

# LINNEA MAAS

952.239.0110 // linnea@insidetherobot.com

## EXPERIENCE

### CREATIVE PROJECT MANAGER (Jun 2021 - Present) St Louis Park, MN

#### STEPHANIE DILLON ART/CITIZEN-T

**MANAGING** daily gallery operations, establishing and deploying organizational processes, administrative activities

- Overseeing gallery exhibits, transportation and installation of artwork, inventory tracking
- Acting as main point of contact for all art inquiries and creative project management
- Project management for fast growing sustainable fashion line
- Minting, managing, and digital archives of NFT artwork and traditional artwork
- Ordering and maintaining gallery supplies

**DESIGNING** original artwork, client commissions, digital collaboration, company branding and marketing materials, and virtual gallery spaces

- Collaborating with the artist in creation of new and original artworks for sale and for use by clients including Steven Tyler, Miley Cyrus, Billie Eilish, Greta Thurnburg
- Building virtual exhibits for NFT artwork display in Cryptovoxels and Sandbox metaworlds

### PROJECT MANAGER (Jan 2019 - May 2021) Minneapolis, MN

#### ARCHETYPE SIGNMAKERS, INC

**LEADING** multiple simultaneous client projects through project planning, fabrication processes, and installation logistics

- Collaborating with both internal and external stakeholders to generate project requirements and inform program planning
- Creating program budgets and managing timelines, deliverables, and budgets
- Actively leading client communications and relationship management through exceptional client service and proactive conflict resolution

**FACILITATING** dynamic team management and program scope alignment

- Sourcing subcontractor integration and successful application of permits,
- Managing internal staff and external contractors throughout program life cycle
- Consistent delivery of successful product installation and project completion

## NOTABLE ACHIEVEMENTS

\*References upon request

### COMPLEX NATIONAL INSTALL

Managed a \$475k national branding sign conversion **across 64 locations simultaneously**, on time and on budget.

### LARGE BUDGET PROGRAMS

Supervised the completion of **558 projects** with a sum of **\$1.2 million** in under 2 years.

### HEALTHCARE RENOVATION

Executed oversight of **8,500 component** signage installation supporting a full-scale hospital wayfinding renovation program.

## EDUCATION

### WASHINGTON UNIVERSITY

May 2002 | St. Louis, Missouri

Bachelor of Fine Arts in **VISUAL COMMUNICATIONS**

## SKILLS

### SOFTWARE

- Adobe Creative Suite
  - Photoshop
  - InDesign
  - Illustrator
- VR & AR applications
  - OpenBrush
  - Cryptovoxels
  - Magicavoxel
  - Mozilla Spoke
- Microsoft Office
- SignAgent
- Monaco Profiler

### TEAM LEADERSHIP

- Client Relationships
- Process Development
- Program Management
- Schedule Organization
- Budget Management
- Requirement Generation
- Vendor Management

### EQUIPMENT

- Aqueous, Solvent, & UV Printing Experience

# EXPERIENCE // ARTISTIC

## PROJECT MANAGER (Apr 2016 – Jan 2019) Minneapolis, MN

### ARTS DISTRICT IMAGEWORKS

**CONSULTED** customers to create printing project plans and executed agreed upon project approaches and deliverables

- Developed design directions, managed proofing sessions, and handled both invoicing and file management
- Specialized in color matching to support project deliverables including matching original to digital to print, digital image setup, retouching, and managing custom color profiles
- Utilized multiple varieties of printing technology to create project deliverables

**DEVELOPED** company branding assets, created organizational processes, and managed administrative activities (i.e., company meetings, training, and co-worker mentorship)

## STUDIO ARTIST (2004-Current) Minneapolis, MN

### INSIDE THE ROBOT (SP)

**MANAGES** for all aspects of business including creative production, marketing, event planning, client interaction, communication, sales

- Interfaces with clients in creating commissioned artworks, successfully identifying solutions to hundreds of design requests
- Specializes in virtual gallery builds, metaverse spaces, crypto art, & NFTs. Partnerships and collaborations with companies ranging from industry to non profit
- Exhibits nationally and internationally in over 30 solo exhibitions and 35 curated and juried group shows since 2004 including Minneapolis Institute of Arts; currently represented by Gamut Gallery in Minneapolis. Published illustrator.

## CONCEPT ILLUSTRATOR (2008-2012) Minneapolis, MN

### VENDOR DEVELOPMENT GROUP, INC.

**CREATED** concept illustrations for a market leader in manufacturing indoor and outdoor consumer goods, for customers including Nautica, Target, and Home Depot

- Collaborated with sales teams and clients to identify trends in home and design and drove visual style
- Communicated with manufacturers to increase efficiency and reduce costs of manufactured goods
- Generated hand drawn illustrations and designs to bring over 400 concepts to manufacture under demanding timelines and budgets
- Illustrated technical manuals, provided marketing materials, and created original designs for indoor furniture, patio furniture, textiles, grills, and fireplaces

## INDEPENDENT CONTRACTOR (2005-2008) Minneapolis, MN

### LINNEA MAAS PAINTING

**PROVIDED** indoor house painting and decorative painting services to homeowners; specialized in textured finishes and plaster, full murals and children's room accents

- Drew on client's existing style and interior decor to create original designs complimenting their living spaces; worked with interior designers to execute harmonious visual solutions
- Provided all aspects of client interaction including definition of scope, budget, design, timeline and meet and exceed all expectations
- Grew annual revenue from \$20k to over \$60k in 3 year

## EXHIBITS HIGHLIGHTS

### SOLO

2020 Jan // **ROBOTSTYLE**  
Fox Den Salon, Mpls MN

2018 Aug // **More Please!**  
Sebastian Joe's Linden Hills,  
Mpls MN

2016 Dec // **LINNEA**  
Modus Locus Gallery, Mpls MN

2015 Oct // **Downpour**  
Chinchilla Umbrella, Inglewood CA

### GROUP

2022 Jan // **P5 Gallery**  
Prospector Suites, Park City UT

2021 Dec // **Raging Art On  
Invitational**  
Gamut Gallery, Mpls MN

2020 Aug // **Foot In The Door 5**  
Minneapolis Institute of Art,  
Mpls MN

2016 Nov // **Exhibicion de  
Pintura en Realidad Virtual**  
Alcaniz, Spain

2014 Oct // **Open Studios  
Gallery 929**, Santa Ana CA

\*Extensive list upon request

## PUBLICATIONS

2016 **Robot Adventure**  
by Kaleidoscopia: a coloring book  
for all ages

2011 **the stranger**  
by Iman Mefleh: a haiku voiced  
from the roof of the world

2007 **Annals of the Missouri  
Botanical Garden Vol 94.  
No. 4, Fig 1.**  
by M. Gottschling & J.S.  
Miller: a revision of Bourreria  
(Boraginales, Ehretiaceae) in  
South America

2005  
**Adansonia Vol. 27 Fig 1.**  
by J.S. Miller: A synopsis  
of the genus Cynoglossum  
(Boraginaeae)