

MALLORY BIELECKI

GRAPHIC DESIGNER

CONTACT

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SUMMARY

I am a dynamic, driven, and inventive graphic designer with over 8 years of experience in developing and executing a multitude of designs. Because of this, I have an advanced understanding of what makes visual content engaging and successful across platforms and audiences in the tech and social media spaces. My strong visual design skills accompanied by my leadership capabilities and ability to manage multiple projects simultaneously have shaped me into the creative and effective team player I am today.

EDUCATION

**Bachelor Of Arts Degree
In Graphic Design,
Marketing, and
Advertising**
Flagler College
St. Augustine, FL 2010-2014
Recipient of Silver Graphic
Design Portfolio Award

TECH SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe Acrobat

Figma

DESIGN SKILLS

Project Management, Photo
Retouching and
Manipulation, Illustration,
Branding, Ad Design,
Typography, Interface Design,
Product Ideation and Design,
Marketing Design, Color
Theory, Microsoft Office,
Editorial Design

WORK EXPERIENCE

Snap Inc.

Sr. Graphic Designer / Santa Monica, CA / Dec. 2021 - Dec. 2022

- Managed multiple projects simultaneously while working in close collaboration with product designers, producers, engineers, sales, marketing, development managers, internal stakeholders, and external partners and creators.
- Lead projects for Snap Originals and Content from inception to delivery, including research, competitive analysis, sketches, comps, photography direction, photoshopping, color correction, photo finishing and final delivery of assets in multiple formats.
- Design Lead for 'Happening Now' product in Snapchat's Discover, ensuring visual design quality presents best-in-class experience for partners and app users.
- Conceptualizes and crafts creative projects of all shapes and sizes with very timely deadlines.
- Ensure development of visual assets and design elements for a variety of internal and external projects/stakeholders, spanning from user-facing and in-app content to strategies, events, social media, identity development and more, communicate and maintain Snap's brand and visual identity. This includes the compilation, design and layout of company decks, presentations, client strategies, and branded collateral.

Graphic Designer / Santa Monica, CA / May 2015 - Dec. 2021

- Created graphics such as Snapchat filters for the Content team and the 'Our Stories' product with over one billion impressions recorded.
- Owned and lead all aspects of design specific to the Editorial Entertainment + Lifestyle vertical, overseeing all design production on their specific content.
- Partnered with global brands such as Disney, the NFL, Vogue, Viacom, iHeart Media, NBC, the NHL, MTV, and many more to deliver filters for live Our Story coverage.
- Designed graphic materials for company summits (i.e., Snap Partner Summit and events such as those hosted by AdWeek).
- Design lead for of Snapchat's first E-Commerce channel 'Shop & Cop' which launched in the Discover section of the app.
- Designed Discover publisher story templates, one-sheets and presentations, product ideation, and company apparel.

Freelance Graphic Designer

MediaNug / May 2021 - Present

- Develops visual concepts, and create assets to be used in mobile applications such as advertisement campaigns and product placement.
- Worked with clients such as the NBA, Bumble, Casper, Nike, Adidas, and Paramount.

Freelance Graphic Designer

May 2014 - Present

- Leverages trend intelligence to bring clients' product vision to life by researching, conceiving, sketching, prototyping, and showcasing mock-ups for a wide range of of print and digital products.