

GINGER GAMMELGAARD

*Digital / Visual / Graphic
Designer*

✉ ginger@gagdesign.com

☎ (612) 384-8802

📍 St. Paul, MN

🌐 [LinkedIn](#)

🌐 [My portfolio](#)

EDUCATION

Bachelor of Science

Graphic Design

**Art Centers International of
Minnesota**

📅 1999 - 2003

📍 Minneapolis, MN

Post-Baccalaureate Certificate

Graphic Design / Illustration

Studio Art Centers International

📅 2004 - 2005

📍 Florence, Italy

Boot Camp Certificate

UX / UI

University of Minnesota

📅 2020 - 2021

📍 Minneapolis, MN

TOOLS / SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign, XD), Figma, Miro, InVision
- Interaction & User Interface Design
- Animation & Motion Graphics
- User Research & Usability Testing
- Strong Communication & Collaboration
- Rapid Prototyping & Wireframing

VOLUNTEER

- Apple Valley Hockey Association
Recruit & Retain Director
- Good Shepherd Lutheran Digital
Team Lead & Design Consultant
- Painting & General Art Teacher

SUMMARY

Passionate and experienced Digital, Visual & Graphic Designer with a proven track record of delivering creative and user-centered design solutions. Proficient in user research, interaction design, and user interface design, with a keen eye for detail and a deep understanding of current design trends. Skilled in a wide range of tools and technologies to create engaging and intuitive overall experiences.

WORK EXPERIENCE

Digital / Visual / Graphic Designer

GAGdesign

📅 01/2005 - current

📍 St. Paul, MN

- Collaborate with diverse clients, delivering both digital and print design solutions, including logo design, iconography, animation, and consultancy services.
- Ongoing contract work with clients, showcasing adaptability and effective communication.
- Utilize design thinking principles to create engaging user experiences, maintaining a client-centric approach.

Graphic, Web & Design Specialist

Minnesota Automobile Dealers Association (MADA)

📅 08/2007 - 10/2019

📍 West St. Paul, MN

- Led design and maintenance of websites, monthly newsletters, magazines, educational materials, and event collateral.
- Produced dynamic multimedia content including slide shows, video productions, and animations for presentations.
- Directed and designed various visual campaigns and correlating collateral.

Graphic, Web & Design Specialist

GMADA: Twin Cities Auto Show

📅 10/2012 - 10/2019

📍 West St. Paul, MN

- Executed content creation for websites, digital ads, and social media, contributing to a strong online presence.
- Conducted surveys and analyzed data to inform design decisions, leading to improved user engagement.
- Revamped website design and managed site maintenance, enhancing user experience and navigation.

Designer, Animator, Web Manager

Virtual Florist

📅 03/1999 - 07/2005

📍 St. Paul, MN

- Conceptualized and produced animations for an e-greeting platform, enhancing user engagement and experience.
- Managed web content for multiple sites, overseeing two complete site rebuilds to ensure modern design and functionality.