



Paul Reetz
Designer | Illustrator | Art Director
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www.paulreetz.com

OBJECTIVE Provide smart visual and conceptual solutions as a designer with an excellent creative team.

EXPERIENCE **Fender Musical Instruments Corporation / Musicorp**, Charleston, SC
Graphic Designer & Director of Culture, 2007 – present
Design: catalogs and flyers, ads, direct mail, brochures, posters, packaging, logos, and websites.
Art Direction: photo shoots, catalog redesigns, concepting, and style guides.
Marketing: develop integrated brand strategies collaboratively with Sales and Product managers.
Innovation: organize and lead innovation brainstorming, industry research, trend spotting and analysis.
Success: contributed to 2008 proprietary 25% sales increase by invigorating the marketing aesthetic.

Target Corporation, Minneapolis, MN
Graphic Designer & Illustrator, 2005 – 2007
Accomplished projects requiring print, pattern, graphic, surface, and 3D product design, style guides, and advanced trend research in the Sporting Goods, Stationary, Toys, and Electronics departments. Design collaboration with renowned artists Tord Boontje and Fiona Hewitt. Worked on brands from Coleman to Eddie Bauer. Generated \$30 million for Target from the products I designed in 2006.

Grannies LLC, Charleston, SC
Owner, 2005 – present
Design, produce, and market books, prints, calendars and more for this nationally recognized novelty art business. Oversee e-commerce, social networking, customer service, vendor relations, and coordinate art shows, book signings and promotional events.

CLIENTS *Catholic Charities, Catholic Radio Association, Dreamland Books, Hart Skis, Little Kicks Soccer, MCAD, Pauline Books and Media, Society for the Arts in Religious and Theological Studies, Target ...*

TECHNOLOGY Mac OS-X, Adobe CS4 Design Standard, EasyCatalog, Quark, Microsoft Office X, Windows XP, (X)HTML & CSS

EDUCATION **Minneapolis College of Art and Design (MCAD)**
BFA, Illustration, graduated 2004
Continuing Studies, (X)HTML & CSS, 2009

HONORS **Board of Directors:** Catholic Charities Diocese of Charleston, 2009
Art Shows: W.A.L.K. Gallery, 2009; Peacock Lounge, 2006; Jungle Red, 2004; SpotArt Gallery, 2004
Guest Speaker: MCAD, 2008, 06, 04; Austin High School, MN, 2004
Published: Featured Illustrator, CMYK Magazine, 2004, 2005
Society of Illustrators: Honorable Mention, Los Angeles, CA, 2003, 2004
Design Merit Scholarship Recipient: MCAD, 2002