

WORK EXPERIENCE

Visual Design Manager :: Hyatt Hotels {Chicago, IL} :: 9.16 - present

- + Oversee the visual design team responsible for Hyatt's global e-commerce products generated which generated \$1.7B in revenue in 2017 and saw 12.4% growth yr/yr.
- + Manage agency partners to create consistency across channels and regions and am a member of Hyatt's master brand advisory team offering insights and recommendation to ensure our brands are crafted with a priority given to digital and accessibility.
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PRODUCTS MANAGED: Booking engine, global marketing pages, iOS + Android apps, loyalty program portal, sub-brand micro sites, UX pattern library

Executive Creative Director :: Blue Flame Thinking {Chicago, IL} :: 9.15 - 6.16

- + Directed the overall creative vision for the agency and all of its clients focusing on primarily B2B channels within the manufacturing, chemical and financial sectors
- + Lead a team of 11 art directors, digital designers and copywriters across two offices, was responsible for performance reviews, hiring, and vendor selection
- + Oversaw the development of cross-channel campaigns which included branding, advertising, trade shows, websites, apps, videos and various other tactics

CLIENTS: Pentair, Bissell, Occidental Chemical, Fairmount Santrol

Freelance Creative Director {Chicago, IL} :: 11.12 - 8.15

- + Worked as a creative strategy consultant and design director for the launch of new brands, websites and mobile applications
- + Made presentations to key stakeholders, worked on a team with UX analysts, marketing managers, and developers, and created style guides for the in-house creative departments

CLIENTS: Salesforce, VSA Partners, U.S. Dept. of Defense, Homefinder.com

Senior Designer :: Critical Mass {Chicago, IL} :: 2.11 - 11.12

- + Was lead designer on numerous digital marketing initiatives for major brands including site consolidation and creation, mobile apps, digital brand style guides, Facebook apps, banner ads and social media templates.
- + Managed junior designers, developers and outside vendors to complete projects in a timely manner.

CLIENTS: Nissan, Infiniti, United Airlines, Humana, Illinois Lotto

EDUCATION

Ball State University :: 2008
Muncie, IN

MA :: Metals

Additional focus in Visual Comm.

Truman State University :: 2004
Kirksville, MO

BFA :: Visual Communications

APPLICATION SKILLS

Adobe Creative Suite

Sketch

InVision

Zeplin

Expert knowledge of design best practices for application design and responsive web design

ADDITIONAL SKILLS

Creative brand strategy

Team leadership + mentoring

Agile + Lean UX

HIG + material design standards

Collaborating on teams

Presentations

Wireframing and prototyping

Digital and film photography

Vector illustration

WORK EXPERIENCE CONTINUED

Principal :: Karli Kujawa Print + Web Design {Indianapolis, IN} :: 1.09 - 1.11

- + Directed creative strategy and execution for businesses and non-profits.
- + Pitched services, submitted responses to RFPs, made client presentations, managed projects and trained staff on new content managed websites.

CLIENTS & AGENCY PARTNERS: McDonald's, Office Max, Tribal DDB

Art Director :: Silver Square, Inc. {Indianapolis, IN} :: 5.08 - 1.09

- + Art directed projects from conception through completion including brand development, websites, advertising, and promotional materials for clients in a number of sectors

CLIENTS: Indiana State Dept. of Agriculture, Sanders Candy

Senior Designer :: Ball State University {Muncie, IN} :: 8.07 - 5.08

- + While completing my master's degree I designed promotional materials for the Department of Elementary Education to be used at conferences and events throughout the year.
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Graphic Designer :: Cardinal Brands {St. Louis, MO} :: 3.05 - 1.07

- + Lead designer for back to school product illustrations, packaging, point of sale and campaign visuals
- + Designed packaging, catalog spreads, sales sheets and brochures for Staples, Office Max and W.B. Mason