

MJ MARCELI JASINSKI

CREATIVE DIRECTOR

Accomplished Creative Director with 15+ years of experience leading innovative projects in retail and technology. Achieved a 5700% engagement surge through strategic content creation and market introduction of retail products. Demonstrates exceptional leadership in team performance and problem-solving, consistently exceeding client expectations and business objectives.



Computer Systems Institute

Skokie, IL | Dec 2020 - Present
Adjunct Instructor

- Engaged students with interactive coursework and mentoring in Graphic Design, Image Processing, Content Management, SEO, and SMO.
- Developed curriculum tailored to industry standards, ensuring relevance and applicability to modern design practices.
- Fostered a collaborative learning environment through hands-on projects and real-world case studies.



TouchPros, LLC.

Barrington, IL | July 2022 - Aug 2023
Creative Director

- Redesigned TouchWall6's UX/UI, applying advanced user research and iterative design principles, boosting engagement and enhancing functionality.
- Directed a comprehensive overhaul of the TouchPros website, increasing user engagement and harmonizing brand identity with user experience.
- Enhanced market presence through targeted email and digital campaigns, as well as comprehensive product brochures.
- Led the development of the BoostFundz platform, ensuring a user-centric design and streamlined functionality.



Creative Powers, Inc.

Glenview, IL | July 2019 - May 2022
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, delivering campaigns that transformed client brand perceptions.
- Collaborated with clients to create tailored marketing materials that effectively communicated their brand message.
- Developed a social media campaign that resulted in a 5700% increase in engagement by creating highly shareable and engaging content tailored to the user base.



The Peel People

Elk Grove Village, IL | Aug 2010 - Jun 2018
Creative Director

- Managed a talented artist team at a premier sticker manufacturer, focusing on consumer products.
- Championed B2B and B2R strategies, creating presentations and pitch decks that strengthened brand cohesion and market dominance.
- Developed and executed creative marketing strategies to drive sales, enhance brand recognition, and expand market presence across various retail channels.
- Created artwork, packaging, and products that were successfully placed in major retail stores such as Target, Walmart, and Meijer by designing content and packaging with mass appeal.



EDUCATION

DePaul University
Chicago, IL | Aug 2002 - May 2007
B.S. in Computer Graphics and Animation



SKILLS: DESIGN

Brand Development
Brand Management
Visual and Graphic Design
Multimedia Production
Content Creation
Advertising
Generative AI



SKILLS: TEAMS

Strategic Leadership
Visionary Planning
Collaborative Execution
Project Management



SKILLS: ADDITIONAL

Content Mastery
Operational Excellence
Analytical Skills



SOFTWARE

Adobe Creative Suite: InDesign, Photoshop, Illustrator, After Effects, Stager, Acrobat.

Website Design: Wix, Squarespace.

Email Marketing: MailChimp, Constant Contact, HubSpot.

Social Media: HootSuite, CoSchedule

SEO: Google Analytics, SEMrush, Ahrefs, Moz.

Project Management: Monday.com, Asana, Airtable, Slack, Trello

Other Software: Figma, Sketch.