

lora klavsa

ART DIRECTOR + DESIGNER

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EDUCATION

Macalester College, St. Paul, MN
Geography / Urban Studies / Studio Art
September 2009 – May 2013

CREATIVE SKILLS

Creative Direction
Art Direction
Graphic Design
Branding & Identity Design
Web Design
Digital Photography
Illustration
Strategy
Copywriting
Marketing
Fine Art
Social Media

TECHNICAL SKILLS

Adobe Creative Suite
(Photoshop, InDesign, Illustrator,
Lightroom, XD, Premiere)
Figma
Squarespace
Wordpress
Canva
HTML/CSS

INTERESTS

Creative Entrepreneurship
Arts Education + Access
Community Building
Public Art, Urban Design + Planning
Local Art + Music
Cooking & Entertaining
Film + TV Storytelling/Production
Outdoors + Travel

ART DIRECTOR & GRAPHIC DESIGNER, CONTRACT

KNOCK, Inc., Minneapolis, MN // November 2021 – Present

Collaborates with design directors, designers, copywriters and strategists to create beautiful & functional in-store displays and signage for Target's Apparel & Accessories categories. Concepts creative holistically with spatial and experiential design in mind. Assists in shoot planning and art directs photoshoots.

ART DIRECTOR

ALC, Minneapolis, MN // April 2018 - November 2021

Principal role leading creative development & execution for clients in fashion, hospitality, and tech, while working with senior management to establish & manage efficient workflows and budgets. Acts as creative lead across branding, design, and art direction projects including product catalogues & other print pieces, websites, presentations, social content and other design needs, while overseeing and mentoring junior creatives.

Clients include: Red Wing Heritage, Vasque Footwear, Chowgirls + more.

PRINCIPAL CREATIVE

LMH Studio, Minneapolis, MN // September 2013 - Present

Owner & creative lead on a range of projects including graphic design, art direction, strategy, branding + identity, illustration, print + digital collateral, websites, and photography. Collaborates with clients across all aspects of the project from start to finish including scoping, creative concepting, execution, and handoff. Creative work also includes self-directed paintings & illustration, which was recently featured in Minnesota Monthly's Best of Minnesota 2021 issue, as well as in various group and solo gallery exhibitions. Speaks to and mentors art students ranging from elementary school to MFA students about creativity, business, and art.

Clients include: Target, Kimpton Hotels & Restaurants, Sierra Nevada, City Pages + more.

MARKETING MANAGER / GRAPHIC DESIGNER

Madison Restaurant Group, St. Paul, MN // April 2017 – April 2018

Oversaw all creative and marketing for a mid-sized restaurant group. Designed and managed all company creative assets, including brand standards, marketing materials, print and digital collateral, websites and photo libraries. Wrote and edited copy for marketing, advertising and public relations. Directed marketing, advertising and social media strategies in collaboration with the company president.

GRAPHIC DESIGNER

Emily Shoop Design, Oakland, CA // January 2014 – April 2017

Worked with clients on restaurant reconcepting and graphic design projects, including concept development and naming, branding and logo design, print design and production, digital design and web design. Designed and sourced restaurant-specific print collateral, including menus, bar books, mailers, check presenters and more.

Clients include: Kimpton Hotels & Restaurants, Sunriver Resort, Absinthe Group, DOSA