



CREATIVE DESIGNER

UI Designer

XISM INNOVATION FIRM / FREELANCE
FEBRUARY 2021 - PRESENT

Lead Instructor, UX/UI

FLATIRON SCHOOL / INSTRUCTIONAL TEAM
JANUARY 2019 - JANUARY 2021

Web Designer

ULINE / WEB TEAM
JULY 2017 - JANUARY 2019

Senior Interactive Designer

ENVOY GLOBAL / MARKETING TEAM
OCTOBER 2015 - JULY 2017

Web Designer

SOURCEBOOKS INC. / E-COMMERCE TEAM
SEPTEMBER 2014 - OCTOBER 2015

Graphic Designer / Brand Specialist

PHCBI / MARKETING TEAM
AUGUST 2012 - SEPTEMBER 2014

EDUCATION

Milwaukee Institute of Art & Design (MIAD)
BFA / Communication Design 2012

Agnes Godziszewski
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EXPERIENCE

- Designed user interfaces and design system components for Herbalife's Virtual Honors Event platform in mobile and desktop renderings.
- Worked closely with Creative Directors, Producers and Developers to execute and launch the project.

- Guided and instructed students during an accelerated UX/UI course.
- Facilitated client projects and led weekly lectures and critiques.
- Provided technical expertise around industry tools such as Figma, Sketch, InVision and Adobe Creative Suite.
- Defined and oversaw goals for students to measure their efficacy and growth.

- Responsible for the art direction of digital concepts including monthly homepage designs, emails and social media ads.
- Worked collaboratively with product managers and developers to implement the final designs.

- Assisted during the ongoing rebrand project by developing responsive wireframes and polished site and app designs, presentation templates and marketing collateral. For campaign initiatives, I designed and executed automated marketing nurtures, such as webinars and drips for each funnel stage, using Hubspot.
- Worked closely with the art director and the content and digital marketing teams to establish creative processes and brand standards for the company.
- Other responsibilities involved the management of contract designers while ensuring brand consistency and enforcing team processes.

- Worked collaboratively with the E-commerce and the IT teams to provide weekly website updates, improve user experience and increase customer acquisition.
- Designed and coded email marketing campaigns and landing pages to support weekly and monthly initiatives as well as the ongoing book launches.

- Responsible for reinventing and maintaining the visual identity of the Panasonic Healthcare brand in alignment with corporate business strategies.
- Developed a strong, consistent global brand guide to be adopted across all collateral, print, web, and exhibit design.

SKILLS

Sketch, Figma, InVision, Principle, Adobe Creative Suite
HTML & CSS, Wordpress, Shopify, CMS, Eloqua, Hubspot, Miro