

About Pick2 Design & Advertising

**Business Strategy
Made Visible
Through Design**

The mission of Pick2 Design and Advertising is to create powerful communications tools that achieve results for clients while offering them exceptional value. We have merged the disciplines of design and advertising to create a method of visual/verbal problem solving that is more effective and seamless. At Pick2, the creative process is also a business process.

Our multidisciplinary approach enables us to offer a wide range of verbal and visual communications services. Our capabilities include designing brand identities and systems, annual reports, company brochures, creating advertising and direct mail campaigns, websites, and packaging. We also develop branding and marketing strategies, naming, and provide extensive business writing services to our clients.



Greg Pickman
Partner and
Design Director
greg@pick2.com

The principals of Pick2 are Greg Pickman, Design Director and Kate Pickman, Creative Director. Greg's strategic approach to solving design problems is shaped by 25 years of corporate design experience, working at firms in Los Angeles, New York and Minneapolis. He graduated from Art Center College of Design in Pasadena, California and also taught at Art Center. His specialties are designing corporate identities, literature systems, brochures and annual reports. Before founding Pick2 in 1999, Greg was Design Director at Yamamoto Moss in Minneapolis, where he managed a large range of complex projects. In addition, Greg teaches courses in advanced graphic design and branding at the University of Minnesota and the College of Visual Arts.



Kate Pickman
Partner and
Creative Director
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Kate Pickman is an advertising creative director who received degrees from Wesleyan University and Art Center College of Design. She was a marketing executive at IBM before working in New York and Minneapolis as an advertising creative executive. In her eight years at Campbell Mithun in Minneapolis, she created a wide range of print and television advertising campaigns. At Pick2, Kate oversees advertising and marketing communications, as well as website design and development.

At Pick2, we believe good design can create a powerful business advantage. Since 1999, we have served clients in the following industries: law, insurance, medical, manufacturing, retail, engineering, banking, corporate services, and non-profit. Please contact us for references from current and past clients.