabilities.
► Implemented a new proofing process with a cost savings so far of $125,000, projections could exceed $300,000.

Director of Creative & Marketing Services

Midwest | Studio 52 In-house Agency

Cannon Falls, MN
2007 - 2011

► Guided successful product innovation and development of the Colonial Candle brand; overseeing a leadership team of creative, with an annual operating budget of $1 million.
► Managed and led the photo and advertising studios for three national brands, which included print and interactive collateral, catalogs, the staffing of photographers, art directors/graphics designers, and stylists. Assisted with day-to-day studio management and client services. Experienced at translating a Brand's marketing objectives into actionable photography, which also included food styling.
► Elevated accountability by establishing key tenets and clear performance targets for all development areas including graphic design, photography, copy and pre-production.
► Led a cross-functional, inter-departmental project to rebrand a discontinued product line. Designed new packaging, designed the website and email programs, and acted as inter-departmental liaison. Result was a new product category contributing $3,600,000 in revenues in the first year.
► Introduced the Adobe Creative Suite production bundle to improve creative capabilities. Implemented the program and trained all staff. Result was more efficient use of resources, a reduction in creative time, and a corresponding savings of thousands of dollars in staffing and production costs.
► Instituted a departmental reorganization and cost containment program. Implemented new operational and administrative practices, closed a costly remote site facility, reduced excess staff, and negotiated new vendor agreements. Result was an annual savings of over $175,000 in operational costs and $140,000 in personnel expenses. Estimated five year savings are expected to exceed $1,575,000.

Design Director

Minneapolis, MN
1994 - 2007

KARE 11 TV | Gannett Company - NBC

► Managed the technical and creative staff to create a new KARE 11 TV branding concept; designed and implemented the new strategic image. Result was a 6-point rating increase and a $6,000,000 increase in annual advertising revenues.
► Replaced an obsolete broadcast platform with Quantel broadcast systems. Evaluated and selected hardware and software, implemented all systems and conducted the user training. Result was a permanent negotiated reduction in licensing fees saving $300,000 over a 10-year period, substantially increased employee productivity, and a more efficient programming format.
► Introduced and managed the implementation of the Adobe Creative Suite After Effects broadcast desktop production bundle and developed a Design Department staffing process for computerized graphic request procedures that has become a template model for other stations in the Gannett system.
► Managed the creative systems, staffing, and web design resulting in KARE 11 being consistently ranked as the number one station per capita in the nation for the 10:00 P.M. News Broadcast.
► Experienced in planning, producing, collaborating and designing advertising campaigns for various brands with an emphasis on digital and visual/design for the healthcare experience. (i.e., HealthFair11, UCare Minnesota).

Education

Bachelor of Science

Menomonie, WI

University of Wisconsin - Stout

Major - B.S. Art/Graphic Design
Minor - Business Administration

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