



R A N D Y P I E R C E

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OBJECTIVE

Contribution to the creative leadership team through facilitation and integration of creative excellence, user experience strategies, and innovative technology.

EXPERIENCE

Best Buy, Inc. 1/12 - present

Creative Director, bestbuy.com

RESPONSIBILITIES

Leading a staff of Associate Creative Directors and User Experience Leads operating within the operational and system enhancements teams required to evolve, enhance, and maintain the e-commerce platform. Working collaboratively across the enterprise to realize the potential of multi-channel user/customer centric opportunities. Utilizing traditional research methods alongside user experience testing and multivariant testing to inform evolutionary steps and to qualify customer needs and expectations.

Capella University

12/10 - 1/12

Creative Leader

RESPONSIBILITIES

Leading an internal interdisciplinary creative team to support and partner with organizational sponsors and external creative resources to manifest the Capella brand. Collaborating with organizational senior leadership to plan strategic initiatives which align with long-term business goals. Focus on creative team development by creating a clear line of sight for growth within design and writing roles and coaching and developing direct reports as well as non-direct reports. Involvement with yearly planning to define appropriate infrastructure and organization structure changes which benefit the organization as well as the front-line creative staff.

Capella University

11/08 - 12/10

Web Design Supervisor

RESPONSIBILITIES

Facilitating and envisioning Web and screen based deliverables for Capella University's wide range of audience groups including prospective students, enrolled students, internal staff and faculty. Mentoring and development of the Web Design creative team. Interacting and partnering with multiple stakeholders across a wide range of projects from video to micro-sites to enterprise wide applications. Fostering a collaborative creative environment to work toward an integrated and unified creative vision amongst the multifaceted internal communication teams.



R A N D Y P I E R C E

EXPERIENCE

Initio Advertising, Inc.

5/05 - 10/08

Design Director

RESPONSIBILITIES

Overseeing the creative team and creative product as it relates to staffing, project assignments, creative direction, client presentation, and design development. Facilitating process to be as effective and efficient as possible to ensure the creative product is on target and budget. Working with ownership team and independently on new business development.

Tunnel Studio, Inc.

10/00 - 5/05

Design Director / Founder

RESPONSIBILITIES

Working strategically with clients to define and direct marketing communication objectives. Transforming objectives into initiatives for identity, print, web or environmental based design developments. Prototyping "proof of concept" web sites from inception through continual development and completion. Development of business infrastructure, project management, and design process methodology.

Fingerhut (atomicLiving.com)

1/00 - 10/00

Senior Art Director

RESPONSIBILITIES

Creation and launching of a new e-commerce brand identity. Working strategically with internal marketing teams to forecast business objectives and, in effect, define necessary future creative solutions. Management of creative team to meet business objectives through print and web based tactics. Utilizing the capabilities of e-commerce tools such as Broad Vision and Net Perceptions to create one-to-one marketing opportunities. Facilitating an integrated process approach for web development and design initiatives.

AisleFive / Aveus

2/99 - 1/00

Creative Supervisor

RESPONSIBILITIES

Facilitating new media design development through an interdisciplinary team. Assessing necessary strategic positioning of clients both creatively and technically. Directing design teams to meet project objectives and client expectations.

Anlon Systems, Inc.

2/98 - 11/98

Designer / Art Director

RESPONSIBILITIES

Overseeing and implementing the creation of an integrated brand through multiple tactics which included identity creation, marketing collateral, and web design. Focusing on software development processes of information architecture and graphic user interface design. Creative completion of versions one and two of an academic intranet software product distributed via the World Wide Web.



R A N D Y P I E R C E

EXPERIENCE

Initio, Inc. 6/95 - 1/98
Designer / Art Director
RESPONSIBILITIES Strategic development of collateral and merchandising materials. Directing the focus of print and digital based tactics designed to meet the communication objectives and exceed client expectations. Creating integrated brand identities and successful design solutions.

INSTRUCTION

College of Design, University of Minnesota 9/02 - 6/04
Teaching Specialist
RESPONSIBILITIES Development of multiple class syllabi for junior and senior level Graphic Design courses covering basic fundamentals through creating integrated communication campaigns and portfolio development.

School of Journalism, University of Minnesota 9/97 - 6/02
Teaching Specialist
RESPONSIBILITIES Development of class syllabus, structure, and assignments for Introduction to Basic Media Graphics. Instruction includes print communication history, design fundamentals, computer application instruction, and new media.

COMPUTER SKILLS

Software / Programming Languages / Development Frameworks
ADOBE CREATIVE SUITE 6 FINALCUT STUDIO 2
MICROSOFT OFFICE SUITE 2011 HTML 5 / CCS 3
JQUERY WORDPRESS/MYSQL
TEAMSITE LIFE RAY

EDUCATION

Post-Baccalaureate, School of Business and Technology
Leadership Specialization
Capella University, December 2012

Applied Design and Visual Communication, Bachelor of Arts,
University of Minnesota, June 1995

AWARDS

Interactive Media Awards (IMA)
[2009 Best in Class: University; Inside Capella](#)
Interactive Media Awards (IMA)
[2009 Best in Class: University; Learning Career Outcomes](#)
Rockport Publishers, Inc.
[2007 Letterhead & Logo Design 10; Roadsmith](#)
Rockport Publishers, Inc.
[2007 Letterhead & Logo Design 10; Commonweal Theatre Company](#)
College of Human Ecology, University of Minnesota
2002 Rising Star Award
Design, Housing, and Apparel, University of Minnesota
[2000 Distinguished Young Alumni](#)
American Institute of Graphic Arts/Minnesota Chapter
[1997 Design Show of Excellence](#)
PRINT Magazine
[1997 Digital Design & Illustration Annual](#)



R A N D Y P I E R C E

AWARDS

American Cancer Society
1996 Cancer Fighting Hero
Design, Housing, and Apparel, University of Minnesota
1995 Cum Laude Graduate GPA: 3.56
Design, Housing, and Apparel, University of Minnesota
1994 Caled Dorr Professional Development Scholarship

ACTIVITIES

University of Minnesota College of Design Mentor Program
1997 - 2013
University of Minnesota College of Human Ecology Alumni Society
2001 - 2004 CHEAS Board Member
American Institute of Graphic Arts/Minnesota Chapter
1997 - 2000, 2001 - 2003, 2005 - 2006 Portfolio One - on - One: Reviewer
2008 Portfolio One - on - One: Reviewer/ Scholarship Committee Judge

INTERESTS

Skateboarding	Bicycling (road/mountain/track/mechanics)
Snowboarding	Ice hockey
Vintage video games	Entertainment (music/movies/books/theatre)

REFERENCES

References available upon request