



CREATIVE
DESIGNER

Agnes Godziszewski
agnes.godziszewski@gmail.com
www.acreatedesigner.com
(773) 610 3894
Chicago, IL

EXPERIENCE

WEB DESIGNER • WEB DESIGN TEAM

ULINE / JULY 2017 - PRESENT

Responsible for the art direction of digital concepts including monthly homepage designs, emails and social media ads. Art direct photoshoots and worked collaboratively with copy writers, photographers and retouchers to deliver final designs.

VIRTUAL FACILITATOR, UI

DESIGNATION / JULY 2017 - PRESENT

Assist the instructor with grading, documentation and class materials. Mentor students and facilitate a virtual learning environment focused on UI design and branding.

SENIOR INTERACTIVE DESIGNER • PRODUCT + MARKETING

ENVOY GLOBAL INC. / OCTOBER 2015 - JULY 2017

Worked closely with the art director and the content and digital marketing teams to establish creative processes and brand standards for the company. Assisted during the ongoing rebrand project by developing responsive wireframes and polished site and app designs, presentation templates and marketing collateral. For campaign initiatives, I designed and executed automated marketing nurtures, such as webinars and drips for each funnel stage, using Hubspot. In addition, I've created campaign collateral for the proprietary benchmarking surveys, Envoy Immigration Trends Report 2017 and Envoy Global Talent Perspectives 2016. In these reports, I incorporated imagery, typography and infographics to visualize the research data. Other responsibilities involved the management of contract designers while ensuring brand consistency and enforcing team processes.

WEB/GRAPHIC DESIGNER • E-COMMERCE

SOURCEBOOKS INC. / SEPTEMBER 2014 - OCTOBER 2015

Developed creative collateral for the Sourcebooks E-commerce sub-brands, PutMeInTheStory.com and SimpleTruths.com. Designed and coded email marketing campaigns and landing pages to support weekly and monthly initiatives as well as the ongoing book launches. Created digital, print, exhibit and social media designs around licensee books including Disney, Sesame Street, Nickelodeon and Marvel. Worked collaboratively with the E-commerce and the IT teams to provide weekly website updates, improve user experience and increase customer acquisition.

GRAPHIC DESIGN / BRAND SPECIALIST • MARKETING

PANASONIC HEALTHCARE CORPORATION OF NORTH AMERICA / AUGUST 2012 - SEPTEMBER 2014

Responsible for reinventing and maintaining the visual identity of Panasonic Healthcare brand in alignment with corporate business strategies. Developed a strong, consistent global brand guide to be adopted across all collateral, print, web, and exhibit design. Collaborated with product and corporate leadership to execute marketing collateral for new product launches including cellIQ™ Incubator and the LabAlert™ Monitoring System, resulting in 108% increase in leads in FY 2013. Oversaw and provided creative support during the day-to-day design projects to ensure brand consistency, innovation, efficiency, professionalism and technical accuracy.

GRAPHIC DESIGNER • PROJECT BASED

DoE (THE DUKE OF EDINBURGH'S AWARD, USA) / SGS / THERMOFISHER

Designed infographics, event programs, posters and brochures.

EDUCATION

Milwaukee Institute of Art & Design-MIAD
Bachelor of Fine Arts
Communication Design, 2012

SKILLS

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Sketch App
iBooks Author, HTML & CSS, CMS, Wordpress, Joomla, CS Cart, Magento,
Unbounce, Eloqua, Silverpop, Hubspot and Microsoft Office