

curriculumvitae

diana janicki digital creative director

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background summary

- Awarded Creative Director with 13 years focused on Digital Media.
- Brand-building experience across European, Australian and North American markets, with the last 10 years based in London.
- Portfolio consisting of many of the world's top brands.
- Strong and inspiring creative leadership.
- Excellent hands-on design and user experience skills.
- Background in traditional advertising and print production.
- Effective communication, realisation and execution of project aims.

a few awards

- Flash Talking Campaign of the month, Nintendo
- WebAward Dulux Outstanding Website
- NMA site of the week: Dulux
- WebAward Sainsbury's Bank - Best Bank Website
- BIMA Awards. Sainsbury's Bank - Financial Services
- iNOVA Awards Dulux - Bronze - Website Redesign
- Revolution award best online media ft.com
- NMA campaign of the week ft.com

employment history

May 2010 –Present: Digital Creative: freelance

EMC, LBi, MRM Worldwide

Clients: DSGI Group, Close Brothers, Lloyds TSB, Kraft Philadelphia, Intel.

This year has been really busy and exciting. I've enjoyed creative concepting on a wide variety of brands and briefs, on live and pitch projects.

EMC: DSGi - Retail trend forecasting and 3 year creative vision for the UK's largest electronics retail group including PC World, Dixons and Curry's. I conceived user journeys and identified key digital touch points (including GPS enabled mobile apps, in-store tablets, interactive surfaces, swipe cards and much more. Along side this, I also worked on top level designs for a premium online service for high net worth clients for 'Close Asset Management' UK.

LBi: Lloyds TSB - Creative concepts, art direction and presentation for an adult financial education program for one of the leading UK banks. This was an important project at LBi, was well received by the client and is in production.

MRM Worldwide: Philadelphia Cream Cheese Customer loyalty program. This pitch for the EMEA market was tight and we had two weeks to come up with innovative routes that I then art directed for presentation. The concepts went down very well and the agency won the business. We are now working on further development of the program as well as concepts for a new marketing framework for building mass relevance for Intel, moving them from a 'what we make' to a 'what we make possible' brand position.

Oct 2009 – April 2010 Digital Creative Director: 'permalance'

Karmarama

Clients: Lastminute.com, Costa, Nintendo,

I was brought in for 6 months to help build the digital offering at Karmarama, a highly creative ATL agency in West London. Together with Ali Hanan, my creative partner, we worked on all digital opportunities across all accounts, including, Lastminute.com, Nintendo and Costa Coffee as well as pitches. Working alongside the 'offline' teams, I ensured 360 integrated creative solutions, working closely with the Executive CD, David Buonaguidi.

Jan – Sep 2009: Digital Creative Director: 'permalance'

Agency.com:

Client: British Airways.

Having been CD at Agency in 2003-2004, Andy Hobsbawm, the Global Chairman, invited me back to lead the British Airways account on a consulting basis. Together with my creative partner, Ali Hanan, we concepted new campaigns as part of an intra agency team with BBH, and Ogilvy. I also Art Direct, and lead the design and production teams on existing online campaigns, trade games, guidelines, as well as working closely with planning and strategy on a vision for future digital marketing.

September 2007- Dec 2008: freelance

Tribal DDB, Iris Nation, RGA, Profero, Ogilvy Paris, The Team.

Clients include: The Guardian, VW, Philips, Guinness, McDonalds, Nokia, Shell, Sony-Ericsson, Yahoo, Nestle, Heston Blumenthal, Bob Geldof.

This period was really busy and exciting, concepting on my own, and with my creative partner Ali Hanan. We enjoyed stimulating brands and collaborations on a wide range of assignments.

Tribal DDB: I concepted on a variety of accounts. This included a pitch for McDonalds, online marketing for the Guardian, site campaigns for Philips, a creative strategy for Guinness, and a new women's platform for VW.

Iris Nation: working on a massive brand experience hub for Shell Global. I also co-lead the initial winning pitch for Shell in 2007.

Profero: I developed a creative approach on a Channel 4 pitch for two TV programs, 'Skins' and 'The family'.

Ogilvy Paris: I consulted for a month on a new platform for Nestle infant formulas.

RGA: I developed a stream of OLA concepts for the Nokia Vine platform.

THE TEAM: I lead their digital creative offering on a variety of arts and culture projects, including an online brand experience for Heston Blumenthal, to launch simultaneously with his new book late this year.

November 2006 – September 2007: permanent role.

