



# NANCY SZARKOWSKI

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## EXPERIENCE

### **Associate Art Director | Wunderman** – *Washington DC (November 2016 to Present)*

- Collaborate with a team of strategists, UX designers, copywriters, and print production to conceptualize effective, integrated campaigns across digital and direct mail platforms.
- Design user interface solutions for digital deliverables, create engaging print pieces such as brochures and shipping packages, and conduct creative presentations with clients.
- Spearheaded the establishment of a standardized visual system for branded client tactics including emails, websites, banners, brochures, and booklets.

### **Design and Marketing Director | Via Umbria** – *Washington DC (Sep 2015 to Nov 2016)*

- Developed and executed integrated campaigns for the promotion of products and events. Wrote copy and created visuals for print ads, email, social media content, and large-scale signage while maintaining brand.
- Oversaw visual brand identity across all marketing and in-house materials and partnered with photographers for art direction of event and product photography.
- Managed brand website by creating content, maintaining visuals, and coordinating development.
- Collaborated on themes, logistics, promotion, and execution of public events.

### **Senior Designer & Creative Team Manager | Proscap Technologies Inc.** – *Horsham PA (Dec 2013 to Sep 2015)*

- Conceptualized diverse interactive marketing solutions for domestic and international clients, including L’Oreal, Bausch + Lomb, Colgate, DDB, and Coach. Worked with clients to determine functional requirements for marketing apps and led a team of designers in building a variety of branded iPad app prototypes.
- Collaborated with the marketing team to redesign the brand for Proscap Technologies, Inc. Projects included logo design, building signage, and branding guidelines. Continuously helped maintain brand identity through social media and marketing campaigns, as well as collateral in-house materials for multiple departments.
- Responsible for training materials such as webinars and internal best practices documents; served as a consultant to agencies in designing and developing applications.

### **Lead Interactive Designer | Proscap Technologies Inc.** – *Horsham PA (Aug 2011 to Dec 2013)*

- Developed user-friendly interactive experiences while maintaining brand voice for agencies worldwide by wireframing, providing animations, and creating graphics for use in marketing, sales, and training applications.

## SKILLS

### **Computer:**

Adobe CC (Photoshop, InDesign, Illustrator, Lightroom, Dreamweaver) Microsoft Word and Powerpoint, Keynote, Wordpress, CSS, HTML, Mailchimp, Magento

### **Other:**

team leadership, conceptual thinking, social media content writing, brand strategy, marketing campaigns, infographics, wireframing, inspiration boards, flat technical drawing, illustration and painting

### **Languages:**

Bilingual with fluency in English and conversational Polish

## EDUCATION

### **Syracuse University | B.S. 2011, GPA 3.7** – Syracuse NY

*S.I. Newhouse School of Public Communications*

Major: Graphic Design

*School of Visual and Performing Arts*

Minor: Fashion Design

*Syracuse University in Florence, Italy*

Courses in Photography