

Jaime Chismar

Email: jaime@superdeluxedesign.com • **Phone:** (612) 720-0243 • **Portfolio:** www.superdeluxedesign.com

PROFESSIONAL SUMMARY

A committed journalist, innovative digital designer, and social enterprise entrepreneur with a proven track record of creating high-quality, award-winning digital content that resonates with audiences, drives engagement, and inspires change. Searching for a new career opportunity to serve our community and collaborate with colleagues who have a passion for building a more just, inclusive, and equitable world.

SKILLS & EXPERTISE

- Art direction for digital, social, and print
- Content strategy for digital, social, and print
- Graphic design for digital, social, and print
- Logo design, branding guidelines, and identity systems
- Infographics and interactive data visualizations
- Promotional products, signage, and booth displays
- Front-end web design and strategy, user personas, journey mapping, UI/UX, and HTML/CSS
- WordPress, Shopify, and Squarespace
- Product, portrait, and event photography
- Video production and editing
- Copywriting and editing
- Adobe Creative Suite

WORK EXPERIENCE

2016 TO PRESENT

Founder & President — All Are Welcome Here

Designed an iconic rainbow lawn sign that became a local movement for inclusion and belonging. Raised over \$100,000 for organizations dedicated to social justice and racial equity. Collaborated on custom campaigns for nonprofits, public schools, governments, and cities. Hosted and sponsored events to promote a more welcoming world.

2009 TO PRESENT

Freelance Communications and Design Specialist — Super Deluxe Design Studio

Branding, identity systems, websites, print materials, social media campaigns, photography, and videography for media outlets, businesses big and small, educational institutions, and nonprofits. Clients include: American Public Media and Minnesota Public Radio, Canvas Health, Capella University, Education Evolving, International Institute of Minnesota, St. Croix Chocolate Co., and Stomp Out Suicide.

2013 TO 2014

Digital Design Lead — Jostens

Designed websites and apps for educators and students to create yearbooks and manage content submitted by school communities. Upgraded online education tools for teachers and curriculum for middle and high school students focused on journalism basics. Designed print materials used in yearbook classrooms.

2000 TO 2008

Web Designer — Star Tribune

Coded templates for startribune.com, micro-sites, and award-winning multimedia presentations. Created logos, illustrations, infographics, and interactive data visualizations. Author of “Greengirl,” one of startribune.com’s very first blogs. Trained reporters on blogging tools and best practices. Wrote lifestyle articles for Variety and Vita.mn, including a popular week-long series on online dating.

AWARDS

- **2019 Edward R. Murrow Award:** Multimedia/Radio Network for “In the Dark: Season Two”
- **2007 Regional Emmy Award:** Advanced Media, current affairs for “A People Torn: Liberians in Minnesota”
- **2003 Best of Photojournalism:** Honorable mention, best multimedia package (large media), “Double Play: Joe and Jake Mauer”
- **2001 Pictures of the Year:** First place, multimedia storytelling, “Voices for the Land.”

VOLUNTEER WORK

- **St. Louis Park Human Rights Commission:** Commissioner, events committee, 2020-2023
- **St. Louis Park Summer Reading Festival:** Logo design and branding guidelines, 2023
- **Guest lecturer:** Logo design for students at Hopkins West Middle School, 2021-2024
- **Art Buddies:** Creative mentor for elementary school students, photography, 2020-2024

EDUCATION

- **University of Minnesota:** Bachelor of Arts with honors, College of Liberal Arts, School of Journalism and Mass Communications
- **University of Minnesota:** Bachelor of Fine Arts with honors, College of Liberal Arts