



# MARCELI JASINSKI

CREATIVE DIRECTOR

## CONTACT INFO

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## OVERVIEW

Accomplished Creative Director with **15+ years of experience** leading inovative projects across multiple industries, including retail and technology. Known for achieving a **5700% engagement surge** by focusing on content creation and successfully **introducing retail products to market** by blending artistic vision with strategic marketing insights. Demonstrates **exceptional leadership** in driving team performance and innovative problem-solving, contributing to significant brand advancements. Consistently exceeds client expectations and business objectives, fostering a culture of continuous learning and **creative excellence**.

## EXPERIENCE

**2022 - 2023** **TouchPros, LLC.** **Creative Director**  
Redesigned TouchWall6's UX/UI, applying advanced user research and iterative design principles, which boosted engagement and enhanced functionality. Directed a comprehensive overhaul of the TouchPros website, increasing user engagement and harmonizing brand identity with user experience. Enhanced market presence via targeted email, traditional and digital campaigns, plus comprehensive product brochures. Led the development of the BoostFundz platform.

**2019 - 2022** **Creative Powers, Inc.** **Graphic Designer**  
Orchestrated design and marketing efforts, overseeing diverse client projects to forge impactful brand identities. Managed end-to-end project lifecycle from concept to execution, achieving a standout campaign that transformed a tutoring center's brand perception.

**2010 - 2018** **Team Impressions/The Peel People** **Creative Director**  
Managed a talented artist team at a premier sticker manufacturer, focusing on consumer products. Championed B2B and BTR strategies, creating presentations and pitch decks that strengthened brand cohesion and market dominance, ensuring product excellence and consumer loyalty.

**2020 - Present** **Computer Systems Institute** **Adjunct Instructor**  
Fueling passion and engagement in design with interactive coursework, mentoring in Web Content Management, SEO & SMO, and actively developing curriculum tailored to modern industry standards.

## EDUCATION

**DePaul University** **B.S. in Computer Graphics & Animation** **2002 - 2007**

## SKILLS: DESIGN

## SKILLS: TEAMS

## SKILLS: ADDITIONAL

**Brand Development** (Identity, Guidelines, Packaging) **Visual Design** (Logo Creation, Mock-Ups, Photo/Vector Graphics) **Multimedia Production** (Animation, Motion Graphics, Video Editing) **Advertising** (Print & Digital Campaigns, Content Strategy)

**Strategic Leadership** (Team Leadership, Art/Project Direction, Decision-Making) **Visionary Planning** (Creative Vision, Initiative, Goal-Setting, Communication) **Collaborative Execution** (Team Building, Cross-Functional Collaboration, Stakeholder Management, Visual Storytelling)

**Content Mastery** (Creation, Social Media Strategy, Copywriting) **Operational Excellence** (Vendor Relations, Quality Assurance) **Analytical Skills** (Data-Driven Marketing Analysis)

## SOFTWARE

**Adobe Creative Suite** (InDesign, Photoshop, Illustrator, After Effects, Dimensions, Stager, Acrobat, Lightroom, Bridge) **Website Design** (Wix, SquareSpace) **Email Marketing** (MailChimp, Constant Contact)