

NANCY SZARKOWSKI

CREATIVE DIRECTOR

PROFILE

Seasoned digital professional with more than 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

EXPERIENCE

Creative Director | Design in DC
11/2021 – Present

- Collaborate with a diverse team of designers, developers, and content creators to concept, develop, and launch customized websites. Facilitate communication between leadership, clients, and team members.

UI Design Mentor | Career Foundry
09/2020 – Present

- Guide students through UX and UI design fundamentals via hands-on tutorials, video consultations, and portfolio reviews. Facilitate conversations about industry best practices, thoughtful product development, and the importance of design thinking in an ever-changing industry.

Senior Consultant - UX Designer | Booz Allen Hamilton
07/2020 – 06/2021

- Developed human-centered user experience for the new U.S. Treasury DATA Act website, which serves to help the public 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.

SKILLS

Design:

art direction
digital design
print design
brand design
user interface design
user experience design
product design

Strategy:

agile methodology
marketing strategy
campaign development
social media
content development
business development

Tools:

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

● EXPERIENCE (continued)

Design Director | Via Umbria

9/2015 – 11/2016 in Washington DC

- Produced promotional digital communications and improved brand awareness by aligning 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 marketing and strategy to re-brand the company across all digital and print materials for a consistent experience. Represented company at conferences and trade shows.

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.