Digital Creative Director: DLKW London

Clients include: BAA Heathrow, Halifax, Dollond and Aitchison, Capital Radio, The AA, SCA TENA.

I joined DLKW just as they were merging with Dialogue, their Digital partner, to become an integrated agency. My challenges included, growing the Digital creative team from 6 to 25, building up a User experience team, and helping to infuse digital thinking through an above the line agency culture. I contributed a great deal on how integration might work from a creative point of view across media channels, collaborating with the above the line creative teams to implement seamless campaigns.

Highlights of my time at DLKW included leading the pitch for the new BAA Heathrow terminal 5 website, which we won, and creating a fantastic new brand experience for D&A targeting teenage girls with a fun style makeover tool. Also, I directed the online campaign work for the Halifax bank.

February 2005 – October 2006: Freelance

Contract digital creative lead: the-Sea, IKEA of Sweden, Wheel, FullSix.

Clients include: IKEA of Sweden, Vodafone, Orange, Culture Online, Tourism Ireland, First Choice, British Gas and L'Oréal.

I collaborated with the-Sea, a prototyping R&D studio in Clerkenwell London. I designed a project for Vodafone, a seamless elegant, communication and networking tool that runs on the XDA phone, PDA's and as a desktop application. My work also required developing user journeys, wireframes, and interface design across these devices.

I completed 'My Art Space' a mobile and online art gallery for students, and 'Sharezone', a content aggregation service for Orange.

I worked at Wheel as a creative lead on Tourism Ireland, British Gas and First Choice Travel.

I worked directly with IKEA of Sweden's DM and interactive teams in Sweden, on a variety of marketing pieces worldwide. I have also been involved in web strategy for their 09 new site launch working from studios in Sweden.

October 2004 – January 2005

Consulting Digital Creative Director: Joshua (Grey network)

Clients include: Swatch, General Electric, Masterfoods (Whiskas, and Pedigree brands), McAfee, GSK.

Joshua, the integrated DM Agency in London, invited me to join and CD their interactive department for a few months.

I collaborated with highly talented offline, DM, and sales promotions creative teams. My goal was to ensure that digital was a well-considered part of the media mix from initial offline concepts to ongoing CRM activities. I also had the pleasure of collaborating with the Exec Creative Director on pitches such as Swatch, which Joshua won.

May 2003 – September 2004

Creative Director and Head of creative services: Agency.com

Clients included: T-Mobile (lead agency), Sainsburys Bank, Dulux (lead agency), BT, NGT, Prince's Trust and GSK.

I joined Agency.com as Creative Director on the T-Mobile account, but after five months was offered Head of Creative, overseeing a full-time staff of over 30 designers, art directors, information architects, and copywriters. As Head of Creative I provided a leadership role across the office and championed the creative discipline (training, knowledge-sharing, collaboration, stimulation, and pitch team-building and leadership). Ultimately I was responsible for London's creative output. I also worked a great deal on pitches and business development, leading the creative and winning on Dulux, NGT, and Prince's foundation.

June 2002 – April 2003 freelance

Freelance contractor: The – Sea: Science, Ecology, Art

I directed the design of trial SMS and Web applications in the Health and Education sector for Orange Brand Futures, a division of Orange Futurology that looks at future applications for Orange. The 'Sweetalk' project was an application that helps manage the relationship between doctors and diabetic children by text messaging, helping doctors control insulin levels of young patients. This project trial continues.

Agency.com: I conceived online campaigns for various BT projects, including BT Broadband, BT valley, BT Home Computing and BT Call Minder. My role was to concept online ideas integrating closely with AMV BBDO's ATL creative. I worked closely with a writer and three designers employed at Agency.com.

Redwood New Media: I was employed as a Creative Lead, supervising a team of four designers developing the pitch creative for the Britannia Banking site. I worked closely with the executive creative director and a team of account managers and brand strategists to ensure the creative was in line with Redwoods strategy. We won the work out of 12 companies pitching!

October 2000 – April 2002

Creative Director, Lost Boys Iconmedia, UK.

I participated in the set-up of the Lost Boys office in London. The initial phase was intense, pitching for business virtually every week, while looking for office space, conducting interviews and juggling freelancers. Our clients in the London office included Orange, BBC Multimedia, BBC Open University, Shell and Hutchison 3G.

Orange

I worked closely with the Orange World team, making 'Orange World' come to life. I helped create context specific applications and content which puts the Orange users' needs, at a particular place and time in focus. Electronic kiosks and text messaging services were the main focus of development.

