



Ari Woeste is a multi-disciplinary Creative with the unique experience of working as a contractor, freelance designer, & lettering artist with agencies and directly with brands since 2015–

seeking to begin a new chapter with a passionate, value-driven creative team in a small to midsize studio.

CAPABILITIES

- Art Direction
- Lettering
- Type Design
- Food & Tactile Lettering/Styling
- Photography
- Illustration
- Hand-drawn Animation
- Stop Motion Animation
- Branding
- Fluent in Adobe Creative Suite

EDUCATION

- B.S., Graphic Design,
Interactive Emphasis
- University of Northwestern, St. Paul
- SPRING 2013

EXPERIENCE + PROJECTS

Independent Creative

Cross-discipline creative for a wide range of clients such as Polo Ralph Lauren, Vikre Distillery, Chevrolet, LUNA Bar, 3M, and UnitedHealthcare.

JUNE 2016 – PRESENT

United Way – Greater Twin Cities

Contract Designer (Maternity Leave Cover)

OCTOBER 2021 – MARCH 2022

Michael Cina

Type Design & Branding Apprentice

MARCH – SEPTEMBER 2019

MONO Agency

Contract Art Director
& Food Lettering Artist for
Walmart “Love Local” Campaign

MARCH – SEPTEMBER 2019

Yoplait Brands

Contract Creative for Social Media:
art directing and content creating for
Oui and Yoplait brands on social

SEPTEMBER – DECEMBER 2017

Cheerios

Contract Creative for Social Media:
strategizing, copywriting, content planning,
art direction, and content creation for social

JULY 2015 – JUNE 2016

Digital Designer

Software for Good

JANUARY – MAY 2015

Marketing Design Intern

The Nerderly

JULY – DECEMBER 2014

Contract Designer

Tartan Marketing - B2B agency

JULY 2013 – JULY 2014



WORK SAMPLES - see ariwoeste.com for more work and case studies

