



RUDY ARNOLD

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WORK EXPERIENCE:

Pentair / Creative Manager / 2015 - Present

Brand management, art direction, Vendor direction, advertisements, infographics, catalogs, sales sheets, application design, web design, film, and product photography.

General Mills via Studio MPLS / Designer / 2014 - 2015

(Cheerios/Cinnamon Toast Crunch/Chex) animated gifs, social media content generation, product photography, film, advertisements, web design, and general creative direction.

Chroma Design / Partner / 2012 - 2015

Marketing, creative direction, art direction, poster design, web design, sales, client acquisition, printing.

Juxtaposition Arts / Graphics Lab Director / 2011 - 2014

Creative direction, advertisements, management, client presentations, project management, education, mentoring.

BOARDS SERVED:

Compas / Marketing Advisory Board / 2016 - Present

Marketing, creative direction, and general consulting.

EDUCATION:

College of Visual Arts / B.F.A. / 2011

Focus in graphic design, photography, and education.

AWARDS WON:

Pentair / Global Product Innovation Award / 2016

Pentair gives out four major awards each year. One of them is their Product Innovation Award. Our team won this award for our development and design of the Pentair Spray IT Mobile App.

APPLICABLE SKILLS:



Illustrator



Indesign



Photoshop



Premier Pro



Creative Direction



Versatility



General Give-A-Shit



Love for Design

FAVORITE PROJECTS/CLIENTS:



Groundswell / Branding and Consulting

Groundswell is a staple in Saint Paul for great coffee, great bakery, and great atmosphere.

I helped them paint their walls before they opened and created their brand back in 2011. Since then we have worked on posters, merchandise, and creative consulting.



Pentair Spray IT Mobile App / Design

In 2016, our organization set out to help farmers spray their crops safer and more effectively. We created an app to help farmers test their sprayers right from their phone as well as select the proper chemical and nozzles. I created the design and user experience.



Moondog Gourmet Brats / Branding

In 2015, Moondog Gourmet Brats was formed as a gourmet street food. We worked to create a fun brand and consumer experience.



N.R.R.C / Branding and Merch Design

In 2016, Northside Residence and Redevelopment Council sought to create a new visual identity that conveyed the long-term dedication and service they provided to the Northside. I worked on the branding as well as consulting on their new website.



General Mills / Social Content Creation

In 2015 and 2016, I worked at General Mills on social content creation for various cereal brands. I art directed and designed their Holiday Chex Mix catalog, worked on branding and marketing for Cheerios' all gluten-free campaign, and worked on marketing, design and photography for the return of French Toast Crunch.