Ford

With Ford, I participated in the development of a 'brand-on-the-wall' intranet that put the Ford Design Team at the center of the brand development process – by connecting them into marketing, engineering product development.

IKEA

Due to my background with IKEA and real understanding of the company, I was approached to participate in a number of workshops as a creative consultant and specialist in digital marketing. I helped concept up online activities around that year's theme 'Go Cubic'.

March 1999 – August 2000

Senior Art Director, Modem Media UK

Clients included: Orange, Financial Times, Citibank, General Motors, Mothercare, Dove, Deutsche Bank, and Persil.

On my first digital role in London I enjoyed collaborating with my copy partner on a variety of accounts, the highlight being savvy online and kiosk solutions for Orange. My responsibilities included client liaison, concept development, presentation, management and design oversight on the above accounts.

September 1998 – March 1999

Art Director, AGA London

Clients included: Marks and Spencer, Harrods, Fortnum & Mason

AGA, (now part of John Brown Citrus Press), was one of New York's largest catalogue design houses. The company specialises in catalogue design for fashion, home furnishing and lifestyle retail brands. I was responsible for the Marks & Spencer home furnishings catalogues. I later pitched for and helped win the Harrods and Fortnum & Mason accounts.

December 1997 – September 1998

Art Director, Clemenger Interactive, Australia

Clients included: Pepsi and Portman's Women's Fashion.

Clemenger/BBDO is one of the largest advertising agencies in the Asia-Pacific region. This was my first job after my postgraduate in Animation and Interactive Media. Clemenger had just started an interactive division

founded by Martin Lindstrom and Heath Rudduck, and were recruiting new talent and I joined the original team of just 6.

July 1995 – February 1997

Senior Art Director, IKEA, Market Unit North America.

Having had success in Europe, I was made responsible for a number of seasonal print productions out of New York. The projects involved research, travel, client liaison with local marketing managers, on location shoots in Los Angeles, Catalogue Design, overseeing postproduction and print. The final products were 38-page lifestyle magazines, which were distributed as inserts with the largest East and West coast newspapers: all in all over 35 million copies. The result was an average increase in store traffic by 24%.

June 1994 – July 1995

Senior Art Director, IKEA, Market Unit South Europe.

I was responsible for the development of new Southern European concept catalogues that would drive traffic to stores and promote seasonal product ranges. The projects included travel, client liaison, and on location shoots in Italy Switzerland, and France. I was also responsible for various print runs of up to 40 million units from layout to post production. It turned out to be very successful and I was asked to do it all again in the USA.

January 1994 – June 1994

Art Director, IKEA Market Unit Australia.

During this period, it was obvious that catalogues and brochures photographed in Europe did not feel relevant for the Australian market. I was chosen to take the creative lead, since I was the only Australian within IKEA of Sweden with insight into the culture. I designed, layouts, initial styling and then art directed the productions on location in Australia.

1990 – 1993

Art Director, IKEA, Sweden

Being the Art Director for the IKEA franchise catalogue meant dealing with such diverse markets as Singapore, Kuwait, Hong Kong, Spain, Iceland, and Saudi Arabia. I was responsible for client liaison, layout, presentation and production of 8 million catalogues in 7 language versions worldwide.

1988 – 1989

Publicity Designer, Oxford University Press, Australia

Responsibilities included P.O.S. brochures and catalogue design, posters and press adverts Australia wide

academic background

- **1997**
Postgraduate in Animation and Interactive Multimedia with Distinction.
Royal Melbourne Institute of Technology, Australia.
- **1983-1985**
Bachelor of Arts in Graphic Design with Distinction.
Royal Melbourne Institute of Technology, Australia.
- **1982-1983**
Foundation Year Art and Design.
Prahran College. Melbourne, Australia.
- **1981-1982**
Higher School Certificate: Graphics, Fine Art, English Literature, Politics, and English.
Eltham College, Melbourne Australia.

skills

Fully computer literate and skilled in the Adobe Suite of applications.

Microsoft Office, Wordpress. Understanding of Flash, Paper Vision.
Full understanding of front end creative development and back end considerations on large site developments and marketing communications.
Experience working with all online rich media formats, mobile applications and experiential media.
A marker pen and layout-pad always at hand.

languages

English, Swedish, Polish

references

Tori Winn: Executive Creative Director, Iris Nation
Heath Rudduck: Executive Creative Director, Digitas Boston
Andy Hobsbawm, Executive Chairman at Agency Republic

Contact details available on request.

portfolio available on request