

NANCY SZARKOWSKI

VISUAL DESIGNER

PROFILE

Seasoned digital professional with nearly a decade of experience delivering multimedia solutions across public and private sector markets. Creative mentor who strives to lead by example while creating results that combine research and data with passion for visual innovation.

EDUCATION

Syracuse University | 2011

SI Newhouse School of
Public Communications

Bachelor of Science (GPA 3.7)

Graphic Design
Fashion Design

SKILLS

Design:

art direction
digital design
print design
brand design
user interface design
user experience design
product design
agile methodology
marketing strategy
business development

Tools:

Photoshop, InDesign,
Illustrator, Lightroom,
XD, Sketch, Abstract
Invision, Jira, Mailchimp,
Google Analytics
Fujifilm XT10

Languages:

English
Polish

EXPERIENCE

Senior Consultant - UX Designer | Booz Allen Hamilton

07/2020 – Present in Washington DC

- Develop human-centered user experience for the new U.S. Treasury DATA Act website, which serves to help the public to understand America's finances. Implement and maintain visual brand styles across dynamic web pages.

Art Director / UX Designer | Taoti Creative

01/2020 – 07/2020 in Washington DC

- Conducted research by leading discovery workshops, facilitating interviews, and performing content analysis. Developed information architecture and high fidelity wireframes for dynamic website experiences.
- Implemented client branding to build digital style guides and page designs. Collaborated with developers to test and launch final product.

Art Director | Wunderman Thompson

11/2016 – 11/2019 in Washington DC

- Collaborated with peers and leadership to conceptualize and execute multimedia product campaigns and ensure quality production.
- Produced a consistent visual design system for Pfizer's Xeljanz brand across digital and print. Designed unified templates for emails, websites, web-based marketing, and consumer collateral. Combined three websites into one to optimize user experience. Provided input on mockups, photography, style libraries, and created designs for web pages.
- Redesigned a communication program for Pfizer's Xeljanz brand by collaborating with strategy teams to identify problems and develop key communications to improve patient experience and increase retention.

Design Director | Via Umbria

9/2015 – 11/2016 in Washington DC

- Produced promotional digital communications and improved brand awareness by aligning company's advertising, social media presence, and e-commerce website. Created graphics for clothing, signs, product packaging, and brochures. Implemented a consistent newsletter and social media schedule.
- Maintained copy and visuals for e-commerce and event booking website and coordinated with developers to improve user experience.

Senior Designer | Proscap Technologies Inc.

12/2013 – 9/2015 in Horsham PA

- Conceptualized and designed mobile sales app prototypes for international cosmetic, fashion, and healthcare brands such as L'Oreal, Colgate, Coach, Acuvue, and Bausch + Lomb.
- Performed user research and determined functional requirements for SaaS platform. Collaborated with developers to improve user experience.
- Collaborated with the marketing and strategy team to re-brand the company across all digital and print materials for a consistent experience.

Interactive Designer | Proscap Technologies Inc.

08/2011 – 12/2013 in Horsham PA

- Designed mockups and digital assets to build interactive experiences for retail, sales, and training applications on mobile platforms.