John Winowiecki
CREATIVE DIRECTION + DESIGN

EXPERIENCE

KPMG (Formerly Cynergy)
United States
March, 2012 - Present

Lead User Experience Specialist

Workflow and design solutions through strategy, information architecture, wireframing, key workflow design compositions, refinement and preparation for development. Broad responsibilities in creative and client relationships through design kick offs, presentations and meetings to ensure business goals are effectively met.
Clients: ExxonMobil, Chevron, BP, Toyota, H&R Block, Siemens, TBC Tire Kingdom, Vodafone, Forrester, Gartner...

Organic
Detroit
April, 2011 - January, 2012

Senior Designer

Concepts, designs and production for Hilton Hotels (all brands) - inlcuding flash animation of online ad units and landing page designs. Designed interfaces and promotional pages for Kimberly Clark product line. Assisted in pitch concepting and presentation design for Smuckers natural foods products.
Clients: Hilton Hotels, Kimberly Clark, Smuckers

LEVEL Studios
San Luis Obispo/Los Angeles
Jul. 2009 - March, 2011

Designer

Designs for various client promotions including property focused designs for client sites, interactive banners, icons, magazine ads and other marketing collateral.
Clients: RIM, BlackBerry Smartphones, Disney Digital Books, McAfee, Marvell, City of San Luis Obispo

The Traffic Agency
Los Angeles
Aug. 2008 - Jun. 2009

Interactive Art Director

Designs and concepts for interactive media including client site, microsites, and banners. Managed creative process from concept to completion working closely with other creatives, project managers, developers, information architects, and presented work to client. Assisted in developing creative process.
Clients: Mitsubishi Motors, The Traffic Agency

Planetwide Media
Los Angeles
Apr. 2008 - Jul. 2008

Interactive Art Director

Concepts for functionality and user interface of the Mashon! Comic Book and E-Card Creators. Implemented designs to repurpose application for clients.
Clients: Electronic Arts Spore, Virgin Comics, Mashon!

Spacedog / MZA
Los Angeles
Mar. 2007 - Apr. 2008

Senior Designer

Concepts, designs, and production for client sites, identity, microsites, rich media, banners, and newsletters. Consistently developed concepts to pitch for new business. Worked closely with project and account managers to guide projects to completion and presented work to clients.
Clients: Carl's Jr., Qantas, Tourism Australia, HBO, Mimeo

Freelance

Saatchi & Saatchi (Los Angeles) Feb. 2007

Concepts and designs for Toyota site redesign, including interface and general layout.

Questus (San Francisco) Jan. 2007

Animated designs for Verizon Surround promotions. Animated rich media banners for Ask.com and CVS.

Studio 316 (Sacramento) Oct. 2006 - Jan. 2007

Layout designs for the Sacramento Opera seasonal program. Designed collateral including posters, tickets, and program cover for the Sacramento Pigbowl.

Page Design (Sacramento) Aug. 2006 - Oct. 2006

Designed and maintained client webistes, banners, and rich media ad units.

J. Walter Thompson
Detroit
Aug. 2004 - Jul. 2006

Interactive Art Director

Promoted to Interactive Art Director. Concepts, designs, and production for client sites, microsites, rich media, banners, and newsletters. Lead and assisted in creative projects. Worked with vendors to achieve creative goals. Met with and presented work to clients.
Clients: Ford Vehicles, Ford Racing, White Castle, Bosch, Leaderdog

Ogilvy & Mather
Detroit
Nov. 2002 - Aug. 2004

Junior Interactive Art Director

Concepts, designs and production for client sites, user interface, banners, and newsletters. Managed site updates and worked with programmers to develop new applications for our clients to utilize. Met with and presented work to clients frequently.
Clients: Ford Genuine Service, Motorcraft, Pulte Homes, United Way

STUDIES

BFA in Graphic Design
Oral Roberts University
May 2001

SOFTWARE

Creative   [XD, Photoshop, Illustrator, After Effects, Sketch, InVision, InDesign, Animate, Muse, Logic Pro]

General   [Word, Powerpoint, Excel, Pages, Keynote, Numbers, Acrobat]