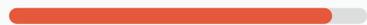# SMYTH
KOWALCZYK

Designer

Combining creativity and brand strategy to craft impactful designs that transform ideas into engaging experiences.

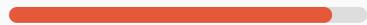## Expertise

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Web Design

Powerpoint

Contact

✎ 832.746.0929

✉ sk@smythk.com

🖥 www.smythk.com

in linkedin.com/in/
    smythkowalczyk

Experience

Associate Creative Director / 2022 - Present
Promopoint Marketing – an Advantage Solutions Company
- Lead a team of three graphic artists, overseeing design projects across multiple business sectors.
- Partner with Operations and Sales teams to ensure creative direction aligns with overall business goals and objectives.
- Meet regularly with clients to nurture relationships, build trust, and ensure creative work effectively addresses their needs.

Achievements
- Introduced new creative capabilities, contributing to securing new client business.
- Fostered a more integrated design process, increasing efficiency and collaboration across teams.
- Played a key role in building client confidence in creative capabilities, strengthening relationships and generating new and repeat business.
- Introduced Asana project management, streamlining workflows, improving team efficiency, and enhancing communication.

Senior Art Director / 2011 - 2022
Advantage Solutions
- Assist the New Business Development team with presentation materials for new and existing clients. Trusted to provide the finishing touches on high-profile pitches.
- Responsible for setting the visual tone for projects, including design concepts, and use of photography.
- Assist Account team in cultivating and managing close partnerships with key clients and partners.
- Work collaboratively with Project Management, Creative, Production, and Account teams.
- Possessed an advanced understanding of all stages of development, including design processes, applications, print production and implementation.

Achievements
- Worked with New Business Development to elevate the agency to #1 in Shopper Marketing and Experiential Marketing (Advertising Age).
- Aided the implementation of a custom order menu platform for all of Unilever's retail clients.
- Worked closely with the Associate Creative Director to enhance team workflows and increase overall productivity.
- Created advertising for Unilever HPC Materials encompassing brochures, logos, advertisements, displays, vehicle wraps and point of sale.
- Mentored designers of all levels.

Designer

Combining creativity and brand strategy to craft impactful designs that transform ideas into engaging experiences.

Expertise
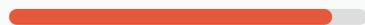
Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Web Design

Powerpoint

Contact

✆ 832.746.0929

✉ sk@smythk.com

🖥 www.smythk.com

in linkedin.com/in/
smythkowalczyk

Graphic Artist / 2009 - 2011

Promopoint Marketing - an Advantage Solutions Company

- Started in-house design department to produce all elements and components for design.
- Prepared customer supplied advertising for publication.
- Planned, gathered, and executed artwork as necessary.
- Utilized creativity and cutting edge technology to conceptualize and produce campaigns for advertisers.

Achievements

- Recruited to oversee the first in-house production team and integrate all projects from outside freelancers; doubling in-house production within one year.
- Created an office workflow to meet demanding deadlines and improve performance.
- Successfully completed a wide variety of projects including brochures, logos, magazine and newspaper advertisements, trade show booths, and web banners.

Education

International Academy of Design & Technology
Bachelor of Fine Arts, Graphic Design

- Summa Cum Laude, Valedictorian

Awards

2024
Ambassador Graduate,
Advantage Solutions

2010
Chairman's Award,
Advantage Solutions

2010
BIG (Build Incremental
Growth) Award,
Advantage Solutions

2005
Employee of the Year,
International Academy of Design

2005
President's Leadership Award,
International Academy of Design