Mandy Janicki

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SUMMARY

A visionary and detail-oriented leader with expertise in digital brand strategy, social media platforms, user experience, marketing campaigns, visual design, digital content, website design, brand management, and strategic partnerships. Possesses a demonstrated track record of spearheading end-to-end creative operations and optimizing processes through AI integration and data-driven decision-making, resulting in significant cost savings and improved operational efficiency. A dedicated leader with an entrepreneurial mindset and top performer in stakeholder management, cross-functional collaboration, and advancing organizational objectives through creative excellence.

EXPERIENCE

UL SOLUTIONS   Northbrook, Illinois
Head of Corporate Creative Services Team   2014-2025

- Spearheaded inception and rollout of company's in-house agency, creating initial business case and defining key success measures.
- Launched and implemented several AI-integrated platforms to optimize production by 25% and reduce cost by 30%.
- Drove foundational alignment between designers and development for UX, with practice now fully integrated into development process.
- Instituted Power BI dashboards to track KPIs and milestones, collaborating with Power BI team.
- Managed $1M-$5M OPEX budgets year over year, including forecasting and accountability for all portions.
- Led customer and internal workshops to determine requirements, managed Agile sprints and daily Scrums, and utilized Agile methodology in process improvement reorganizations.
- Piloted and achieved successful "around the sun" global creative team model with high employee engagement scores and increased productivity by 82%.
- Streamlined board material processes, creating templates and setting clear roles, responsibilities, and deadlines with organizational leaders.
- Guided team of 50 designers, editors, copywriters, UX researchers, and PMs on timely, budget-conscious project completion aligned with corporate goals.
- Oversaw average of 1.8K projects per year, incorporating cost-saving strategies.
- Conceived brand identity, framed corporate mission, and recruited and built creative team to foster innovative workplace culture.
- Launched marketing tools yielding revenue and client growth.
- Overhauled translation services and reduced turnaround from 90 to six days, with quality improving from 70% to 8.7%.
- Engaged in global marketing council, led board of directors' collateral guidelines and business review processes, and launched customer appreciation program.
- Launched new brand guidelines, templates, and strategic design direction.
- Augmented brand consistency score, transitioning from "low" on four of six dimensions to "commendable" score on all six dimensions.
- Increased employee satisfaction from 2023 to 2025 by 83% during an IPO and corporate restructuring.

MANDY JEAN DESIGN   Chicago, Illinois / Grand Rapids, Michigan
Owner / Creative Director   2004-2025

- Forged strategic partnerships with clients such as House of Balsamic, Discount Tee Times, and OC Celebrity Smile, aligning graphic design projects with their mission and objectives.

- Designed user experiences with market research and data analysis for engaging marketing campaigns, websites, and social media content.
- Led team of five designers, nurturing their skills and ensuring projects met quality standards.
- Built and maintained strong relationships with key executives, clients, vendors, and designers.

ADDITIONAL EXPERIENCE

PACIFIC LIFE, Newport Beach, California, **Art Director / Web Designer / Digital Art Director,** 2013-2015. Created marketing materials amplifying brand visibility and enhancing user experience. Developed logos, flyers, posters, and layouts tailored to client needs. Designed graphics and themes for representative website overhauls and mobile site redesigns. Played key role on digital transformation team.

DISCOVER, Chicago, Illinois, **Digital Art Director,** 2014. Designed and implemented user experiences for digital projects, creating landing pages for student loans and 5% cash-back offer. Applied expertise in responsive design to ensure flawless digital graphics. Launched outstanding graphic projects that surpassed expectations.

ABERCROMBIE & KENT USA, Chicago, Illinois, **Digital Art Director,** 2014. Led concept and development of interactive luxury travel brochures for iPad and mobile devices. Used responsive design for perfect rendering of graphic materials. Conceived and delivered graphic projects that outperformed expectations.

INFOR, Greater Grand Rapids, Michigan, **Art Director,** 2013-2014. Worked with global marketing to produce event graphics, handouts, icons, and landing pages. Directed a team of three designers, ensuring timely project completion.

KINGSTON TECHNOLOGY, Fountain Valley, California, **Art Director,** 2010-2013. Oversaw creation of interactive adverts for tablets and mobile devices. Built compelling banners, landing pages, and other digital content. Developed guidelines for new brand launches and templates.

FOX 17 WXMI TV, Grand Rapids, Michigan, **Art Director,** 2008-2010. Built engaging graphics for nightly news broadcasts. Worked in fast-paced environment, completing 20 designs daily. Coordinated graphic projects from concept to completion.

DRUMMOND CAPITAL, Grand Rapids, Michigan, **Art Director,** 2007-2010. Created marketing campaigns for credit unions and financial advertisements. Delivered standout service and inventive designs. Enhanced branding through SEO, website management, articles, and market research.

SOLOMON FRIEDMAN ADVERTISING, Detroit, Michigan, **Art Director,** 2009. Designed and produced animated banners, in-house collateral, and billboards. Served diverse clients including North American Bancard, Olga's Kitchen, and the Ford Museum.

EDUCATION

KENDALL COLLEGE OF ART AND DESIGN, Grand Rapids, Michigan, 2006-2010, **B.F.A., Graphic Design**

CERTIFICATIONS

AWS Certified AI Practitioner, AWS
Agile / Scrum Master Certification, Scrum Alliance

PROFESSIONAL DEVELOPMENT

Data Analysis for Management (8 weeks), The London School of Economics and Political Science, 2025
Strategic Learning Journey (12 months), UL University, 2025

B-to-B Fundamentals, SiriusDecisions, 2019
Disc Training, UL University, 2019
MMHP Managing Managers of High-Performing Teams, UL University, 2019
MHP Managing High-Performing Teams, UL University, 2017
Essentials of Project Management, UL University, 2014

PRESENTATIONS

"Insights from an Industry Expert," InfoBeans Fail Faster Podcast, 2023
"How to make a successful translations model," GlobalLink NEXT Event, September 2023
"How to make a successful translations model," ANA Committee event, 2023
"Establishing a successful global creative team," ANA Annual In-House Conference event, 2022
"How to lead a creative team through change," ANA Committee event, 2019
"The growth of UL Solutions In-house agency," ANA Committee event, 2018

AFFILIATIONS / AWARDS

Chair, Association of National Advertisers (ANA)
Member, Association of National Advertisers (ANA)
Judged four ANA Awards shows and served on grand jury on three
Judge of Global ACE awards
Ragan PR Daily Awards Winner Honorable Mention IPO and First Earnings Report, 2024
Global ACE Awards In-House Agency of the Year Award (Silver), 2023
B2B In-House Agency of the Year Award (Silver), 2021
WHY UL Solutions Campaign awarded Advertisement of the Year 2021 by Maeil Business newspaper (Korea)
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, 2020

COMPUTER SKILLS

Microsoft Office Suite, Adobe Creative Suite, WordPress, HTML, CSS, SEO, SEM, Quark, Dreamweaver, Canva, JavaScript