



Bronwyn Lipka

ART DIRECTOR

lipkabronwyn@gmail.com
www.bronwynlipka.com
586-372-1423
Flint, MI

EDUCATION

COLLEGE FOR CREATIVE STUDIES

DETROIT, MI

BFA Advertising Design 2021

Minor in Graphic Design

EXPERIENCE

THE MARS AGENCY

SOUTHFIELD, MI

JUNIOR ART DIRECTOR: SEPT 2021 - FEB 2024

- Directed and executed multiple projects from inception to completion, ensuring alignment with creative vision and project goals.
- Orchestrated end-to-end project lifecycle, from conceptualization to final delivery, while actively contributing creative ideas; streamlined content creation process, reducing production timeline by 30% and improving quality control measures.
- Managed a team of 12 creatives to evolve and magnify creative concepts and executions, driving a 30% improvement in brand awareness and a 20% uplift in customer acquisition.
- Oversaw the production of visually compelling art for marketing campaigns, using advanced tools and techniques; optimized visual components to align with brand guidelines, enhancing brand consistency and recognition. This includes 3-4 rounds of creative revisions and presentations to the client.
- Gained 3 years of working experience alongside major clients such as: Anheuser Busch, Bob Evans, Brooks running shoes, Campbells, Conn's Home Plus, Beyond Meat, and many more.
- My skills include fluency in all Adobe programs including InDesign, Photoshop, Illustrator, After Effects, Premier Pro, and many more. I also have experience with Figma.

ART DIRECTION INTERN: MAY 2021 - SEPT 2021

- Conceptualized and executed production-ready designs and layouts for multi-channel marketing campaigns, ensuring 100% alignment with brand guidelines and delivering a consistent brand experience across all touchpoints.
- As an intern I led the other interns during our internship project and then presented it by myself during our company meeting that have over 500+ people viewing my presentation.

QUICKEN LOANS

DETROIT, MI

GRAPHIC DESIGN INTERN: JUNE 2020 - DEC 2020

- Participated in a collaborative effort with a team of 3 creative professionals to develop creative concepts and logos for internal clients, driving a 20% uplift in employee acquisition.
- Directed the design and communication efforts for a twice-weekly newsletter, collaborating with business partners to revamp user experience and drive engagement; led to a 35% increase in weekly newsletter subscriptions.
- Orchestrated the redesign and business partner alignment of a bi-weekly newsletter, enhancing user experience and boosting engagement through innovative design strategies; resulted in a 40% increase in click-through rates.

100K IDEAS

FLINT, MI

GRAPHIC DESIGN SPECIALIST: MAY 20219 - DEC 2019

- Created a monthly company newsletter that was used to collaborate with local businesses and other community members to bring awareness to local resources for the community. This brought a 50% increase in monthly newsletter subscriptions and a 40% increase in clicks and interactions with the newsletter.
- Attended weekly company events that required photography and video footage. All of which was edited and uploaded online to social pages.
- Managed all social media accounts and orchestrated photo shoots on behalf of promoting the new company that led to a 60% increase in social following and a 25% increase in interaction over the course of the 8 months that I worked there.
- Hosted graphic design and marketing workshops with 10-50 people in attendance, meant to help clients learn how to design using the resources they have and market their own businesses online.
- Develop and enhance mockups and logos for local clients, creating a 30% increase in client satisfaction.