



# MARY KRZYZEWSKI

BRANDING & DESIGN

## CONTACT

- +1 (262)344-5310
- mkrzyzewski247@gmail.com
- maryalicedesign.com

## AREAS OF EXPERTISE

- Graphic Design
- Branding
- Typography
- Print Design
- Digital Design
- Web Design
- Social Media Management
- Project Development
- Innovative Methodology
- Client Relationships
- Process Analysis
- Content Design
- Teamwork & Management
- Creative Team Leadership



## SUMMARY

Creative and strategic graphic designer with experience in developing visually stunning and on-brand graphics for both digital and print media. Offering expertise in visual design, overseeing individual projects, and brand development collections. Possess comprehensive experience in creative design, media/digital management, and visual consolation. Passionate about creating impactful and memorable design solutions.

*Seeking a position in which I can significantly contribute to the success of your company by utilizing my extensive experience in the fashion industry, as well as my track record of demonstrating a commitment to generating designs that is both high quality and innovative.*

## KEY HIGHLIGHT

- Strong creativity and mastery of the Adobe Creative Suite, Microsoft Suite, and Figma
- Experience producing brochures, advertisements, and newsletters (both print and digital)
- Enhancing customer satisfaction by creating easy-to-use, highly intuitive designs based on user specifications.
- Executing innovative design ideas for media reports and press release statements.
- Optimizing marketing collateral with a new modern design, resulting in increased engagement.
- Strong background in developing and executing branding materials for print, online, and marketing materials.
- Expertise in translating all aspects of the brand and production into the final product.
- Skilled in identifying trends and making recommendations while creating solutions.

## EXPERIENCE

### FREELANCE Dec 2012 - Present

- Produce creative solutions for a wide range of projects including Logos, Event Marketing Materials, Posters, Educational Materials, Wedding Invitations, Baby Shower Invitations, Digital Illustrations, Vector Artwork, Photo Editing, etc.
- Managed projects from start to finish including client meetings, concept development, design execution, revisions as needed, and final delivery of project assets.
- Interpreting the client's business needs and developing a concept to suit their purpose.
- Estimating the time required to complete the work and providing quotes for clients.

### ZYWAVE INC Mar 2022 - Feb 2023

#### Content Development Designer

- Leveraged expertise while creating infographic designs, case studies, and reports, for UK, CA, and USA markets (including Spanish translations).
- Utilized experience in creating and maintaining design templates.
- Produced a wide range of graphics for internal communications (internal emails and internal program graphics).

### BARS & RECREATION MAY 2018 - DEC 2020

#### Lead Graphic Designer

- Manipulated logos or created logos from scratch.
- Performed routine updates, upgrades, and overall maintenance of the website.
- Proactively designed on-site elements including menus and on-site event promotional materials such as brand sponsored events.
- Service a variety of businesses with offsite elements such as print and digital ads and merchandise.
- Created and designed PowerPoint custom backgrounds, layouts, and slides for Headspace (a virtual trivia bar) and various Business Proposals.
- Implemented graphic standards for most of the brands and streamlined the art production process and ensured other design team members executed said standards accordingly.

### SPLASH STUDIO Mar 2014 - Mar 2018

Studio Manager, Social Media Manager, Merchandise Designer, Wood Sign Designer, Lead Artist, Bartender

## EDUCATION

MILWAUKEE INSTITUTE OF ART & DESIGN Aug 2011 - May 2016  
Communication Design Major - Art History Minor