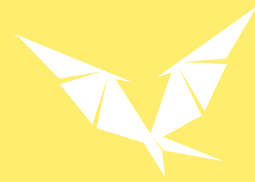


# ALEXANDRA NOWACKI

alexandrajnowacki@gmail.com | alexandranowacki.com



*Leading & cultivating design and UX teams to create award-winning multimedia campaigns & digital experiences.*

## International Rescue Committee *New York, New York*

Global Associate Director of UX & Visual Design 03/19 - Present

Senior UX & Visual Design Lead 09/12 - 03/19

I drive and develop human-centric, integrated design experiences and strategies across digital content products, channels and digital campaigns by collaborating closely with key stakeholders, sourcing innovative ideas and encouraging best practices. I oversee a team of in-house digital designers as well as recruit and manage freelance talent, including designers, illustrators and developers.

### RescueX Pattern Library

- In collaboration with our in-house developers, built the IRC's first digital design system to provide a consistent visual and UX experiences. The library contains 150 patterns, with almost 500 variations and shares CSS and Twig (HTML) templates for all visual elements found on our websites.
- Launched this product with a Drupal 8 CMS in Germany, Sweden and Belgium in 2019. The US and UK sites launch in 2021.

### **Brand Refresh - Creative lead**

- Creative lead for the IRC on the visual identity with Pentagram, designed by Paula Scher, and liaised with agency and stakeholders to evolve the work to be aligned with the refreshed principles of the brand framework.
- Responsible for the build and architecture of the internal brand portal and 500+ assets. Led the creation of design templates, managing talent and providing the right guidance and materials to roll out across the organization.

### **Dear Refugees - World Refugee Day (June 20, 2019)**

AWARDS: *Shorty Awards • Multi-Platform Campaign • Drum Awards • Best Integrated Marketing Campaign, Integrated Campaign (Branded) • Webby Winner, People's Voice Winner, 2020*

- Conceptualized and delivered a digital experience and visual creative for this pivotal campaign that drives awareness to refugees across the world and the work of the organization.
- Collaborated with the agency Big Spaceship and art museums for a concept video and stunts at the Metropolitan Museum of Art and the Tate Museum in London.
- Created video and print assets for Times Square, the New York Times and The Guardian (UK).

> [See campaign overview](#)

### **Rescue.org (+International sites)**

- Redesigned Rescue.org with the collaboration of Code + Theory, who worked closely with our team to conduct stakeholder interviews, streamline IA, and provide a blueprint for the site design. I shaped those concepts into a coherent responsive design system to deliver to developers, producing a sophisticated and modern translation of IRC's brand with interchangeable elements for editors to build flexible pages with interactive elements to engage audiences.

- EXPERT SKILLS:**
- Experienced manager that builds collaborative creative teams while nurturing and mentoring talent.
  - Clear communicator comfortable working across organizational departments and senior leaders
  - Trained brand specialist that upholds guidelines + standards
  - Advocate for UX best practices
  - Business partner who can translate metrics into design driven results

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*Continued...*

## **giggle** *New York, New York*

Creative Director 07/07 - 09/12 / Art Director 12/05 - 07/07

- Led all creative and branding initiatives for giggle's e-commerce channel, registry app, 13 retail stores, and mail-order catalogs.
- Designed giggle's custom built e-commerce site with multiple-shipment checkout, baby registry, product reviews, and editorial blogs (eCom: Virid, Demandware).
- Oversaw the design of mail-order catalogs and email marketing.
- Drove the design of giggle's proprietary products and product packaging, including private-label bedding, apparel, gear, feeding, and spa lines.
- Developed signature custom-packaging program (shopping bags, boxes, & gift wrap).
- Managed visual design and production of window displays, in-store signage and product takeaways, site updates, and advertising/marketing materials.
- Assisted in the selection of new-store fixtures, building materials, and designed under-construction store wrappers.
- Managed team of designers and front-end development.
- Developed and maintained the brand style guides.

## **Child Magazine** *New York, New York*

Online Art Director 04/01 - 12/05

- Design & technical director of child.com, an award-winning Web site of a top parenting magazine.
- Spearheaded site-wide redesign, doubling child.com's unique visitors and page views within a single quarter.
- Developed and executed all of the site's design concepts: conceptualized new special sections, created and coded interactive tools, and selected story art.
- Oversaw the design of all in-house marketing ads, advertorial micro-sites, subscription-driving banners, and e-newsletter campaigns.
- Managed a group of freelance designers and illustrators.
- Custom-designed chat and message board interfaces (Jive and ichat platforms).
- Custom-coded HTML pages and modified XML to make design changes in the CMS.

## CREDENTIALS + COURSES

- Level C Brand Specialist
- Nielsen Norman Group UX Training
- Edward Tufte: Presenting Data + Information

## EDUCATION

School of Visual Arts, New York 09/93 - 05/96  
Photography Major, BFA Program

*Thank you.*