

Janet Slowik

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SENIOR ART DIRECTOR AND DESIGN SUPERVISOR

Manages multiple complex design projects from concept to production. Excels at prioritizing and managing workflow for cross-functional teams and guides projects to successful completion on time and within budget. Supports brand positioning and production objectives as a bridge with internal design teams and other business units. Excellent design strategist with outstanding organizational skills. Offers creative ideas and solutions to develop efficient procedures, saving money and building further business.

Core Competencies:

- Creative, resourceful, work under pressure in fast paced environment.
- Outstanding communicator: verbal, written and listening.
- Analytical thinker with problem-solving skills.
- Strong financial management skills.
- Proficiency in InDesign, Photoshop, Illustrator, Acrobat, DPS, MS Office.

Clients: Chanel, Cassini, Y&R, Lever Brothers, Warner Lambert, Random House, Opera News, Peterson & Blyth, Landor, Grey Advertising, McCann Erickson.

■ PROFESSIONAL EXPERIENCE

Senior Art Director/ Design Supervisor

PEARSON
Hoboken, NJ
2000–2016

Oversaw all areas of design concept including designers, illustrators, photographers, printers and vendors for production of key print / digital products. Developed and monitored project budgets and schedules. Collaborated with cross-functional team members to ensure all components were included and adhered to company standards and best practices. Conducted meetings with clients and internal teams.

- Increased company revenues by 15% and enhanced brand and visual identity by strategically managing multiple products and launching ahead of schedule.
- Planned key products and branding in Business and Marketing that increased sales by 12%.
- Executed 20-25 projects yearly, working collaboratively with diverse communities.
- Improved schedules through monthly status reports sent to teams.
- Resolved problems and made difficult decisions when needed to improve productivity.

Adjunct Faculty

KEAN UNIVERSITY, Union, NJ
2005–Present

- Editorial Design course for BFA at Robert Busch School of Design. Oversee design as students create a digital version for their interactive e-magazines and a professional printed version.
- Type 3 course focused on branding with marketing values, where typography is the star.

Creative Director/Consultant

CRUZ & SLOWIK, Oakland, NJ
1995–2000

Involved in numerous marketing campaigns for print ads, scent strips, and brochures for Chanel and Cassini. Worked with ad agencies and other corporate accounts on packaging, brochures and magazines.

Creative Director

POTOMAC GRAPHICS, NYC
1991–1994

Managed Chanel account among others. Involved in numerous marketing campaigns for print ads and scent strips. Worked with ad agencies, publishers and pharmaceutical firms.

Partner

CRUZ & SLOWIK ASSOCIATES, NYC
1985– 1990

Founding partner for well-known graphic design firm in NYC. Led creative direction, marketing, project management, and sales. Chosen by Potomac, an established printing and pre-press firm in NYC, to complement its printing and digital retouching services.

■ EDUCATION

Bachelor of Arts, STATE UNIVERSITY OF NEW YORK, Oswego, NY

DANISH INSTITUTE FOR STUDY ABROAD, Copenhagen, Denmark
Undergraduate student in the Design Program.