

# MARY ZAGORSKI

Executive Creative Director - Art Director

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## SUMMARY

Executive creative director, art director and designer with 20 years of experience ideating, designing, and developing brands and experiences for global companies. I specialize in leading creative teams and working closely with clients through the initial design conceptualization and development stages to the implementation of the overall experience. Additionally, I develop brand strategies, lead art direction, and help companies create new visual identities. I believe that expressing a clear, thoughtful message makes for intelligent work that speaks a common language. Led by aesthetic, my process is derived from conceptual strategy and rooted in emotional connections. Smart visual communication, not decoration. Let's create something wonderful together.

## EXPERIENCE

Lead Creative Director, Americas Region 12/2023 - Present

Hisense

Remote

Hisense has grown to become one of the leading, most trusted consumer electronics and appliance brands in the world, with offices and factories in every corner of the globe.

- Responsible for overseeing creative design for entire Americas Region (Canada, USA, South America)
- Manage a creative team of six full time designers and several freelancers
- Currently working on introducing a new brand guide for the entire Americas Region. A twenty-two page microsite with 38 downloadable guides

Creative Director 05/2022 - 06/2023

VIVA Creative

Remote

Viva is a global experiential communications agency, focused on content creation, experiential design, production, events, digital development and marketing.

**Clients: Norwegian Cruise Lines, Sotheby's International Realty, Hilton, Daiichi-Sankyo, New Profit, Booz Allen Hamilton, Volkswagen**

- Led creative team of 15 on Daiichi-Sankyo on new launch event of Enhertu HER 2 Breast Cancer Drug 2022
- Led entire creative and production team for Sotheby's International Realty Global Networking Event 2023 in Las Vegas, NV, was the largest turnout the client has ever had with well over 3500 attendees over three days of content

Chief Creative Officer 06/2021 - 05/2022

Moonrise

Remote/Atlanta, GA

Moonrise is a brand-new company and concept built in January 2022. Moonrise is a new model of education that's more accessible, affordable, and convenient, leaving kids happier, more creative, and prepared for the future. <https://www.moonrise.com/>

- Designed, developed and executed the overall brand identity and creative content for Moonrise (a brand-new company and concept)
- Designed, built and managed the construction and build out of the entire commercial space, including all interior/ exterior design as well as landscape design
- Established the look and feel of the online, social and digital brand

Executive Creative Director, Founder 2015 - Present

PRISK design

Atlanta,GA/Asheville, NC

PRISK is a design studio that creates brand identities, websites, apps, films, packaging, books and more. A women owned studio, with over 20 years of experience in brand identity & design.

**Clients: GoodWipes, SleepPak, Go GreenBox, Dope Girls, Wela, Wonderroot, Style Studio Live, For All Humans, BuzzFeed, Kat & Annie, WUSSY Mag, Lupa's Kitchen**

- From conceptualization to full brand launch of over 18 companies since 2015
- Launched more than 14 events for our client's companies that were oversubscribed and built the audience beyond expectations, driving media impressions with leading outlets not previously accessible to the founders
- Worked closely alongside our clients to analyze, test, and improve their marketing automation systems and database segmentation, processes, and templates which resulted in vastly improved website traffic and search optimization, email automation, lead nurturing, and persona mapping that increased lead to close ratios by 5 to 1
- Developed social media, content strategy and implementation for a recent client that increased awareness by 3000%

## EDUCATION

### B.A. Graphic Design

University of West Florida

2001 - 2005 Pensacola, FL

- Featured work on Yahoo! Campaign Student International Design Program

### Brand Marketing & Design

University of London

2004 - 2005 London, UK

- Certificate in Global Brand and Design Marketing
- Award: Dove Lotion and Body Wash Campaign

## ACCOLADES

🏆 Experience Design & Technology Awards 2020-GOLD Winner "Best Live Streaming Event": W Hotels Wake Up Call Dubai

Working as Senior Art Director, OneSixtyOverNinety, Endeavor

🏆 Experience Design & Technology Awards 2020-BRONZE Winner "Best Integrated Digital + LIVE Campaign: W Hotels Wake UpCall Dubai

Working as Senior Art Director, OneSixtyOverNinety, Endeavor

💎 BizBash Event StyleAwards, Best Events of the Decade in the Fair/Festival Award Winner for WHotels Wake Up Call Festival

Working as Senior Art Director, OneSixtyOverNinety, Endeavor

## EXPERIENCE

Executive Creative Director 10/2020 - 06/2021  
[Ovation Creative Agency](#) Remote

Ovation is an experiential agency based out of Nashville, TN. Focusing on the design, production and execution for large scale events with global clients.

