



Kyle Norheim

 /DOZEN-DIMES

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Hello

◆ I'm Kyle Norheim, I'm and art director based in LA/OC with a creative eye for detail and current trends that deliver top-tier results.

I've been selling shapes and colors for over 8 years. I thrive best with data driven design where I can move the needle to meet the brand's needs. I love to develop brands that allow them to grow, and earn to their fullest potential. I mean, who needs a business plan when you have me, right?

When I'm not working I enjoy surfing, backpacking, or anything to get away from the screen. So, what do you say? Ready to take a chance on me?

GET IN TOUCH

VIEW PORTFOLIO

Recent Accomplishments

◆ QUICKSILVER EMAIL DESIGN SYSTEM

GOAL OF PROJECT:

To establish a standardized set of tools and processes to be used across all regions in order to ensure brand consistency and create work efficiencies. As well we aimed to increase email engagement, streamline user experience, and of course scale email revenue.

- ◆ The result was a 78% improvement in efficiency and a globally unified brand vision and user experience, thus improving customer trust and loyalty across all regions.
- ◆ 63% Increase in revenue.
- ◆ 54% increase in click rate.

◆ WEAR IT TO HEAR REBRAND

GOAL OF PROJECT:

Turn a historically regional retail/wholesale brand into a national e-commerce powerhouse.

- ◆ In 4 Months we scaled revenue 1,000% over their gross sales from the previous year.
- ◆ 11k new unique email subscribers over a 6 month period. Twice their original newsletter size.
- ◆ Web traffic increased 600% compared to YTD prior.

Education

◆ BACHELOR OF ARTS

CALIFORNIA LUTHERAN UNIVERSITY | MULTIMEDIA | 2011-2015

Technical Skills



Work Experience

◆ BOARDRIDERS

SENIOR DIGITAL DESIGNER | FEB 2022 - PRESENT

Boardriders is the parent company of Quiksilver, Roxy, RVCA, Billabong, DC, Element, Vonzipper, and others. I had the privilege to work alongside each of these brands and help make improvements for their digital design ecosystem.

- ◆ Created email design systems for Quiksilver, Element, RVCA, Billabong, and Vonzipper.
- ◆ Produced multichannel ad sets for Quiksilver's Stranger Things collaboration campaign.
- ◆ Executed creative studio shoots for Billabong Mens & Honolua Surf Co.
- ◆ Worked with entire brand portfolio to create digital content following individual brand guidelines and consistently hitting brand KPI's.

◆ CLUB AGENCY

ART DIRECTOR | APR 2020 - JAN 2022

Worked as a client facing Art Director at a digital full service agency focussing on apparel direct to consumer brands. Oversaw projects for clients: Wear it to Heart, Dolorem Ipsum & Lauren James.

- ◆ Directed client photoshoots. Oversaw pre-production, talent casting, post-production retouches, content approvals, and content formatting.
- ◆ Prepared style guides, and creative direction for omnichannel campaigns.
- ◆ Worked with team members to make brand guidelines and GTM strategies for clients.
- ◆ Used data reports to optimize client ad sets on social, and paid search.
- ◆ Created websites and campaign landing pages for clients, while optimizing user experience from quantitative & qualitative data.
- ◆ Creating client pitches, influencer briefs, other B2B collateral.

◆ FLOWERTOWN

ART DIRECTOR | FEB 2018 - MAR 2020

Flowertown is a trusted online consumer resource for all things cannabis. I worked as an art director for the publishing and agency sides of the brand, while overseeing product development.

- ◆ Created initial brand style guides and onboarded new team members.
- ◆ Delivered key presentations to prospective clients and investors.
- ◆ Storyboarded and developed campaigns for OLM ads, print ads, and dispensary media buys.
- ◆ Art Directed our creative teams to execute client projects.

◆ FREELANCE - DOZEN DIMES

DESIGN & ART DIRECTION | MARCH 2015 - PRESENT

CLIQ CHAIRS

Art Directed content for social and ad campaigns. Created multiple pieces of content for paid media.

AVENUE 8

UX/UI for real estate platform. Created a prototype which helped raise \$4M in investments in Series A.

INTEL

Created content for Levi's Stadium digital display boards and OLM ad sets for Trueview Campaign.

Other work samples, references, and work history can be supplied as needed*