

# Grazyna Szawlowski

Interactive Designer and Art Director

grazyna@grazyna.net  
www.grazyna.net  
416.994.3649

## profile

Concepts, interface designs and art direction working parallel with strategic communication is what I love to do. I've had the pleasure to work on small independently owned businesses to large consumer brands balancing the importance of business objectives with the visual and interactive user experience.

## work experience

Freelance Art Director/Senior Designer | 2009 - present

Designing concepts, user interfaces, and art direction for online ad campaigns, websites, and print pieces.

**Clients:** Oh My Dog!, Vida Wellness Spa, and Orangutan Online Marketing Solutions.

Brightworks Interactive Marketing | Art Director/Senior Designer | 2006 - 2009

Art direction, storyboarding and design for online marketing campaigns and user experience. **Clients:**

Bell Canada, Bayer, RBC, TD Canada Trust, Restylane, Rogers and RNAO. **Other responsibilities:**

Presenting creative concepts, building client relationships and mentoring junior designers.

Lavalife Inc. | Senior Designer | 2004 - 2006

Design for banner campaigns, global websites, and mobile campaigns. **Accomplishments:** Increased click through rate by 75% for MSN Messenger partnership and launched Lavalife Australia which

became Australia's number one dating site. **Other responsibilities:** Art directed contractors and junior designers.

Independent Freelance | Senior Designer/Art Director | 2003 - 2004

Designing innovative and unique online applications. **Clients:** CIBC, Humber River Regional

Hospital and Acura. **Other responsibilities:** Produced creative briefs, design elements documents, and user interface guidelines.

OnX Enterprise Solutions | Designer | 2001 - 2003

Art direction and design for online marketing campaigns and websites. **Clients:** Mazda

and Sony. **Other responsibilities:** Art directed junior designers, presenting concepts and building client relationships.

## when i'm not working

Painting, yoga, gold leaf paper, cooking dog food, looking for obscure writers (Palahniuk's recommendations), and gallery hopping (that's what happens when you have a Masters degree in Contemporary Canadian Art).