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DAN MŁYNARSKI

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PROFESSIONAL EXPERIENCE

Affinitiv, Inc. CLEARWATER, FL / CHICAGO, IL

2016— *Art Director*

Creation of turn-key email, digital, and print marketing solutions for the automotive industry as well as internal B2B marketing. Key national accounts include Subaru, Kia, GM, and Stellantis. Was instrumental in transitioning our tech startup, in-house art department into scalable agency structure. Efficiencies in the design/production phase were established by creating a DAM spanning 32 supported automotive brands, developing corporate brand standards for our own company, and creating master layout templates for email, social, and direct mail when possible to reduce the “start-up” time for new designs while maintaining consistency.

Responsibilities: lead and develop team of up to eight designers, creative review and brand compliance of 32 automotive brands, pre-press and dev team asset preparation, team bandwidth management of an average of 300 campaigns per month, assist creative director in development and revision of training and workflow process documentation, internal stakeholder and client presentations, design lead for Kia, GM, and Stellantis accounts.

CAST SARASOTA, FL

2015–2017 *Freelance Graphic Designer*

Conceptualize and design training materials for major retail brands including Target, Walmart, L’Oreal. **Responsibilities:** Art direction and design of 2D motion and print, pre-press, production admin including quoting & press checks.

Signs 2 Go, Inc. SARASOTA/BRADENTON, FL

2011–2016 *Print Manager*

Development of color management, preflight, and unit cost tracking system to ensure color accuracy while minimizing material waste and saving time. **Responsibilities:** Design of signage for commercial and retail clients on tight deadlines, color matching, adhering to and expanding corporate graphics standards, digital logo reproduction for both company locations.

ProspectsPLUS! LAKEWOOD RANCH, FL

2009–2010 *Graphic Designer*

Design of turn-key solutions and SEO specialist for direct mail marketing firm catering to national real estate brands along with subsidiary Opportunity Knocks. **Responsibilities:** Design and revise postcards and other collateral, maintain corporate and subsidiary company websites, create landing pages, create and oversee outgoing company email campaigns, monthly software update compiling.

EDUCATION

Ringling College of Art + Design SARASOTA, FL

Bachelor of Fine Arts 2009

Major: Graphic + Interactive Communications

Concentration: Photography

State College of Florida BRADENTON, FL

Major: Business

QUALIFICATIONS

- Conceptually oriented, meticulously organized, individual who focuses on the details; unashamed stickler for grammar.
- Believes in earning a seat at the table with a direct, transparent communication approach and intentional, thoughtful design decisions
- Displays initiative to match a strong work ethic.
- Reads brand guides for fun, so he can expand on them.
- Advanced experience with Adobe Photoshop, Illustrator, InDesign; proficient in Dimension; Mac and PC platforms
- Project management/collaboration platforms: Trello, Wrike, Jira, Creative Cloud Libraries, Sharepoint
- Fluent in English & Polish, Pantones & pre-press.

REFERENCES GLADLY PROVIDED UPON REQUEST