# MANDY JANICKI

CREATIVE LEADER
CREATIVE DIRECTOR • PLANNING • DIGITAL STRATEGIST

A dynamic, innovative, Creative Leader highly regarded for 15+ years of utilizing exceptional design skills to boost brand awareness, create engaging digital content and deliver innovative solutions to client problems. Strong leader, with proven experience managing and mentoring talented groups of creatives, encouraging team members to think outside the box while still adhering to established client goals. Superior communication and interpersonal skills, with the ability to examine and understand client needs and deliver products that exceed all original expectations. Demonstrated enthusiasm for new marketing techniques, and passionate about bringing forth new ideas in a fast-paced, constantly evolving environment.

## EXPERIENCE

### UL Solutions  Chicago, IL  2014 – Present

*Head of Creative Studio*
- Spearhead the development and launch of in-house agency, saving UL Solutions over $4M annually.
- Create engaging digital content, corporate campaigns, and branded materials.
- Encourage internal clients to connect with their consumers from strategy conception to creative execution.
- Establish and nurture client relationships, results were 100% retention rate across 75 clients.
- Mentor a talented group of 50 creative designers, UX experts, copy writers and project managers ensuring they complete projects on time, under budget, and meet all client objectives.
- Complete an average of 1800 projects per year for a variety of internal departments, 7000 assets, while utilizing cost-saving measures to save the company an average of $4M annually.
- Build brand identity, developing the corporate mission and recruiting a team of creatives that foster a innovative workplace environment.
- Develop marketing tools, which significantly increase corporate revenue stream and boost client base.
- Launch new translation services to improve the quality of content in each region and provide cost savings to UL Solutions.
- Participated in the Global Marketing Council to assure alignments of global marketing efforts.
- Launched new brand guidelines with all new set of templates and design strategy direction.
- Established a global team with a follow the sun model while having high employee engagment.

### Mandy Jean Design  Chicago, IL  2004 – Present

*Creative Director*
- Partner with such clients as House of Balsamic, Discount Tee Times and OC Celebrity Smile to create the initial vision for graphic designs based on their needs and corporate mission.
- Conceptualize effective user experiences based on thorough market research and data analysis, leading to the development of captivating content for marketing campaigns, websites and social media platforms.
- Manage a team of five designers, fostering their talent and ensuring that all projects are successfully completed.
- Establish lasting relationships with key executives, clients, vendors and designers.

### Discover  Chicago, IL  2014
### Abercrombie and Kent  Chicago, IL  2014
- Built and delivered efficient UX design to digital projects, including creating landing pages for student loans and a 5% cash back offer.
- Led efforts to create innovative and interactive luxury travel brochures for the iPad and other mobile devices.
- Utilized knowledge of responsive web design to ensure all graphic materials rendered correctly.
- Created and conducted highly persuasive, high quality graphic projects which exceeded all expectations.

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## Pacific Life Insurance  Newport Beach, CA  2013 – 2015
• Developed marketing campaign materials that boosted brand awareness and user experience.
• Created logos, flyers, posters, and page layouts as necessary for clients.
• Conceived design theme and graphics for redesigns of individual representative websites
  and mobile website.
• Was part of the digital transformation team.

## Infor  Grand Rapids, MI  2013
• Collaborated with global marketing team to design captivating event graphics, handouts,
  icons and landing pages.
• Led a team of three designers to successfully complete projects under stringent deadlines.

## Kingston Technology  Fountain Valley, CA  2010 – 2013
• Oversaw creation of interactive advertisements for tablets and mobile devices.
• Established eye-catching web banners, landing pages, and other online content.
• Created the guidelines for the new brand launch along with all the templates.

## WXMI Fox 17  Grand Rapids, MI  2008 – 2010
• Constructed striking graphics for the nightly news.
• Garnered experience with working in a constantly evolving environment and executed
  20 designs on a daily basis.
• Successfully coordinated graphic projects from concept through completion.

## Drummond Capital  Grand Rapids, MI  2007 – 2010
• Produced marketing campaigns for credit unions and financial advertisement services.
• Provided exceptional customer service and developed unique designs to ensure corporate
  needs were exceeded.
• Used the internet to advertise brand and promotional events using SEO, websites, articles
  and market research.

## Additional Experience:

Solomon Friedman Advertising, Bloomfield Hills, MI – Graphic Designer, 2009

## EDUCATION

Kendall College of Art and Design, Grand Rapids, MI: Bachelor of Fine Arts – Design, Advertising

SiriusDecisions: B2B Fundamentals SiriusDecisions

UL University: MMHP Managing Managers of High Performing Teams, Essentials of Project Managment

## ADDITIONAL CREDENTIALS

*Chair of the ANA In-House Agency Committee, Midwest Chapter*

*Technical Skills:*
Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite (Photoshop, InDesign, Illustrator,
Dreamweaver, Flash), WordPress, HTML, CSS, SEO, SEM, Quark, Dreamweaver, Canvas, Javascript

*Awards:*
• B2B In-House Agency of the year Award (Silver)
• WHY UL Solutions Campaign' awarded 'Advertisement of the Year 2021' by Maeil Business newspaper (Korea)
• The Watts of Love 3-minute video won the Boston College Center for Corporate Citizenship Film
  Festival Overall (all-size companies) Best in Show and Best in Show for the mid-size companies category.

*Certifications:*
High Performance Teams Management
SCRUM Masters Certificate

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