

amanda PALCZYNSKI

Art Director + Senior Designer

EMAIL

aplcn.design@gmail.com

PHONE

773.505.5046

PORTFOLIO

trulyamanda.com

PROFESSIONAL SUMMARY

Self-directed visionary with 11 years of experience in marketing for consumer goods, start-up tech, manufacturing, healthcare, and wellness. Adept in visual storytelling, strategic communication, and taking the lead in the creation and delivery of all required creative assets. Highly collaborative across teams and skillful in maintaining relationships amongst creatives, managers, stakeholders, and vendors.

EXPERIENCE

OMI INDUSTRIES • PALATINE, IL

Senior Designer | Sept. 2021 - present

play critical role in the launch and promotion of our rebrand, visualize and produce video content to tease and promote our new look, lead effort in creative revamp of Amazon product listing pages including video and A Plus content, deliver graphics for new site launch including banners, PDP, and PLP pages, experiment with trending animation techniques to enliven our presence on social media, manage creation of educational how-to and promotional videos for product launches, execute on proposed visual direction for Amazon storefront pages for consumer and industrial brands, maintain meticulous file setup and organization standards for the creative department, independently manage relationships with agencies and handle art direction and styling for both product and lifestyle photo shoots

CAMELOT ILLINOIS • CHICAGO, IL

Contract Graphic Designer | Apr. 2021 - Sept. 2021

presented key visual concepts for promotional game campaigns, developed POS and digital campaign materials for Illinois Lottery retailers, created animations for social media and OOH ads

INTERVIEWSTREAM • CHICAGO, IL

Marketing Program Manager | Aug. 2020 - Apr. 2021

managed presence at trade shows and virtual events, drove the narrative and visuals for industry-specific campaigns, created video content including explainer videos, took charge of social media scheduling, assisted in production of our weekly podcast

Brand Program Manager | Oct. 2019 - Aug. 2020

meticulously maintained brand guide, supported in-house sales team by creating decks and sell sheets, designed interactive eBooks, provided thoughtful website design, drew large-scale custom calligraphy art for office space and coordinated installation, assisted in UI/UX revamp for our video interviewing software products

BRETFORD • FRANKLIN PARK, IL

Graphic Designer • Oct. 2018 - Oct. 2019

remastered brand guidelines, created animated infographics, lead visual refresh of our 30x30' trade show booth, developed sales tools including battle cards and master presentation decks, maintained marketing assets and improved file accessibility

CENTEGRA HEALTH SYSTEM • CRYSTAL LAKE, IL

Graphic Designer | Sept. 2017 - Sept. 2018

designed digital and OOH materials for service line-based campaigns, fully branded medical staff events, crafted direct mail trigger campaigns, managed expectations of marketing directors and doctors

CENTEGRA HEALTH BRIDGE FITNESS CENTER CRYSTAL LAKE, IL

Marketing Coordinator | July 2016 - Sept. 2017

produced signage for club promotions, led branding initiatives during the launch of four new group fitness classes, sent weekly email blasts to member base of 10,000+, managed expectations of 10+ department leads, coordinated photo shoots involving members and staff, managed signage installation in two facilities

FREELANCE EXPERIENCE

BIG MOUTH MARKETING • CHICAGO, IL

Aug. 2021 - Oct. 2022

created all event collateral for Bank the Blue's Fundraising Gala for two years in a row, including event signage, program book, microsite layout, and image elements, designed all event signage and social media campaign images for major car dealership client

INTERVIEWSTREAM • CHICAGO, IL

Apr. 2021 - Apr. 2022

worked with director of marketing on training platform website design, designed eBooks and sales materials

REELPAWS, INC. • CHICAGO, IL

Apr. 2021 - July 2022

provided heavy retouching for product photography, delivered website design revamp for private client

SKILLS

Adobe Creative Suite

After Effects, Premiere Pro, Photoshop, InDesign, Illustrator, XD, Audition, Acrobat

Project Management + Other Tools

Figma, Wrike, ZiFlow, GSuite, Procreate, Later, Klaviyo, Kibo, Media Valet, Microsoft Office

EDUCATION

ELGIN COMMUNITY COLLEGE • ELGIN, IL

June 2023 - Current

Pursuing continuing coursework in creative writing

CARROLL UNIVERSITY • WAUKESHA, WI

Aug. 2009 - May 2012

Bachelor of Science in Graphic Communication
Emphasis in Design Management
Completed Honors Coursework + Capstone
Honors: summa cum laude

References available upon request.