

Prepared specifically for
Wellmark Blue Cross and Blue Shield

DESIGNING CONFIDENCE



Creating meaningful
experiences through
thoughtful design,
strategic leadership,
and human-centered
communication.

Clint Hansen

Creative Leader • Brand Strategist • Designer
30+ Years Creating Brands That Connect

Design Is About People

The best design doesn't simply communicate information. It creates confidence.

For three decades, I have built my career around a simple belief:

Design should make people's lives easier.

Whether creating a brand identity, developing a digital experience, producing a marketing campaign, or leading a creative team, the goal remains the same:

Take something complex.

Understand what matters.

Make it clear.

Create something meaningful.

The tools have changed dramatically throughout my career, but the responsibility of a designer has not. We are problem solvers, storytellers, and advocates for the people who experience our work.

Clarity Creates Trust

People form opinions quickly.

A confusing message creates uncertainty.

A thoughtful experience creates confidence.

My approach to design is built on five principles:

1. Understand Before Creating

The strongest solutions begin with listening.

2. Design With Purpose

Every element should support a goal.

3. Simplify Complexity

Great design helps people understand what matters.

4. Protect the Brand

Consistency builds recognition and trust.

5. Sweat the Details

Craft communicates respect.



Leading Designers, Not Just Projects

Great creative teams are built through trust.

Throughout my career, I've learned that leadership is not about having the loudest voice in the room. It's about creating an environment where talented people feel supported, challenged, and empowered.

My leadership approach:

Encourage curiosity

The best ideas come from people willing to explore.

Give clear direction

Creative freedom requires a clear understanding of the goal.

Build confidence

Strong designers need both encouragement and honest feedback.

Share knowledge

Experience has the greatest value when it is passed forward.

Current Role:

Marketing Art Director

Mittera Creative & Tech

Leading and mentoring a team of seven creative designers delivering integrated marketing solutions across print, digital, packaging, photography, and video.

I've spent my career bridging strategy and execution—leading creative teams while remaining hands-on in the work itself. That combination is what drew me to Wellmark's Design Lead opportunity.

Protecting What People Trust

A brand is not just a logo.

It is every interaction someone has with an organization.

Strong brands create familiarity, confidence, and connection.

My experience includes:

- Corporate brand development
- Visual identity systems
- Brand standards
- Marketing campaigns
- Digital experiences
- Print communications
- Environmental graphics
- Packaging systems

My goal:

Preserve brand equity while finding opportunities for thoughtful evolution.



One Brand. Many Experiences.

Today's audiences interact with brands everywhere.

The challenge is creating consistency while respecting each platform.

Experience includes:

Digital

Websites
Digital campaigns
Social content
Animation

Print

Magazines
Catalogs
Direct mail
Packaging

Content

Photography
Video
Illustration

Environmental

Trade shows
Large-scale graphics
Displays

The medium changes.

The standard does not.

Design With Strategy

Creative work is most powerful when it solves a real need.

My process:

Discover

Understand the audience, goals, and challenges.

Define

Identify the message and creative direction.

Design

Develop solutions that communicate clearly.

Deliver

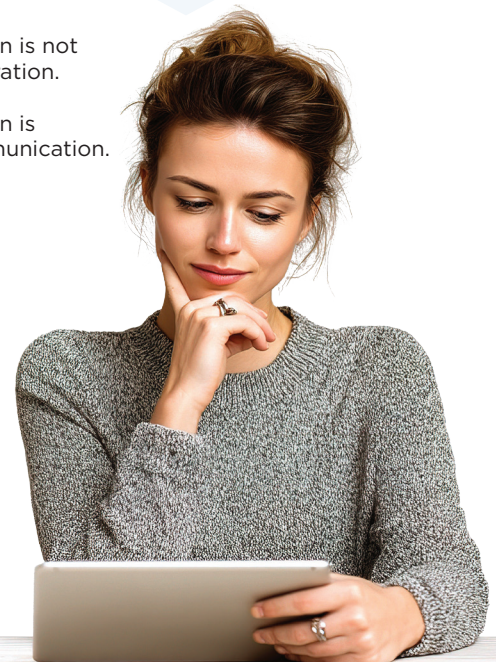
Execute with precision across every channel.

Improve

Learn, measure, and refine.

Design is not decoration.

Design is communication.



Innovation With Responsibility

Every generation of designers has adapted to new technology.

Generative AI is the next evolution.

I believe technology should enhance creativity—not replace it.

Responsible AI applications:

- Faster concept exploration
- Expanded creative options
- Efficient production workflows
- Image development and refinement
- Repetitive task automation

What remains human:

- Strategy
- Empathy
- Judgment
- Brand responsibility
- Final creative decisions

The designer remains accountable for the outcome.

The Best Work Happens Together

Creative teams don't work in isolation.

The strongest results come from partnership.

I enjoy collaborating with:

- Marketing teams
- Corporate communications
- Leadership teams
- Product teams
- External partners
- Creative peers

My role:

Listen. Translate. Recommend. Create. Deliver.

The designer's responsibility is not just to make something beautiful.

It is to help organizations communicate better.



Three Decades of Creative Leadership

Marketing Art Director

Mittera Creative & Tech • 2025–Present

Leading seven designers and directing integrated marketing campaigns.

Brand Lead

Tractor Zoom • 2022–2025

Led company rebrand across three platforms.

Senior Art Director

Grey Dog Media • 2020–2022

Created brand systems, digital experiences, and campaigns.

Art Director

Flynn Wright • 2016–2020

Developed branding, advertising, environmental graphics, and campaigns.

Art Director/Web Designer

Flatout Branding • 2011–2016

Built digital experiences and marketing solutions.

Owner/Senior Designer

Hansen Illustration Design • 1990–2008

Created award-winning illustration, branding, packaging, and museum displays.

Creating Confidence Through Communication

Healthcare communication carries a unique responsibility.

People are often making important decisions.

They need information that is:

Clear.

Accessible.

Trustworthy.

Human.

What excites me about **Wellmark**:

- A commitment to meaningful member experiences
- A strong emphasis on brand consistency
- A collaborative creative environment
- The opportunity to combine strategy with hands-on design

I believe my experience bridging creative leadership and execution aligns strongly with this opportunity.



A Final Thought

Design is not about making things look better.
It is about helping people understand, trust, and connect.

Thank you for considering my work.

I would welcome the opportunity to contribute my experience, creativity, and passion for thoughtful design to Wellmark.

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