

Stuart Wainstock

Multi-disciplinary designer looking to leave the world better than when I found it.

DESIGN EXPERIENCE

- 2017-Present **DIGITAL DESIGNER**
Calabrio • Minneapolis, MN
- Visual storytelling and art direction through the creation of compelling and engaging content for marketing and company initiatives.
 - Art direction and implementation for quarterly industry related research projects for North America and EMEA markets.
 - Provide and implement art direction through collaboration with other organization departments on new company initiatives. (i.e. Wellness, Corporate Giving, etc.)
 - Coordinate with multiple internal stakeholders, such as demand generation team, content team, product marketing, sales, product management, and IT.
 - Handle multiple projects and shifts priorities, independently & in a team environment.
- 2014-2017 **DIGITAL DESIGN MANAGER**
Greenspring Media • Minneapolis, MN
- Oversee day-to-day implementation and support of websites, all social media platforms and email marketing systems.
 - Supervise digital interns: train, delegate tasks, and provide feedback and evaluation.
 - Responsible for researching, presenting, and implementing new digital initiatives to make digital properties more interactive and on trend.
 - Act as technical interface between departments.
 - Manage key vendor partnerships to ensure successful delivery of initiatives.
 - Work with Department Leaders to develop and implement digital strategies.
- 2013-2015 **USER EXPERIENCE DESIGNER + SOCIAL MEDIA LEAD**
OMG Transit • Minneapolis, MN
- Design research plans and conduct user research and testing with product users.
 - Collaborate on wireframing and rapid prototyping for concepts.
 - Plan marketing communications and engage with following to communicate about OMG.
- 2013-2014 **FRONT-END WEB DESIGNER**
bluedoor Publishing • Minnetonka, MN
- Design and architect learning management modules with HTML and CSS for university students in custom content management system.
 - Collaborate and communicate with developers and project managers on design and implementation.
- 2012-2013 **COMMUNITY ENGAGEMENT SPECIALIST + WRITER**
Digital Solutions, Inc. • Bloomington, MN
- Assist clients with social media marketing on major platforms.
 - Research, develop, and write blog content for clients in a variety of sectors including healthcare, rapid prototyping, and accounting to strategically target SEO keywords.
 - Write and collaborate on monthly marketing eBooks.
 - Organize and host monthly industry webinars.

EDUCATION

- 2019 **MASTERS OF ARTS, GRAPHIC AND WEB DESIGN**
Minneapolis College of Art and Design • Minneapolis, MN
- 2014 **POST-BACCALAUREATE, INTERACTIVE DESIGN AND MARKETING**
Minneapolis College of Art and Design • Minneapolis, MN
- 2005 **BACHELORS OF ARTS, ELEMENTARY EDUCATION AND TEACHING**
California State University, Northridge • Northridge, CA

CONTACT

818.807.7245
stuart.wainstock@gmail.com

SKILLS

Adobe CC	User Testing
Human Centered Design	Wireframing
Service Design	Storytelling
Storyboarding	Field Research
	Prototyping