



SANDRA SKRZYCKI (Skrits-kee)

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WORK EXPERIENCE

Euro RSCG - Freelance Interactive Art Director

Chicago IL | 4/10 to 6/10

- redesigned credit card site for Chase
- presented innovative online strategies for financial products
- created sweepstakes microsites for Sears

American Marketing Association: BrandSmart 2010 - Pro Bono Art Director

Chicago IL | 4/10

- designed promotional print materials for Chicago conference
- promoted conference via social networks

EPIC: Engaging Philanthropy, Inspiring Creatives - Pro Bono Interactive Art Director

Chicago IL | 2/10 to 4/10

- worked with integrated team to produce online and print marketing materials for the American Nutrition Association
- designed future site layout
- provided expertise for online strategy

Y&R - Freelance Interactive Art Director

Chicago IL | 8/09 to 2/10

- created online campaign for Sears Home Electronics
- conceptualized, presented and created landing page for Kenmore.com
- collaborated with team to create two page takeovers for Sears holiday campaign
- designed ads for Kenmore brand relaunch

Sears Holdings Corporation - Freelance Senior Creative

Chicago IL | 5/09 to 8/09

- worked closely with UX team to develop effective user interface models for e-commerce site
- defined style guide for Sears PartsDirect and Sears Commercial Parts

OgilvyOne - Freelance Interactive Art Director

Chicago IL | 10/07 to 1/09

- created widgets, games, websites and digital ads for international clients like Suave, BP, AMA, Kraft, CDW, and the American Medical Association
- conceptualized and collaborated with CDs, selected illustrator, steered creative, and directed development for Allstate online campaign
- teamed with Flex developer to create analytics dashboard for American Express
- led client presentations

Freelance - Senior Art Director/ Graphic Designer

Chicago IL | 10/03 to ongoing

- developed user interface, style guide and visual identity for content management system with Axelrod and Armedia
- created promotional direct mail for Dell and CBS
- drafted logo designs for Geico sports event
- generated logo and promotional for photographer

- designed brochure for national cheerleading company, All Star Challenge
- produced wedding invitations and announcements

Hearst Magazines / Hearst Digital Media - Freelance Art Director/ Graphic Designer

Chicago IL | 3/07 to 9/07

- developed consistent email templates for social networking site
- revamped eSPIN.com homepage
- created branded eSPIN pages for advertisers like Coke, CoverGirl and Ban
- designed banner ads for seventeen and CosmoGirl

Mbira Technologies, LLC. - Graphic Designer

Chicago IL | 7/05 to 1/07

- redesigned SameDayMusic.com
- coordinated IT, Customer Service and Management to develop and perform website usability testing
- spearheaded inter-departmental design review process for internal website redesigned
- developed visual identity for musicians lifestyle forum, Gearwire.com

Windy City Rollers - Assistant Creative Director (pro bono)

Chicago IL | 8/04 to 12/06

- led logo design for competitive roller derby league
- guided consistent visual identity for all promotional materials and apparel
- developed posters, ads and DVD packaging

Praxis Studios - Graphic Designer

Raleigh NC | 3/00 to 9/03

- created logos for national cheerleading events
- created cd packaging for musicians
- produced print ads for regional music store chain

EDUCATION

12/99

University of North Carolina | Chapel Hill, NC
Bachelor of Arts in Graphic Design and Journalism
Minor in Studio Art

8/98

Lorenzo De Medici Institute of Art | Florence, Italy

SKILLS

Fluent: Photoshop, Illustrator, Dreamweaver, InDesign, HTML

Proficient: Flash, CSS

EXTRAS

Original member of Windy City Rollers : Women's Competitive Flat Track Roller Derby
Jumped off southernmost point of USA : Ka Lae, HI