

CLINT HANSEN

Design Lead | Creative Director | Brand Strategist

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PROFESSIONAL SUMMARY

Creative leader and hands-on designer with 30+ years of experience developing impactful brand experiences, integrated marketing campaigns, and visual communication systems for corporate, agency, and global brand environments. Proven ability to translate complex business objectives into clear, compelling creative solutions across digital, print, motion, and environmental platforms.

Experienced in leading creative teams, mentoring designers, establishing brand standards, and partnering with marketing stakeholders to deliver consistent, high-quality communications. Recognized for balancing strategic thinking with exceptional attention to detail, craftsmanship, and production expertise.

Passionate about creating design solutions that build trust, simplify information, and connect people with meaningful experiences.

CORE EXPERTISE

Creative Leadership & Mentorship

Team Development • Creative Direction • Design Reviews • Workflow Improvement • Cross-functional Collaboration

Brand Strategy & Stewardship

Brand Identity Systems • Visual Guidelines • Corporate Branding • Brand Consistency • Campaign Development

Design & Production

Digital Design • Print Communications • Marketing Collateral • Publications • Packaging • Infographics

Digital Experience

Website Design • CMS Platforms • Responsive Design • Digital Campaigns • Social Media Content

Creative Technology

Adobe Creative Cloud • Motion Design • Animation • Video Production • Generative AI Exploration

Art Direction

Photography Direction • Illustration • Retouching • Environmental Graphics • Presentation Design

PROFESSIONAL EXPERIENCE

Marketing Art Director

Mittera Creative & Tech | Des Moines, IA | 2025–Present

Lead creative strategy and execution while managing a team of seven designers producing integrated marketing solutions for a diverse client portfolio.

Key Contributions:

- Mentor and guide a high-performing creative team, providing design direction, feedback, workflow support, and professional development.
- Direct creative development across digital and print campaigns, ensuring consistency, quality, and alignment with client objectives.
- Oversee production of magazines, catalogs, packaging, direct mail, social media content, photography, video, and multi-channel marketing materials.
- Collaborate with marketing teams and stakeholders to translate business goals into compelling visual communications.
- Maintain high creative standards while balancing multiple priorities, deadlines, and production requirements.

Brand Lead

Tractor Zoom | West Des Moines, IA | 2022–2025

Led brand strategy and creative execution for a growing technology company, strengthening brand consistency across multiple platforms.

Key Contributions:

- Directed a comprehensive company rebrand across three platforms, creating stronger visual consistency and market recognition.
- Developed and maintained brand standards supporting digital products, marketing campaigns, sales materials, and communications.
- Designed and executed digital and print campaigns, websites, social media content, animation, video, and marketing collateral.
- Partnered with leadership and marketing teams to develop creative solutions supporting business growth.
- Created tradeshow environments, presentations, promotional materials, and podcast branding.

Senior Art Director

Grey Dog Media | West Des Moines, IA | 2020–2022

Provided creative leadership and design solutions for corporate clients across digital and traditional marketing channels.

Key Contributions:

- Developed creative concepts, brand identities, marketing campaigns, and digital experiences.
- Directed photography projects and managed visual storytelling from concept through final production.
- Created illustrations, social campaigns, digital assets, and branded communications.
- Established visual standards that improved consistency across client deliverables.

Art Director

Flynn Wright | Des Moines, IA | 2016–2020

Delivered strategic design solutions for regional and national clients across advertising, branding, and experiential marketing.

Key Contributions:

- Conceptualized and executed integrated brand campaigns including identity systems, advertising, packaging, and promotional materials.
- Led creative development for large-scale graphics including arena environments, trade show displays, vehicle graphics, and murals.
- Directed creative presentations and collaborated with clients to develop effective communication strategies.
- Produced social media campaigns, brand guidelines, and marketing materials.

Art Director / Web Designer

Flatout Branding | Grimes, IA | 2011–2016

Combined creative direction, digital design, and development expertise to create integrated marketing solutions.

Key Contributions:

- Designed and developed responsive websites and digital marketing experiences.
- Created digital campaigns, logos, mobile applications, and branded content.
- Managed projects from concept through production while balancing client goals and technical requirements.
- Produced print materials, digital advertising, and environmental graphics.

Art Director

Essman Associates | Des Moines, IA | 2008–2011

Provided creative direction for corporate branding, advertising, packaging, and marketing communications.

Key Contributions:

- Developed corporate identity systems, print campaigns, packaging, and digital marketing materials.
- Directed photography and managed production quality through final delivery.
- Collaborated with clients and internal teams to ensure creative objectives were achieved.

Owner / Senior Designer

Hansen Illustration Design | Audubon, IA | 1990–2008

Founded and managed a creative studio specializing in illustration, branding, publishing, and marketing communications.

Key Contributions:

- Created award-winning illustration, packaging, book covers, museum displays, and marketing materials.
- Managed complete creative process from concept development through final production.
- Built long-term client relationships through strategic creative solutions and exceptional craftsmanship.

EDUCATION

Bachelor of Fine Arts — Graphic Design

Iowa State University | 1987 | Graduated Cum Laude

TECHNICAL SKILLS

Adobe Creative Cloud

Illustrator • Photoshop • InDesign • After Effects • Premiere Pro

Design & Digital

Web Design • CMS Platforms • Responsive Design • HTML/CSS Knowledge

Creative Technology

Generative AI Tools • Digital Production Workflows • Motion Graphics

DESIGN LEADERSHIP STATEMENT

I believe exceptional design exists at the intersection of strategy, clarity, and human connection. My role as a creative leader is to build trust through thoughtful communication, empower designers through collaboration and mentorship, and create visual experiences that help organizations connect meaningfully with the people they serve.