JENIFER SZWEJBKA

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CREATIVE DIRECTION | BRAND & VISUAL DESIGN | CREATIVE TECHNOLOGY

Brand Strategy • Creative Direction • Global Content • Visual Storytelling • Scalable Design Systems
Cross-Functional Creative Leadership • Localization Strategy • AI-Assisted Creative Workflows • Design
Content Strategy • Motion & 3D Design • Prototyping • Brand Visibility & Audience Engagement

WORK EXPERIENCE

True Group, Oakbrook, IL **April 2024 - Present**
Visual Design Lead / Media & Interactive Content Developer

- Enhanced brand visibility and audience engagement through innovative 3D and motion-driven content strategies, contributing to business growth within 4 months.
- Delivered 14 high-impact visual content pieces while aligning cross-functional teams, increasing customer satisfaction by 68% and retention by 87% in 5 months.
- Achieved 25% profit margin growth in the first month by developing an international localization strategy to support global market expansion.

Spotify, New York, NY **June 2022 - April 2024**
Associate Manager, Brand & Visual Design

- Increased overall user satisfaction 64% by partnering with Ads Product Strategy and Engineering to translate complex ad offerings into clear, persuasive narratives.
- Boosted global brand awareness and increased audience engagement 46% through the creation of localized content in 6 languages.
- Enhanced project clarity and team alignment within 3 months by developing a new visual and conceptual design direction supported by mood boards and design reviews.
- Strengthened brand consistency across Ads.Spotify.com in 6 months by implementing scalable design systems and sales enablement toolkits.

Circle Internet Financial, Boston, MA **July 2021 - June 2022**
Creative Direction / Brand & Visual Design Lead

- Increased engagement 52% and user acceptance 36% by executing a brand strategy.
- Improved efficiency and product quality 43% by directing a cross-functional design process.
- Increased employee satisfaction 30% within one year and strengthened internal communication through compelling visual storytelling and scalable creative assets.

Pinterest, San Francisco, CA **Sep 2017 - Oct 2021**
Creative Direction / Brand & Visual Design Lead

- Boosted project alignment 68% in 3 months by designing executive decks, system diagrams, and visual frameworks while setting a clear direction.
- Elevated product quality and user satisfaction by 61% through partnerships with engineers and product developers to refine design strategies.
- Raised employee acceptance 56% in 4 months by implementing brand strategy across four functions to improve operations.
- Improved team efficiency and project alignment by 46% over 6 months through documentation, providing insights for design and content direction.

Cadreon, San Francisco, CA **April 2016 - Sep 2017**
Lead Content Strategist & Visual Designer, UX/UI

- Accelerated product development and time-to-market 46% by collaborating with engineering and product teams to improve design process efficiency.
- Increased alignment with product changes 41% by streamlining development processes and enhancing content flexibility through prototyping.

Netflix, Los Gatos, CA **Dec 2014 - April 2016**
Lead Content Strategist & Visual Designer, UX/UI

- Elevated user satisfaction and design efficiency 36% by refining UX through iterative prototyping with engineers and product developers.
- Reduced support inquiries 25% in 6 months by refining complex workflows for a technical audience and improving usability.

Turn, Redwood City, CA **April 2014 - Dec 2014**
Visual Designer & Interactive Content Developer, UX/UI

- Increased sales team proficiency by 47%, driving a substantial rise in profit margins.
- Improved UX 32% and reduced support requests 24% through prototyping and visual design.

Goosebumps, LLC, Saratoga, CA **April 2011 - April 2014**
Visual Designer & Interactive Content Developer

- Increased product awareness 74% while improving brand exposure and strengthening customer retention through strategic design.
- Improved lead conversion 25% through dynamic presentations and innovative webpages.

Sony Interactive Entertainment America, San Mateo, CA **Jan 2009 - April 2011**
Visual Designer & Content Developer

- Improved program visibility 60% via visuals, reducing attrition and boosting engagement.
- Increased user interaction 30% by revitalizing the visual interface and aesthetics through interactive content using HTML, PHP, and JavaScript.

EDUCATION

University of Maryland
Bachelor of Science, Computer Science

College of Marin
Associate of Arts, Visual Arts & Graphic Design

Google AI Fundamentals — Google / Coursera, 2026

TECHNOLOGIES & SKILLS

Technologies: Adobe Creative Suite • Illustrator • InDesign • Photoshop • Dreamweaver • Audition After Effects • Premiere Pro • Figma • Miro • InVision • Sketch • Zeplin • Procreate • Blender • HTML JavaScript • XML • Notion • Asana • Coda • Trello • Jira • Confluence • Microsoft Teams • Slack

Skills: Graphic Design • Creative Direction • Brand Strategy • Visual Design • Content Strategy & Development • Localization Strategy • Cross-Functional Collaboration • Design Systems • Concept Development • Prototyping • Workflow Optimization • Interactive Development • Data Visualization