

# Desiree Zajacz

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## SUMMARY

Creative Director with proven success in branding, developing products and executing marketing campaigns for e-commerce, retail, and wholesale companies that drive business growth. Hands-on expertise in art direction, product design, graphic design, illustration, and managing the creative process from conception to launch. Expert at Adobe Creative Suite programs. Success in creating revenue-generating digital marketing strategies encompassing paid media, social, and email platforms. Mentor-style of leadership for creative teams, developing a culture of creativity, innovation, and collaboration.

**Creative Direction • Marketing • Graphic Design • Illustration • Product Design • Branding • Package Design • Trend Forecasting • Art Direction • Photo Editing • Surface Pattern Illustration • Style Guide Development • Project Management • Content Development • E-Commerce • Website Design • Market Analysis • Digital Marketing**

## WORK EXPERIENCE

### H&H Science

#### Director of Creative Marketing & Branding

Medina, OH

July 2020 - Present

- Drive the growth of the clean skincare & beauty brand by blending company strategy, customer needs, and brand goals to create a holistic visual brand experience. Managing the creative and marketing team members to bring all brand communications to life including marketing campaigns, advertising, packaging, e-commerce, and social media.
- Elevate the brand's presence by creating new logos, packaging, style guides, and marketing collateral that increase sales.
- Supervised a platform migration to Shopify, identifying key deliverables and serving as the point of contact for vendors, agencies, sales, and operational team members. Oversee all e-commerce day-to-day creative operations including new product launches and creative promotional content, resulting in a 30% increase in e-commerce sales.
- Direct over 90 marketing campaigns on a yearly basis, utilizing consumer behavior data, user experience, and market trends on multiple digital channels, resulting in a 25% increase in revenue.
- Create memorable brand communications, overseeing paid and organic social media, television advertising, and personalized consumer emails. Art direct and author scripts, mood boards, and briefs for creative content with external media partners and agencies. Analyze all paid media and consumer segments to ensure return on ad spend.
- Manage email marketing team, building strategy, creative direction, content, and messaging. Migrated to a platform to identify key customer segments based on behavior, track analytics, and integrate customer acquisition signup forms and quizzes on the website, increasing engagement by 25%, and accounting for 50% of the company's annual revenue.
- Lead the 5-person creative team and oversee all work from concept to production. Implement a culture of creativity and innovation.

### Darice, A Michaels Company

#### Senior Product Development Designer

Strongsville, OH

Feb 2016 - July 2020

- Developed product specs, packaging, style guides, and marketing collateral for licensed products. Drove profit growth as Creative Lead for the award-winning David Tutera brand, developing products for 12 feet of retail space for Michaels stores, and an average of 35 new products for wholesale accounts annually, producing a total annual revenue of \$12 million.
- Spearheaded creative design for David Tutera personalized wedding invitation suites, in partnership with Gartner Studios for Michaels e-commerce. Directed the launch of the 18 design assortments, driving revenue growth.
- Managed relationships with key stakeholders and customers, while driving product improvements with new ideas based on ongoing user research, competitive analysis, and product performance.
- Designed vector renderings, packaging, component listings, material and color callouts to obtain factory quotes, supporting new business development with wholesale customers: Target, Michaels, Joann, Walmart, and Dollar General.
- Illustrated seasonal style guides, based on competitive analysis and trend forecasting.
- Mentor, inspire, and manage creative team resources for photo direction, design, and copywriting.

**Darice****Lead Graphic Designer**

Strongsville, OH

Mar 2014 - Feb 2016

- Responsible for the creative deliverables of the wedding celebrations category, managing all stages of development including trend research, creative design, analyzing factory quotes, and product content creation. Established typography, color palette, and photography. Managed a team of 5 freelance designers, to produce creative solutions on time and within budget.
- Designed email campaigns, website landing pages, and content for social media channels to support category growth.
- Art-directed product photography by assembling visual references, coordinating samples, and stylized sets.

**Darice****Graphic Designer**

Strongsville, OH

Apr 2008 - Mar 2014

- Developed product, packaging, brand guides, and marketing collateral for licensed product assortments, including David Tutera, Tori Spelling, and Rudolph for retail Pat Catan's stores and wholesale customers including Michaels and JoAnn.
- Created packaging, logos, signs, and conceptual art for sales presentations for the craft supplies wholesale division and retail Pat Catan's stores.

**Henkel Corporation****Graphic Designer**

Avon, OH

Apr 2004 - Apr 2008

- Created surface patterns for products for B2B customers Walmart and Target.
- Designed packaging and promotional content for the Duck branded products for B2B customers Walmart and Staples.
- Art-directed photography and creative content with external agencies.
- Participated as a member of the Color Marketing Group and AIGA.

**General Electric****Graphic and Product Design Intern/Contractor**

Cleveland, OH

Jun 2002 - Apr 2004

- Supported the marketing and product management initiatives of the home electric products division of GE Lighting by designing home decor for mass market retailers, through conceptual hand sketching, digital renderings, color specification, and prototype approval.
- Designed products for the nightlight and weather categories, sold at Target and Walmart.
- Built trend presentations based on competitive shopping and insights from CMG and WGSN.

**EDUCATION****Cleveland Institute of Art****Bachelor of Fine Arts, Graphic Design****SKILLS**

- Adobe Creative Suite • Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Acrobat • Adobe Bridge • Adobe Premiere • Adobe After Effects • Microsoft Office • Microsoft Word • Microsoft Excel • Microsoft Powerpoint • Shopify • PLM • Weebly • Klaviyo • Smile Rewards • Vertical Response • Meta Business Suite • Google Docs • Google Sheets • Google Analytics • Google Adwords