



# TANIA CHWALA

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Curious, resourceful, and highly adaptive creative with 5+ years of experience in agency and in-house environments. Makes an impact with a worldly perspective and diverse skill set in marketing, art direction, photography, video storyboarding, and editorial design; strategic and conceptual thinker who is exceptionally attentive to critical details; works well under pressure in teams and as a leader; always seeking inspiration and opportunities to grow skills.

## EXPERIENCE

### The Mx Group

Junior Art Director, 2022-present

- Clients: Lysol, HF Sinclair (brands: Petro-Canada Lubricants, Sonneborn, Holly Frontier Specialty Products)
- Art directs numerous digital, print and direct mail ad campaigns, videos, web pages and tradeshow booths/collateral
- Partners with our global team, copywriters, production, and video/animation teams to ensure campaign assets are executed to client satisfaction
- Oversees all projects from concept to completion and meets tight deadlines
- Manages multiple projects at once and presents directly to clients

### Caterpillar Inc.

Graphic Designer, 2019-2022

- Collaborated with Global Creative Director on conceptualization and presentation of new global ad campaigns and RFPs
- Created social and digital media content/campaigns for brand team and other business divisions within the company
- Developed visual identity of divisions for tradeshows, print and digital media
- Managed multiple projects from ideation to finalization

### Havas Chicago

Design Intern, 2018

- Clients: The O'My's, Nikki Minaj, HXL, GhostSkate, Hope for the Day, CitiBank, Puma, Camel
- Assisted creative directors with conceptualization, created mockups for decks, contributed ideas in daily brainstorm sessions, and met tight deadlines
- Designed internal collateral, window installations and flyers
- Lead design team for intern program event

### Cambridge Educational Services

Graphics and Marketing Specialist, 2016-2019

- Published 30+ book covers across 5 different CES product lines
- Handled editorial design and layout of books ranging from 200-800 pages
- Designed multi-channel marketing collateral for company

### Junior Board of the Polish American Association

Vice President, 2014-2018

- Contributed to raising over \$32,000 towards social service programs run by the Polish American Association
- Designed 30+ flyers and other print and online marketing content; created Snapchat filters, t-shirts, and waterbottle designs
- Coordinated volunteers for 20+ events; planned and executed event decor

### David Gomez & Associates, Inc.

Marketing Intern, 2015

- Developed new social media strategy for 3 digital platforms
- Created and procured fresh content to post on social media platforms weekly and developed new brand identity of company
- Photographed official company photos for website and social media pages

## EDUCATION

### DePaul University

BSB - Honors Marketing  
Minor in Graphic Design  
2013-2017, Cum Laude

### Corvinus University of Budapest

Study Abroad Program, 2015

## SKILLS

### Graphic Design

Photoshop      Lightroom  
Acrobat Pro    InDesign  
Illustrator      After Effects

### Marketing

Data Analysis and Research  
Perceptual Mapping  
Conjoint Analysis

### Other

Microsoft Office Suite  
DSLR Photography  
Concepting  
Video Storyboards  
Publishing

### Languages

Polish, *fluent*  
Italian, *beginner*  
Hungarian, *beginner*

## AWARDS

### Academic

- DePaul Dean's List
- National Society of Collegiate Scholars
- DePaul Deans' Scholarship Recipient

### Creative

- 1<sup>st</sup> Place in Study Abroad Digital Story Telling Contest at DePaul University
- Best in Category for Computer Design in the Triton College Art Competition
- 1<sup>st</sup> Place in Triton College Visual Communication Contest