

ZUZANNA KOZLOWSKA

With over 10 years experience in New York's top ad agencies, turning visions into experiences across traditional and digital media, I have worked my way up from hands-on design roles to building and managing creative teams for startups, blue chip companies and my own business projects.

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EXPERIENCE

Zimmerman Agency, Remote — Creative Director

FEBRUARY 2022 - MAY -2022

Head of creative for Kay Jewelers. Responsible for overall brand design / rebranding, digital activations, video / audio concepts and production, and client presentations. Collaborated with the brand team and internal teams while overlooking design and copy with a hands on approach.

Account: *Kay Jewelers*

ZUZ, Remote — Brand Creative Director

JANUARY 2020 - FEBRUARY 2022

Worked with the founder to develop a new art / fashion brand and e-commerce experience. Responsible for partnerships, museum relations, team building, copywriting, UX, digital and marketing creative.

DDB, New York, NY — Agency Creative Director

AUGUST 2018 - JANUARY 2020

Agency lead for development and production of creative (art and copy) on multiple big brand accounts. Responsible for final approvals of digital and traditional creative and creative client services from onboarding through to concept presentation, development and production. Oversaw multiple accounts and teams while developing new business pitches.

Accounts: *JUUL, McDonalds, Mars (3 Musketeers, Advil, Robitussin Cough Syrup, Royal Canin Pet Food,)*

Liquidhub, New York, NY — Art Creative Director (digital)

DECEMBER 2016 - AUGUST 2018

Responsible for digital concept development and production of communications on chocolate, spirits, travel and other brands. Created concepts for brand content on social media, lead photography shoots of lifestyle, product and tabletop, developed new creative for new spirit brand launches, worked on packaging of DTC mail and gift products.

Accounts: *Godiva Chocolate, American Express, Sazerac Spirits (Tinkerman Gin, Fris Vodka, Saltworks Vodka, Platinum Vodka) Travelive.*

PORTFOLIO

www.wakecreate.com

SKILLS

Art direction, creative direction, creative strategy, traditional design, digital design, branding, campaign concepts, experience design, look & feel development, video concepting, photography concepting, strategic and UX collaboration, team building, creative lead, client presentations, creative problem solving, innovative thinking, r&d, illustration, motion graphics & animation, 3D rendering, interior design.

AWARDS

ONE SHOW Gold Pencil in Design 'Peta' Campaign

WEBBY AWARD

Waldorf Astoria

"The Stories Begin Here"

WEBBY AWARD

Conrad Hotels "1/3/5"

PULSE / NEXT GENERATION ARTISTS

'Beauty is a State of Mind'

Mother, Berlin Cameron, Rapp, Bayard, Directv, Infor. New York, NY — Art Freelance Director

SEPTEMBER 2014 - DECEMBER 2016

Created original concepts and art direction for branding, digital communications, traditional advertising (print & billboard) worked on multiple TV spots from concept to production, created enterprise platforms with UX/UI/dev teams, responsible for hands on design of frontend.

Accounts: *Michelob Ultra, Hewlett Packard, Pfizer, Fantasy Football, Salesforce, Residential Developments, United Airlines, One Touch, Nodoz.*

PI&C New York, NY — Art Director / ACD

DECEMBER 2011 - SEPTEMBER 2014

Created original concepts and art direction for brand marketing campaigns. Presented and sold creative, and led production on major brand pitches. Art directed TV spots from idea to air, worked with casting and editing, producing short video, interviews, documentary style, b-roll and timelapses.. Designed digital activations, websites, banners and email. Hands on design lead. Worked on food and beverage brand art direction and photoshoots. Directed creative and designed graphics treatments for B2B clients.

Accounts: *Waldorf Astoria Hotels, Conrad Hotels, Fab.com, Lastminute.com, Resorts Casino, Tribeca Film Festival, British Sterling, Simply Business, Alessie, Match.com, Vdka 6100, Giraffes Brazilian Food.*

Strawberry Frog New York, NY — Art Director (freelance)

OCTOBER 2011 - DECEMBER 2011

Created original concepts, art direction and designs for marketing campaigns and brand experiences. Hands on design with support of graphic studio.

Accounts: *Jim Beam, Red Stag, Pampers, Sabra Hummus, European Waxing Center.*

One Big Agency, Amsterdam - Art Director (freelance)

AUGUST 2011 - OCTOBER 2011

Created original concepts and designed marketing campaigns. Created original hotel branding and ideated with product development on creative strategies. Developed platform ideas and look & feel for new Nike microsites and worked with brand developers to launch them.

Accounts: *Nike, Oat Shoes, Nomad Hotel.*

APPLICATIONS

Photoshop, Illustrator, XD, Indesign, Sketch, Corel Painter, Premier, Lightroom, Cinema 3D, After Effects, Keynote, Powerpoint, Word, Excel, Workfront, Outlook.

LANGUAGES

English, Polish

Miami Shoot Magazine, Miami - *Creative Director*

JUNE 2009 - AUGUST 2011

Worked closely with the founder and created the initial magazine template including original branding, layout, design and content categories. Created and supervised lifestyle, fashion and editorial photoshoot concepts and production. Worked with photographers, stylists, models and managed design while being hands-on in the creation of the final product.

Canvas Art, Las Vegas - *Creative Director*

FEBRUARY 2004 - MARCH 2008

Researched and developed digital painting techniques that turned photos into digital oil paintings, pop art and other products. Built marketing communications (D2C and B2B) to launch products nationally. Opened an offshore office and recruited, trained and managed staff. Built business operations to being a category leader and supervised 25 staff members.

Paris Hospitality Group, Chicago, IL- *Designer*

JUNE 2002 - JANUARY 2004

Created original design, marketing and in store displays for food and beverage chain. Photographed, styled and retouched lifestyle, food and beverage concepts for use across marketing communications.

Wittner Shoes, Melbourne, Aus - *Manager*

JANUARY 2000 - MARCH 2002

Worked as a store manager, responsible for visual merchandising, customer service. Completed Certificate IV in Retail Management .

EDUCATION

New York Institute of Art & design, New York NY, — *Interior Design Certification*

Graduated 2022

University of the Arts, London UK — *Art Direction for Fashion*

Graduated 2016

Florida International University, Miami FL, *Masters of Science in Global Communication*

Graduated 2011

Miami Ad School, Miami FL — *Art Direction Portfolio*

Graduated 2011

University of Nevada, Las Vegas NV — *Bachelors of Art in Psychology*

Graduated 2007

Oakton Community College, Chicago IL — *Associates of Art in Graphic Design*

Graduated 2004

Victorian College of the Arts, Melbourne AUS — *Fine Art Drawing*

Completed 2001

PROJECTS

Exhibited Fine Artist — *Represented by Paul Calendrillo Gallery New York*

Internationally exhibited fine art drawings, paintings and sculpture. For details and project images see www.iamzuz.com