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ADAM OKRASINSKI
CREATIVE DIRECTOR
NEW YORK

EXPERIENCE

2017 TO PRESENT

FREELANCE — CREATIVE DIRECTOR
PROVIDED ART DIRECTION, CREATIVE STRATEGY, AND COPYWRITING FOR
AGENCIES AND BRANDS INCLUDING BUT NOT LIMITED TO KENNETH COLE,
NIKE, UBER, SAMSUNG, TWITTER, GOOGLE, SPOTIFY AND IHEARTRADIO

2016 TO 2017

CHANDELIER CREATIVE — ASSOCIATE CREATIVE DIRECTOR
LED THE CREATIVE TEAM FOR THE AGENCY'S BIGGEST CLIENT, OLD NAVY,
CREATING GLOBAL AD CAMPAIGNS FOR TV AND RADIO

2013 TO 2015

ARMANI EXCHANGE — ASSOCIATE CREATIVE DIRECTOR
DIRECTED ALL OF THE BRAND'S CREATIVE OUTPUT INCLUDING GLOBAL
PRINT ADVERTISING CAMPAIGNS, EDITORIAL PHOTOGRAPHY, E-COMMERCE
SITE DESIGNS, IN-STORE SIGNAGE, PACKAGING, BRANDING, AND MORE

2012 TO 2013

DIGITAS LBI — CREATIVE LEAD
CREATED DIGITAL CAMPAIGNS AND CONTENT FOR AMERICAN EXPRESS' MANY
ENTERTAINMENT PARTNERSHIPS, INCLUDING THEIR 'UNSTAGED' CONCERT
SERIES, THEIR SPONSORSHIPS OF THE NBA AND NYFW, AND MORE

2011 TO 2012

BIG FUEL COMMUNICATIONS — ASSOCIATE CREATIVE DIRECTOR
DIRECTED T-MOBILE'S SOCIAL MEDIA PRESENCE ACROSS CHANNELS, AND
PROVIDED STRATEGIC SOCIAL EXPERTISE TO AGENCY NETWORK PARTNERS

2009 TO 2010

MOMENTUM WORLDWIDE — SR. ART DIRECTOR
CREATED EXPERIENTIAL CAMPAIGNS FOR AMERICAN EXPRESS AND VERIZON

2008 TO 2009

THEHAPPYCORP GLOBAL — DESIGNER AND EVENT PRODUCER

EDUCATION

2004 TO 2008

MARYLAND INSTITUTE COLLEGE OF ART
BFA IN GRAPHIC DESIGN WITH A MINOR IN ENVIRONMENTAL DESIGN

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