

TRISHA SANTARIUS

I am an ambitious, bubbly art director/designer with a passion for effective marketing communications. My work ethic is driven by precision, innovation, and I thrive on building relationships while elevating brands.

EXPERIENCE

ART DIRECTOR

Bio-Techne / January 2021 – Present

- Lead and oversee the Analytical Solutions Division (ASD) of Bio-Techne
- Growing global creative in-house team from 7 to 19 creatives
- Design Manager of 4 Graphic Designers in Denver; actively motivating, guiding and inspiring my team daily
- Collaborate with Creative Director, 3D and Motion Designers on high-end, tech-forward campaign creative and animations

HIGH-IMPACT PROJECTS:

- Organized and led 5 Design Summits (in-house creative workshops)
- Orchestrated and directed 2 on-site photo shoots
- Art directed multi-screen animations for trade show experience
- Hired, onboarded and trained 3 designers + transitioned 5 total

SENIOR GRAPHIC DESIGNER

Digi International / December 2018 – December 2020

- Lead and oversee the Digi brand, both creatively and strategically
- Manage all creative produced by our internal IoT marketing team, as well as all external contractors/agencies, 7 designers total
- Art direct, design and manage branded executions across all platforms, including web, email, display, social, video, print, etc.
- Develop engaging visual content that drives clicks and conversions

HIGH-IMPACT PROJECTS:

- Designed, managed and executed 5 different environmental installations simultaneously for Digi's brand new global headquarters
- Art directed and strategized multiple executive presentations, including CEO's Keynote at the 2019 Global IoT Conference

GRAPHIC DESIGNER

Patterson Companies, Inc. / September 2015 – December 2018

- Collaborate daily with art director, copywriter and project manager
- Ideate, concept, present innovative ideas, collaborate with partners and execute compelling, omni-channel marketing campaigns

HIGH-IMPACT PROJECTS:

- \$500,000 trade show experience with animated videos and interactive, user interface design for 60-inch touchscreen displays
- Internal and external communications for a \$3M dollar software implementation
- Established and strategically aligned Corporate Communications initiatives across all international business lines for 7,500+ employees
- Corporate-wide brand refresh and template development

STRENGTHS

ACHIEVER / PROBLEM SOLVER

POSITIVITY / MOTIVATOR

CURIOUS LEARNER

COLLABORATOR

PRECISION

SKILLS

Art direction	Print layout
Brand identity systems	Packaging design
Brand strategy	Iconography
Photography	UI/UX design
Digital marketing: web, email, social	Environmental design

ACCOLADES

AdFed 32 Under 32 / Nominee, 2017

AIGA Sustainability Committee
/ Volunteer, 2013-2014

American Institute for Graphic Arts
Scholarship / 2012-2013

Presidential Academic Scholarship
/ 2009-2013

EDUCATION

University of Minnesota Duluth
Bachelor of Fine Arts (BFA)

Graphic Design
Communication minor

Department Honors
magna cum laude / GPA: 3.828