

IWONA USAKIEWICZ

Senior Art Director

CONTACT

iwonau.com

iu@iwonau.com

646.508.9755

EDUCATION

Fashion Institute of Technology

BFA in Advertising Design

Minor in Creative Technology
August 2015 – May 2017

AAS in Communication Design

August 2014 – May 2015

AAS in Illustration

August 2012 – May 2014

CLIENTS

Squarespace / Adidas /
Volkswagen / New York Times /
Pier 1 / Chase / NFL / Covengirl /
OnePlus / Prudential / Kraft

AWARDS

D&AD Wood Pencil
Clio Bronze

EXPERIENCE

Squarespace

Senior Art Director September 2021 – Present

Led projects from conception through production, championing brand consistency and innovative campaigns.

Cultivated relationships with vendors, ensuring seamless execution and alignment with campaign and brand goals.

Directed the design team to execute the art direction of campaigns, ensuring a unified brand vision across all media.

Johannes Leonardo

Senior Art Director September 2019 – August 2021

Led and collaborated on global campaigns from concept to completion, ensuring strategic alignment and creative excellence.

Conceptualized innovative campaigns that engaged global audiences and pushed creative boundaries.

Managed and guided client relationships, ensuring clear communication and alignment for successful campaign delivery.

Droga5

Art Director June 2017 – September 2019

Ideated and produced work for creative campaigns across diverse brand categories.

Led client communications ensuring alignment on vision and expectations for successful campaign results.

Andrij Borys Associates

Designer June 2012 – January 2017

Led design and production of print projects, from creating layout designs to managing technical prep, including photo retouching and color correction for books and magazines.

Collaborated with editors, authors, publishers and printers for seamless production.