

# ELLEN SUNDELL

manybearscreative.com

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## PROFESSIONAL SUMMARY

I am a highly-seasoned design professional with expert-level creative talent & business polish • an inspiring team leader with sky-high organizational & project management practices, and exceptional mentoring capabilities for multi-generational & multi-functional teams • I move the direction of “best” rather than “easy”.

My aptitude, experience & leadership utilizing LEAN practices to create the most efficient business processes rounds out my talent as a creative director.

Bottom line, it's all about working my hardest • inspiring & discovering the best in people • gaining, maintaining & transferring knowledge • building strong relationships.

## CAREER HIGHLIGHTS

**Many Bears Creative** (Minnetonka, MN)

**6/2017 to Present • Owner, Creative Director**

*Web & Graphic Design, Social Media Marketing & Product Photography*

*Clients include Bali Malas, Yoga on the Rock, Good Vibrations Yoga, Soul Bird Yoga, Star Bright Blessing Co, Isis Designed*

**DecoPac, Inc.** (Anoka, MN)

**10/30/2000 to 5/28/2017** (Freelanced until 4/23/2001)

**Creative Director, Product Development • LEAN Advisor**

- As Creative Director, over many years at DecoPac, I supervised designers, product development coordinators & managers.
- As a Product Development Manager, I worked with Licensors (including Disney, Mattel, Warner Bros, Sanrio, Nickelodeon & many more!) to develop appropriate licensed products for the category.
- I worked with Manufacturers (both International & Domestic) & Purchasing team, to produce affordable, food- and child-safe, timely products.
- As lead LEAN Advisor, I developed LEAN training materials and implemented training sessions for Office and Warehouse employees. I oversaw a team of 14 LEAN Advisors, trained to lead cross-functional teams on process improvements, and the company's continuous improvement initiative. I maintained membership and participation in AME.org.
- As an artist, I designed all manner of logos, print materials, tradeshow displays and product designs (Seasonal & Licensed). I worked closely with Marketing Managers as I developed product and cake designs (Seasonal and Licensed). I directed photo shoots and press checks.

**Nordic Ware** (St Louis Park, MN)

**12/1999 to 10/2000 • Creative Manager**

*Directed team of creatives & food stylists. Designed logos, advertisements, catalogs & flyers, sellsheets, product packaging, point-of-sale materials. Directed photo shoots, press checks. Participated in new product development. Obtained printing bids & print vendors. Clients included Martha Stewart, Williams-Sonoma.*

**International Design Center** (Minneapolis, MN)

**4/1994 to 11/1999 • Art Director, Advertising**

*Designed logos, advertisements, flyers & sellsheets, direct mail pieces, business forms, indoor & outdoor retail signage. Directed photo shoots, press checks. Managed & maintained the Home Accessories department.*

## EDUCATION

University of St. Thomas (Minneapolis, MN)

5/2014 • Mini Master of the Lean Enterprise

School of Communication Arts (Minneapolis, MN)

3/1997 • Computer Graphic Design Diploma

Normandale Community College (Bloomington, MN)

10/2017 • Web Design Software Certification

Anoka Ramsey Community College (Coon Rapids, MN)

9/1990 to 3/1991 • Fine Arts & Glassblowing

University of Minnesota (Minneapolis, MN)

9/1989 to 6/1990 • Fine Arts

Yoga Center of Minneapolis (Minneapolis, MN)

12/2017 • RYT-230 Teaching Certification

## SOFTWARE PROFICIENCIES

Adobe Illustrator, PhotoShop, InDesign  
Microsoft PowerPoint, Excel, Word, Outlook  
SolidWorks (3D CAD)

**CREATIVE PORTFOLIO & LEAN PROCESS  
IMPROVEMENT / TRAINING SAMPLES  
AVAILABLE UPON REQUEST**