



NANCY SZARKOWSKI

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EXPERIENCE

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

- Collaborate with a team of strategists, UX designers, and copywriters 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.
- Created and implemented a standardized visual system for branded digital and print tactics, and provided guidance to colleagues on implementation of styles. Developed unified templates for emails, websites, banners, brochures and booklets.

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

- Conceptualized and executed integrated campaigns for the promotion of products and events by creating copy and visuals for print ads, email, and in-store signage. Developed strategy for marketing and ad placement opportunities.
- Oversaw visual brand identity across all marketing and in-house materials and directed photography of events and products. Coordinated with printers for the production of promotional materials.
- 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)*

- 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 while maintaining a branded look. Led a team of 4-6 designers and managed allocations for the design and production of 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.
- Developed training materials, such as webinars and internal best practices documents, and served as a consultant to agencies in designing and developing applications.

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

- Created 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, Fujifilm XT10

Other:

team leadership, conceptual thinking, wireframing, marketing campaigns, social media content writing, brand strategy, infographics, 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