

[design that works]



KJE DESIGN LLC [design that works]

6777 Keats Avenue North
Stillwater, MN 55082

www.kje.com

phone 651.602.9440
fax 651.748-8003
email karen@kje.com

Capabilities

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COMPANY

The heart of KJE Design

Design that works

KJE Design LLC is known for design that clearly and effectively communicates marketing strategy across all media with a particular focus on print and web projects. KJE Design enjoys a diverse client base of large and small companies with local, regional, national, and global operations.

Welcoming challenges of any size or scope, KJE Design has a proven track record on a wide range of projects: multi-layered corporate identity programs, capabilities brochures, magazines, ads, direct response advertising, catalogs, newsletters, and web sites. KJE excels at building brand by integrating web and print promotions.

KJE believes in *informed design* – crafting elegant design solutions in response to research and strategy with the sole purpose of meeting or exceeding the client’s objectives.

KJE Design amplified for marketing and advertising

Dynamic teams

KJE Design enjoys a special relationship with a unique and dynamic group of marketing, advertising and creative professionals, programmers and production artists. The team’s impressive array of skills, knowledge and experience is gleaned from work at major ad agencies and corporations and their own businesses. Together, the KJE team has the expertise to market, advertise and promote anything.



Creative Services

Creating informed design solutions that effectively communicate strategy, make the complex clear, and deliver consistent quality across all media. Crafting memorable messages in concepts and copy to inform, educate, involve, and persuade the right audience(s).

Print: Creative development, conceptual design

Identity and visual systems

Capabilities and promotional brochures

Corporate internal and employee communications

Direct response advertising

Packaging

Presentations

Online: Website design

Information architecture: structuring information to allow multiple, individual paths to knowledge

Comprehensive site design

Site content development

Animation, programming and coding

Team communication tools such as site maps and storyboards

Complete, turnkey design and marketing services

Creative conceptual design

Content development, tags, themes, copywriting

Illustration

Photography

Art production services

Printing services

Web production services



KJE CLIENTS

Aspen Waste Systems
Apple River Association
CNS Breathe Right Nasal Strips
Cargill
Choice Plus
Clevercat Pet Products
Coca-Cola Enterprises
Cummins Power Generation/Onan
DataCard Corporation
Ericsson
FSI International
Grand Hand Gallery
Harmony Environmental
Headwaters Group
Kircher Security
Minnesota Orchestral Association
Mosaic Company
National Arbitration Forum
Pillsbury
Polk County, WI Land and Water Resources Department
Ralston Purina
SUPERVALU
Scimed
USGA
Wisconsin Association of Lakes
Walser Automotive Group
Watson Wyatt Worldwide



CREATIVE TEAM LEADER

Karen Engelbretson

Creative development, art direction, graphic design, information design, account service

After 25 years as a designer and art director, Karen is known and respected for design that works.

Karen specializes in marketing communications, corporate human resources communications, direct response advertising, and identity systems. Her ability to integrate print and online campaigns has served a diverse client base of large and small businesses.

Karen is often sought out by clients with complex communication problems like Cargill Benefits, and the Choice Plus health plan that required multi-layered publications delivered to widely diverse employee groups. Karen developed the Choice Plus identity and employee communication materials, and recently re-designed Cargill's Human Resources benefits communications to align with Cargill's updated corporate brand.

A recent direct mail effort for a locally-owned waste disposal company earned a twenty percent response rate, with a three percent new customer sign-on. Karen's work for Ericsson's benefits enrollment campaign "It's About You" won an International Association of Business Communicators (IABC) 2001 Gold Quill Award of Merit.

Karen's knowledge of art and design, her involvement with botanical art and the crafts community, and her work in environmental protection gives her a special sensitivity to arts marketing projects like those for The Grand Hand Gallery and for individual, professional artists.

Educated in graphic design, and fine arts, Karen is a student of botanical drawing and painting, a sewer, knitter and textile arts enthusiast. She teaches two classes, artistic composition and botanical abstracts and patterns, at the Minnesota School of Botanical Art in Minneapolis. She enjoys developing botanical patterns and repeats for fabric and paper.

Karen volunteers as president of Wisconsin's Polk County Association of Lakes and Rivers, a grassroots organization working to promote and preserve ecological, recreational and aesthetic qualities of the county's lakes and rivers.

Karen lives and offices in Grant, Minnesota, near Stillwater and the St. Croix River. She and her husband have a daughter studying at Minneapolis College of Art and Design, and a beagle dog named Stella.