

BASIA GROCHOLSKI

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2012-2014	LEOPARD FILMS USA	NY, NY
	DIY {MAN CAVES - EPISODE 1310} Lead designer FOOD NETWORK {RESTAURANT DIVIDED - 6 EPISODES} Set designer UTILISIMA {AARON LOVES NY - 6 EPISODES} Set designer HGTV {REAL GENEVIEVE - 3 EPISODES} Set decorator HGTV {DEAR GENEVIEVE - 6 EPISODES} Assistant Set designer	
2010-2012	GG STUDIOS	NY, NY
	CREATIVE DIRECTOR / BRAND Conceiving / implementing brand concepts for Genevieve Gorder Creative direction for all promotional photo shoots / SMTs / Television appearances Off Air Strategy / Managing vendor relationships Developing Product ideas / Designing all Genevieve Gorder Home products Managing employees / interns Managing schedules / marketing budgets Created top selling rug collection with Capel rugs / Design on a Dime Booth Installation	
2007-2010	BROOKLYNSKI	BROOKLYN, NY
	RETAIL OWNER/BUYER RESPONSIBILITIES Conceiving / implementing retail business plan Buying / managing vendor and consignment relationships Developing / building all merchandising projects Managing employees / interns Managing administrative / buying / marketing budgets Created top selling T-shirt and jewelry line for the brand	
1999-PRESENT	280:DESIGN	NEW YORK, NY
	PRINCIPAL, CREATIVE DIRECTOR RESPONSIBILITIES: Core specialty is conceiving / building brands for clients Developing new business / managing client relationships Developing / managing all creative projects Managing freelance staff / interns Pitching/ presentations Managing production / oversee printing Implementation of creative projects on-site Design consultation	
1998-1999	CRITERION COLLECTION	NEW YORK, NY
	ART DIRECTOR RESPONSIBILITIES: Design / oversee new office construction Liaison between creatives / producers Developing / managing all creative projects Managing freelance designers Managing production / oversee printing and packaging	
1992-1994	TWOJ STYL	WARSAW, POLAND
	ART DIRECTOR / PHOTOGRAPHY EDITOR RESPONSIBILITIES: Produce / art direct editorial / food spreads Liaison between creatives / producers Design / layout of spreads Managing freelance photographers / stylists / product Liaison for production / printing	
	EDUCATION	
AUG 2005	HARVARD BUSINESS SCHOOL	BOSTON
	AIGA Seminar: Business Perspectives For Design Leaders	
1995-1997	SCHOOL OF VISUAL ARTS	NEW YORK
	BFA Graphic and Environmental Design	
1990-1992	FRANKLIN COLLEGE	LG, SWITZERLAND
	AA International Business and Liberal Arts	
ADDITIONAL	Fluent Languages Polish, English • Working Languages French, Italian, Spanish Environmental Graphics Instructor at F.I.T. • Graphics Instructor at S.V.A. Speaker at Art Director's Club, NYC • Light Carpentry, Sculpture & Illustration Skills Proficient in Adobe CS • Working knowledge of Google Sketchup	