

Jaime Chismar

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PROFESSIONAL SUMMARY

A committed journalist, innovative 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 web, social, and print
- Content strategy for web, social, and print
- Front-end web design and strategy, UI/UX, and HTML/CSS
- WordPress (Divi template), Shopify, and Squarespace
- Infographics and interactive data visualizations
- Logo design, branding guidelines, and identity systems
- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Premiere, and Lightroom
- Online collaboration tools: Canva, MailChimp, Slack, and Google Workspace
- Product, portrait, and event photography
- Promotional products, signage, and booth displays

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 and e-commerce sites, print materials, social media campaigns, data visualizations, and photography 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 Company, and Stomp Out Suicide 5K.

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 WordPress 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
- **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

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