



# NANCY SZARKOWSKI

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## experience

### Wunderman DC • Washington, DC

#### *Associate Art Director* (November 2016 to Present)

- Collaborate with a team of strategists, UX designers, and copywriters to execute creative and effective solutions across print and digital platforms.

### Via Umbria • Washington, DC

#### *Design and Marketing Manager* (Sep 2015 to Nov 2016)

- Developed and executed integrated campaigns for the promotion of products and events, including creating copy and visuals for print ads, email, social media content, and in-store signage while maintaining brand voice.
- 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.

### Proscap Technologies, Inc. • Horsham, PA

#### *Senior Designer & Creative Team Manager* (Dec 2013 to Sep 2015)

- Developed concepts of diverse interactive marketing solutions for domestic and international clients, including Bausch + Lomb, L'Oreal, Colgate, DDB, and Coach. Worked with clients and partners to determine functional requirements for marketing apps. Led a team of designers in building iPad app prototypes while maintaining a branded look.
- 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* (Aug 2011 to Dec 2013)

- Created user-friendly interactive experiences while maintaining brand voice for agencies worldwide by wireframing and providing animations and other graphics for use in marketing, sales, and training applications; several applications exceeded agency expectations and were taken straight to field
- Planned and executed a complex, creatively innovative US Army presentation, which was highly praised by upper management and ultimately showcased at the Pentagon

## skills

**Computer:** Microsoft Word, Powerpoint; Adobe CC Photoshop, InDesign, Illustrator, Lightroom, Dreamweaver; 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 • Syracuse NY • B.S. 2011 • GPA 3.7**

*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