

# Jaime Chismar

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## PROFESSIONAL SUMMARY

A committed journalist, innovative digital designer, and social enterprise entrepreneur with a proven track record of creating high-quality, award-winning content that resonates with audiences, drives engagement, and inspires change. Energized by opportunities 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, UI/UX, and HTML/CSS
- WordPress, Shopify, and Squarespace
- MailChimp and email newsletters
- Product, portrait, and event photography
- Video production and editing
- Adobe Creative Suite: Acrobat, Illustrator, InDesign, Photoshop, and Premiere
- Microsoft Office: Excel, PowerPoint, and Word

## 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**

- **Minnesota Play for All:** Board member and design consultant for student-led non-profit dedicated to making inclusive playgrounds, 2024-Present, [www.mnplayforall.org](http://www.mnplayforall.org)
- **Guest lecturer:** Logo design for students at Hopkins West Middle School, 2021-Present
- **St. Louis Park Human Rights Commission:** Commissioner, events committee, 2020-2023
- **Art Buddies:** Creative mentor for elementary school students, photography, 2020-Present, [www.artbuddies.org](http://www.artbuddies.org)

### **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