

# Andrea Kazlauskas

Art direction and communications



## Experience

**2018 -** [ **Communications & Creative Media Lead**  
Employee experience team (Toronto, ON)  
WTW | [www.wtwco.com](http://www.wtwco.com) ]

- > Coordinate the deployment of large scale change management and creative strategies (development of concepts, project management across teams, graphic/UX design, content development, etc.)
- > Develop and implement innovative, insight-led and human-centered creative strategies to help clients navigate complex changes, address emerging needs, and elevate the employee experience
- > Leverage, maintain and evolve product offering and brand standards for a variety of global, leading companies in various industries (e.g., finance, real estate, utilities, etc.)
- > Continuously advocate for and educate colleagues about design best practices and important topics such as copyright, accessibility, and inclusion applied to internal and external communications

**20/2015/16** [ **Graphic & Web Designer**  
Freelance (Toronto, ON)  
Local businesses and non-profits ]

- > Built lasting relationships by providing guidance and targeted design support to a variety of organizations
- > Created templates and editable assets to help clients develop and update materials with ease, autonomy and confidence despite having a limited creative skillset (reports, presentations, newsletters, social media posts, flyers, etc.)
- > Directed photo and video shoots (chose locations and set up, briefed models, edited final videos and photos)
- > Helped clients make key creative decisions for the launch of new initiatives and businesses (through focus groups, interviews, research and testing)



Fluent in English and French  
Proficient in both PC and Mac environments

**20/2016/18** [ **Senior Graphic Designer**  
Agency | IT and finance (Toronto, ON)  
Orange Gate Labs | [orangegatelabs.com](http://orangegatelabs.com) ]

- > Produced interactive UI prototypes and presentations, data-driven infographics and videos to drive technology and process adoption
- > Helped a team of junior UX and graphic designers develop their skills, ideas and confidence as creatives and consultants (conducted project briefs, provided feedback, frequently recognized and reported on great performance and individual accomplishments, etc.)
- > Improved processes efficiency through research, interviews and testing (reduced video production efforts by half, going from ~260 to ~120 hours per project), and created guides to ease onboarding and ensure consistency, autonomy and focus on creativity

**20/2014/15** [ **Department Coordinator & Graphic Designer**  
Ubisoft Music (Montreal, QC)  
Ubisoft Entertainment | [www.ubisoft.com](http://www.ubisoft.com) ]

- > Managed all Ubisoft Music streaming platforms (including iTunes and Spotify) and social media channels (YouTube subscribers increased from 3 000 to 15 000 in 6 months)
- > Designed and launched the first Ubisoft Music newsletters and developed digital marketing materials (social media banners and posts, video trailers, album covers and booklets, etc.) according to each game's brand standards
- > Coordinated with marketing teams, game designers, audio directors, artists and music distributors to promote, launch and distribute new products, including:
  - ↳ the Assassin's Creed 'Champion Sound' single, with over a million of singles sold on iTunes
  - ↳ the Watch Dogs album for which I created a video trailer for a Twitch stream with over 4M viewers

## Education

### 20 College diploma in Public Relations (with great distinction)

La Cité, School of Media, Arts and Communication, Ottawa, ON

- Marketing, event planning, graphic design, media relations, writing, project management, crisis communications.

## Skills

### Technical writing and data visualization

Research, analysis, database creation and management, print and web copywriting.

**Tools:** MS Office (advanced knowledge of PowerPoint), Staffbase, Google workspace, Adobe Creative Suite, Brainshark, and more.

### Multimedia production and art direction

Video/photo/audio production and editing, storyboarding, art direction, 'on set' coordination (crew members, actors, models and other suppliers.) and event planning.

**Tools:** Adobe After Effects, Premiere, Lightroom, Audition, Audacity, FL Studio, and hand-drawn illustrations for storyboarding (can also use design tools).

### Project management and process optimization

Workflow creation and analysis, project coordination, resource and stakeholder management, data analysis, budgeting and billing, training and onboarding, technology and process adoption.

**Tools:** MS Office (including Excel and MS Project), online collaboration tools such as Jira, Smartsheet, or Trello, process visualization (Lucidchart, Visio, etc.).

### Graphic design and UX

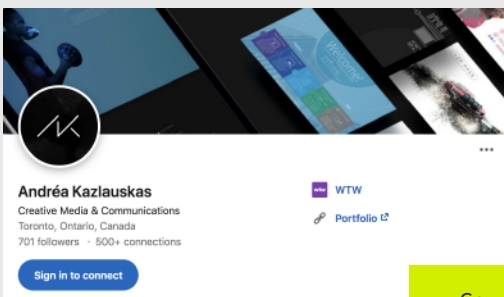
Brand development, creative briefs, art direction, website prototyping, wireframing, accessibility testing, asset creation (illustrations, data-driven infographics and process maps, motion graphics, image curation and more), presentations, print production.

**Tools:** Adobe CS (Photoshop, InDesign, Illustrator), prototyping tools (InVision, Figma, Adobe XD, Sketch), basic knowledge of HTML and CSS.

## Contact

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### LinkedIn profile



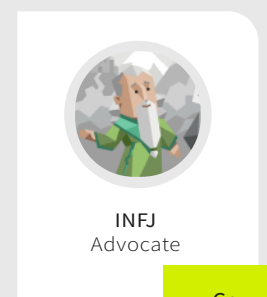
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### Portfolio and projects



Go

### Personality type



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