

Cameron High Design & Direction

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Professional Experience

Freelance Creative Director

NEW YORK NY, PRESENT

- Created an AR experience for Sam's Club.
- Launched new digital/social campaign for Pebbles Cereal.
- Reimagined website, mobile app and ATM for US Bank.
- Worked with a large multidisciplinary team on new campaign for Cenex.
- Agencies include SapientRazorfish, Colle+McVoy, Wunderman and THAT.

Associate Creative Director

HABERMAN, MINNEAPOLIS MN, AUGUST 2016–JANUARY 2018

- Led technical and creative teams across a variety of 360 campaigns.
- Led creative teams on new business pitches.
- Worked with Account Planners to craft SOWs.
- Clients include Aura Cacia, Lorissa's Kitchen and Boston Scientific.

Associate Creative Director

MARTIN WILLIAMS, MINNEAPOLIS MN, JANUARY 2015–DECEMBER 2015

- Led creative for successful 360 campaigns for product launches.
- Led creative for several new business pitches.
- Clients include Wolverine Boots, Thrivent and Syngenta.

Senior Interactive Art Director

OLSON, MINNEAPOLIS MN, JUNE 2010–JANUARY 2015

- Conceived and crafted successful campaigns utilizing, but not limited to, broadcast, social, mobile applications, print and point-of-sale.
- Acted as lead Art Director during broadcast productions in Los Angeles and Vancouver.
- Collaborated with peers on numerous successful new business pitches, including wins for McDonald's, Yoplait and Discover Boating.
- Led a team of designers and production artists for Target Holiday.
- Represented Olson as a creative liaison during agency acquisitions.
- Clients include Target, McDonald's, Sleep Number, Yoplait and Bissell.

Senior Interactive Designer

POPULAR FRONT, MINNEAPOLIS MN, SEPTEMBER 2006–JUNE 2010

- Acted as the lead creative client contact across multiple projects.
- Assisted in the recruiting, hiring, training, and mentoring of creative interns.
- Participated in rapid creative exploration for RFPs.
- Clients include Hasbro, General Mills and Cleveland Clinic.

Other Experience

Volunteer

ISLANDS OF BRILLIANCE

Islands of Brilliance is a learning experience developed specifically for children and young adults on the autism spectrum. During a series of classes, I worked with a student on a poster design for a fictional movie.

Instructor

BRAINCO, MINNEAPOLIS

Developed relevant curriculum that focused on UX, strategic thinking, composition, typography, grid design, color theory, and best practices.

Mentor

UNIVERSITY OF MINNESOTA

Mentored students in the School of Journalism & Mass Communication at the University of Minnesota.

Education

University of Minnesota Duluth,
Bachelor of Fine Arts
Major: Graphic Design,
Minor: Photography