



# COLE HINTERMEISTER

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## Web and Graphic Design

Sparta, WI 54656

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www.HinterDesign.com

Web and graphic design graduate with a passion for delighting clients. Specialize in helping customers understand the worlds they may not know through engaging conversation, prototyping, and delivering the highest quality experiences that exceed expectations. Looking for an opportunity to create mutually beneficial relationships with my employer and clients.

Authorized to work in the US for any employer

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## EDUCATION

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### Bachelor of Arts

#### I-Design; Technology and Interactive Design

Winona State University - Winona, MN

August 2018 to December 2020

### Associate of Science

#### Web Design

Rochester Community and Technical College - Rochester, MN

January 2016 to May 2018

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## SKILLS

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- Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, Dreamweaver)
- HTML, CSS, JavaScript, on a variety of devices and their design language

- Wix, Shopify, Wordpress (including WooCommerce and various Page Builders I.E. Elementor, WPBakery, Divi, etc)
- UI design via Sketch, social media design, search optimization, and photography

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- Creative Problem Solver

- Candid and respectful critiquer

- Confident and down-to-earth communicator

- Cooperative and constructive team worker

- Capable and productive leader

- Compassionate and empathetic helper

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## MEMBERSHIP

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### AIGA Winona State University Student Group

August 2019 to May 2020

### AIGA Minnesota Chapter

August 2019 to August 2020

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## WORK EXPERIENCE

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### Web Developer

Prophase Marketing - Eden Prairie, MN (Remote)  
October 2021 to May 2022

**Responsibilities** | Working with Prophase Marketing as a Web Developer followed a similar set of responsibilities as my position at Right To Evolve, but specifically honing in on the web design and SEO needs for more advanced clients. The primary internal clients were Prophase Marketing and American Security Cabinets, where I managed the WordPress installations, and executed the primary setup for multiple pages, products, services, and functionality. I served as the primary web designer and developer for our clients.

**Industries I Worked With** | Hardware stores, drop box sales—including library book drops, RX drug drops, amnesty drop boxes, etc—as well as digital marketing, personal blogs/brands, and more.

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### Web Designer & Developer

Right to Evolve - Tomah, WI  
November 2020 to October 2021

**Web Design** | My time with websites starts with maintaining the server and ensuring domains are linked properly and functioning as needed. I perform backups and updates from the server side, then test sites for form and function. On the client side, I work with clients from Q&A to implementation. I walk through design needs and wants, then execute the design in Divi with deeper customization in raw code as needed. Some clients had existing sites they simply needed updating and maintaining, either on Wix or TwentyOverTen.

**SEO** | I used Google Analytics, Ads, My Business, as well as SEMrush to track keywords and other performance metrics on websites and searches. I then implement that SEO using RankMath, Yoast, or WPMUDev situation depending. I write and edit content to be used on the page to include keywords and linking as necessary. If necessary, I link Analytics to the site to track user interaction to enhance ad performance.

**Marketing** | I used listing management tools to track competitors and keywords, as well as Google My Business push clients to all platforms as needed. I manage the Google My Business profiles of clients. I brainstorm and write ads and publish them on Google Ads, tracked in Google Analytics.

**Graphic Design** | I assisted with graphic design tasks, performing Q&A sessions, designs, and managing relationships with local print shops. I would take photography as needed for use in multiple medias including print, ads, and web design. I printed posters, banners, rack cards, and tri-fold brochures.

**Content Marketing** | I assisted with public relations and content marketing, writing blog and social media content as well as press releases for clients, and distributing to local news. Content was based on keywords and other analytics, then written, edited, and published.

**Reporting** | All of these tasks are then compiled and reported to the client monthly. Reports are shared from platforms individually as key metrics come in, then I have a monthly meeting to keep up client relations, track projects collaboratively, and give them a holistic view of the month's progress.

**Industries I Worked With** | Real Estate, Finance Management, Restaurants, Outdoors Lifestyle, Storage Units, Cleaning & Maintenance, HR Services

## **Sales Manager**

**AutoZone Auto Parts - Winona, MN**

**July 2018 to November 2020**

As a retail customer interaction and sales rep, I was in charge of making sure customers and clients know what they need and more importantly: why they need it. Tasks included basic store operations, retail organization and preparation, and customer satisfaction. Promoted to Sales Manager in January 2019, additional tasks include basic finance maintenance, continuing positive relationships with nearby mechanics and dealerships, customer problem solving.

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## **Gallery Design Intern**

**Watkins Gallery at Winona State - Winona, MN**

**August 2019 to May 2020**

As a Gallery Design Intern, I was responsible for the design, production, and application of promotional materials for the clients hosting their work in the Watkins Gallery. These designs include postcards, posters, large-format banners, digital animations, and vinyl. Cohesive visual systems were created based on the samples provided by the clients, and then applied to all materials needed by the client. The interns compete as individuals to design each material, with following materials all using the selected concept.

The design process was executed on a week-to-week basis, with meetings to critique, refine, and produce throughout. A typical timeline would see the samples and design of the postcard and poster in Week 1, to be critiqued Week 2. Card/poster would be finalized while the vinyl and banner are conceptualized in Week 2, and critiqued in Week 3. Vinyl/banner would be finalized during the conceptualization of the animated sign in Week 3, and all works are finalized and submitted to the client within a month from receiving the samples.

Soft skills learned at this internship include the ability to provide and receive positive and negative feedback, working as a team to produce and apply designs, and working in a fast-paced environment with rapid turn-around for content. Hard skills learned from this internship include production machines such as: 5th channel printing and booklet printing/cutting via Ricoh Pro C7100 and Plomatic; Epson Stylus Pro 9900 for banner/wide-format printing; Epilog Helix laser cutting and engraving; vinyl file preparation and printing via cutter/plotter.

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## **E-4, Specialist**

**Military Police Soldier**

**March 2014 to March 2020**

MOS 31B, Military Police. Enlisted in the Minnesota Army National Guard Spring of 2014. Drilled in Mankato until leaving for One Station Unit Training in Missouri in Summer 2015. Service as a Specialist means being a leader without the capital "L", and setting an example for new soldiers coming into the unit. Consistently high scoring on weapons qualifications including M249B, M9, and M4. Consistently proven knowledge and hands-on skill with M1151A1 and M117 vehicles.

Basic Combat Training includes soldier tasks and drills, i.e. personal and group responsibilities, first aid, physical fitness, and communication skills. Advanced Individual Training includes Military Police Officer tactics, i.e. detainee/inmate operations, detaining and arresting individuals, communication with fellow officers and HQ, active shooter situations, and control point operations.