

Andrzej is an experienced digital Creative Director who specializes in online advertising and design. His interests also include strategy, ux, social media and mobile space. Currently leading McDonald's brand and promotional digital work at TribalDDB, he previously enjoyed a stint at ARC / Leo Burnett, where he produced award-winning work as a Senior Art Director on Nestle / Purina brands. In his earlier incarnations Andrzej was a printmaker, web designer, experience planner and ID designer for brands such as Dow, United, Siemens, Ford, DaimlerChrysler and MGM Mirage.

## Professional

9/2008 - present

### Associate Creative Director at Tribal DDB Chicago

Leads the creative team and the development of digital advertising and online projects for McDonald's brand; works with Art Directors, Copywriters, Information Architects, Technology Leads, Project Managers and the Account team to deliver creative solutions that meet and exceed client's business and brand objectives; leads ongoing efforts (mcdonalds.com, McDonald's mobile site, Facebook fan page and digital campaigns) and works closely with the offline teams to create integrated campaigns, develops client relationships and on ongoing bases presents strategy, tactics and creative concepts to the creative leadership of McDonald's; provides ongoing mentorship and direction to the creative team and manages day-to-day team dynamic; actively participates in the creative process by leading brainstorm sessions and providing his art direction and design on select projects and new business pitches.

3/2006 - 9/2008

### Senior Art Director at Arc Worldwide / LeoBurnett Chicago

Lead interactive and online advertising projects for F500 clients including all major Nestle Purina brands; provided art direction and lead a team of Designers to develop innovative online solutions and presented them to clients; designed award-winning online brand sites and applications using principles of user centered design; lead photo and video shoots; designed style guides and other documentation; participated in account planning, estimated cost and timing for project plans, assisted in successful new business pitches.

3/2005 - 3/2006

### Senior Designer at Logica3, Chicago, IL

Designed corporate communications for F50 clients including Dow and Siemens; developed marketing communications and corporate identity for Life Sciences industry clients—in print, video and interactive channels; designed annual reports, print collateral and large scale displays & trade show booths and kiosks; developed ISO standard based safety communications and signage.

3/2002 - 3/2005

### Web Designer and Experience Planner at Internet Operations Center, Southfield, MI

Worked on branding and identity design for F500 clients including Ford and DaimlerChrysler, and the City of Detroit; designed for print, web & interactive kiosks, interactive cd-roms & large format graphics (trade show booths, posters, etc). Developed applications using the principles of user-centered-design; provided system documentation and information and user flows. Designed & developed websites and web-enabled applications using content management systems.

6/2000 - 12/2001

### Web Designer at ReserVISION, Ann Arbor, MI

Worked on branding and corporate identity development, web design, rich media production and web application design for F500 clients such as MGM Mirage and Bellagio; additional experience in account management.

## Clients

McDonald's  
Wrigley  
Nestle Purina  
Friskies  
Fancy Feast  
Cat Chow  
Beneful  
United  
Cadillac  
CIBA Vision  
Beef, It's what's for dinner  
Siemens Medical  
DOW Chemical  
Ford Motor Company  
DaimlerChrysler  
Visteon  
Infinity Broadcasting  
Academy of Molecular Imaging  
First Industrial Realty Trust  
Propane Education & Research Council  
QuantumData  
Takata  
Elysium Inc  
Trinity Health  
Erhard BMW  
City of Detroit, MI  
MGM Mirage  
Bellagio  
Bally's  
Flamingo  
Paris Las Vegas  
Hilton Las Vegas  
Pontiac School District  
Manning, Selvaige & Lee  
American Veterinary Medical Foundation

## Education

9/1994 - 6/2000

### Master of Fine Arts Program, Academy of Fine Art, Poznan, Poland

Fine Arts Department / Diploma with honors in Arts, Major in Fine Arts / Printmaking—Serigraphy, Double Major in Graphic Design and Illustration, 6 year conservatory program

6/1994

### Jagiellonian University, Cracow, Poland

Polish Art Past and Present—Course in Art History and Cultural Studies

9/1991 - 5/1994

### High School for the Performing & Visual Arts, Houston, TX

Graduated with Honors, First of the Class in Art Department Class of 1994

## Expertise

Adobe InDesign – expert  
Adobe Photoshop – expert  
Adobe Illustrator – expert

Typography – expert  
Illustration – expert  
Photography – advanced  
Silkscreen – expert  
Lithographic Printing – expert  
Offset Printing – advanced

DreamWeaver – advanced  
Flash – advanced  
Visio – advanced  
Front End Web Development – expert  
CSS, JavaScript, dhtml – advanced

## Awards

2009 Best Loyalty Program or Shopper Rewards Program for Feed the Senses, Explorer's Club  
Agency— Arc Worldwide  
Client—Nestle Purina

2008 Mobius Award—Arc was awarded a first place statuette for overall effectiveness and creativity on Friskies.com.

2008 WebAward—Friskies.com received the WebAward for Outstanding Achievement in Website Development.

2009 Internet Advertising Competition (IAC) Friskies.com received two awards for Best Online Community Website and Outstanding Website: Food.

2009 Caples Award—Friskies.com was a finalist in the Consumer Website category.

2009 Fab Award—Friskies.com was a finalist in the Food and Beverage Awards

2009 District Addy Award Competition Friskies.com was awarded a silver in the Elements of Advertising: Animation, Internet category and is moving on to the National Competition

2000 International Summit Award—Bronze Medal for Interactive Fall Schedule  
Agency— ReserVISION  
Client— MGM Grand

## Exhibits

Rucker AG Silkscreen Invitational, Deutschland, Gifhorn, Germany

I Biennial of Graphic Arts, Arsenal Gallery, Poznan, Poland

Silkscreen Exhibit, WSP Lublin, Poland

Two Person Show: Monotypes and Linocut, Contemporary Arts Museum, Konin, Poland

Kosciuszko Foundation Scholarship

One Person Art Show: Monotypes and Paintings, Kosciuszko Foundation & HSPVA

## Interests

Fine Art  
Printmaking  
Design  
Film  
Animation  
Photography  
Architecture  
Sustainability  
Music  
Philosophy  
Advertising  
Human insight  
User Experience  
Creativity  
Convergence  
Technology  
Ecosystem  
Politics  
Sociology  
Nutrition  
Cats & Dogs