

KERRY LEHRKE

# CREATIVE DIRECTOR & DESIGN

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With 20+ years in design spanning both retail in-house creative and traditional agency settings—I've led creative work that brings brands to life across every customer touchpoint: online, in-store, and everywhere in between. I've built and mentored teams, developed strong partnerships across departments and with agencies, and kept work aligned with both the brand and the customer. I'm hands-on with strategy and execution, always looking for smarter ways to work, better design solutions, and fresh, authentic ideas. I focus on delivering consistent, high-quality creative that connects with people and drives results.

## Technical Skills

- **Creative Suite Mastery:** Adobe Photoshop, Illustrator, InDesign, Acrobat
- **Web Design:** HTML5, CSS, Dreamweaver, WordPress, WIX, Figma
- **Motion Graphics & Presentation:** Keynote, Powerpoint, After Effects
- **WorkFlow Applications:** Trello, Slack, Microsoft Office, Google Workspace

## Experience

### Creative Director

Joann Inc. | Hudson, Ohio | Nov 2016 - Mar 2025

- **Cross-Functional Team Management:** Successfully manage and mentor a team of 28 professionals, including concept designers, photographers, videographers, stylist, and digital and print production teams. Cultivating cross team collaboration/ideation with a strong emphasis on communication.
- **Budget Management:** Maintained a large creative services budget and managed outside vendor and contractor spends.
- **Brand Evolution:** Play a critical role in the brand's evolution, contributing to a significant increase in brand awareness to a younger demographic and help lead a new direction for the Joann brand with high budget CTV spots and social content.
- **Strategic Leadership:** Help drive innovative seasonal campaigns, product launches and brand collabs that align with merchant and business goals to deliver a cohesive Joann brand experience.

### Global Art Director

Crocs Inc. | Broomfield, Colorado | Aug 2009 - Oct 2016

- **Creative Direction:** Led the creative development and helped in the planning of high budget lifestyle and product photo shoots, resulting in impactful visual content that strengthened brand identity and increased consumer engagement.



- **Team Collaboration:** Worked with global cross-functional teams, including product designers, photographers, and marketing specialists, to deliver cohesive and compelling campaigns under tight deadlines.
- **Go-to-Market Strategy:** Developed comprehensive go-to-market decks that included creative marketing strategies and visual merchandising directives, ensuring consistent global execution across all markets.

## Art Director

**Massive Creative, LLC** | Denver, Colorado | Jul 2008 - Nov 2008

- **Creative Strategy:** Directed the creative development and execution of corporate identities, websites, and events, ensuring each project aligned with client brand values and objectives.
- **Client Engagement:** Worked closely with clients to understand their needs and translate them into effective design solutions.

## Senior Designer

**Idée-Force** | Denver, Colorado | Dec 2006 - Jul 2008

- **Design Innovation:** Led the design of marketing materials, advertising campaigns, and corporate identities, consistently delivering high-quality, visually engaging content that contributed to repeat client business.
- **Project Management:** Managed multiple projects simultaneously, balancing creative excellence with business priorities and deadlines.

## Graphic Designer

**Cintas Corporation** | Chicago, Illinois | Mar 2006 - Aug 2006

- **Creative Execution:** Developed and executed designs for e-mail campaigns, catalogs, brochures, and corporate identity projects, contributing to a unified brand image.
- **Photography:** Developed and oversaw photography direction for B2B clients.

## Education

Bachelor of Fine Arts in Visual Communications  
*The Illinois Institute of Art, Chicago, Illinois*