**Clients: Boston Dynamics, Salesforce, Insperity, Brightcove, various new business**

- Led multiple events for Boston Dynamics, Insperity, Brightcove, Salesforce
- Worked on various new business proposals
- Managed creative department budget
- Grew overall creative dept from 3 to 13
- Developed internal project management process for creative department
- Managed a team of 8 direct reports and 5 freelance designers

Senior Art Director 10/2018 - 08/2020  
[Endeavor / OneSixtyOverNinety](#) Atlanta,GA/NYC

160over90 is a global, full-service cultural agency with expertise across advertising, branding, experiential, brand partnerships, PR and communications. 160over90 sits within Endeavor, the global entertainment, sports and content company. 160over90.com

**Clients: W Hotels Worldwide, Marriott International, Marriott Bonvoy, Old Spice, Goizueta Business School - Emory, Capital One, HSBC, Goldman Sachs, Dow Jones**

- Led and managed creative and art direction, design, and execution for all client work on selected programs
- Developed ideas into solid visuals; oversaw tactical workload; designed story- boards, development and execution of overall experiences
- Worked directly with 11 direct reports including copywriters, junior art directors, 3d environmental designers, production artists and video team in developing/executing experiential activations
- Won several awards for the WHotels Wake Up Call Festivals

Creative Director 02/2018 - 11/2018  
[Spanx](#) Atlanta, GA

Spanx, Inc. is an American underwear maker focusing on shaping briefs and leggings, founded in Atlanta, Georgia. The company manufactures mainly pantyhose and other underwear for women and, since 2010, produces male underwear as well.

- Worked on all creative concepts and designs for the entire SPANX brand
- Led, managed and designed the Fall'18 Fashion Campaign
- Managed, art directed and executed the first ever SPANX Magalog, an 84 page editorial/product magalog (circ 603k).
- Additionally, I led,designed and managed entire 18' Fall Leggings Campaign.
- Campaigns featured in:Vogue, Marie Claire, O Magazine, Harpers Bazaar
- Art Direction, Layout, Design, Typography & Execution of 2018 Fall Leggings Catalog (circ 1.5 million)
- Art Direction, Layout, Design, Typography & Execution of 2018 Fall Shapewear Catalog (circ 1 million)

Senior Interactive Designer/Creative Innovation Director 01/2008 - 11/2014  
[GSMA](#) Remote/ London, UK/  
Atlanta, GA

GSMA unites over 1000 mobile operators and businesses across the ecosystem and related industries to advance innovation and reduce inequalities around the world. The GSMA is a global organization unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Their vision is to unlock the full power of connectivity so that people, industry and society thrive.

- Worked and managed the global design team to develop digital advertising
- Led generation campaigns spanning five continents and nine languages to promote Mobile World Congress, the world's largest B2B mobile technology conference and networking event; achieved 120% of business plan with over 80,000 event attendees and record profits
- Designed assets for mobile marketing, social media, and content marketing programs to target technology businesses in China (Mobile Asia Congress) to support the company's largest-ever new product launch; achieved profitability in less than 2 years
- GSMA Mobile World Congress Augmented Reality Experience 2012; art directed, designed, and implemented all assets for the experience. Ads and experience appeared in global media channels and were featured in printed TIME magazine EU

Google, Glass Explorer Program Ambassador 11/2013 - 06/2014  
[Google](#) USA/EU

Google Glass is a brand of smart glasses developed and sold by Google. It was developed Google, with the mission of producing a ubiquitous computer.

- Invited into early adopter program
- Launched Google Glass product in Europe 2014

*All prior positions to 2008 available per request or can be viewed on linkedin profile*

## VOLUNTEERING

**AIGA Rise Up (January 2018 – July 2019) Mentorship Program**

AIGA

2016 - 2019

I participated as a mentor in the AIGA ATL Rise Up Mentorship Program where I worked with younger designers in the local community. This is by far one of the most rewarding things I have done with my spare time. I helped to provide a friendly face to keep younger designers motivated, passionate, on track, and using best practices. I established a creative environment where young designers feel they could explore their own interests.

**Atlanta Host**

The Design Kids

2016 - 2019

I participated as the Atlanta host of The Design Kids (TDK). TDK is a global community of student, graduate and professional designers that come together and discuss notes, make stuff together and build the creative community. I ran the monthly design meet-up #TDKTuesdays, as well as curated exhibitions and events, conferences and workshops and keep events current on the TDK Events Calendar.