



MARCELA NOWAK

ART DIRECTOR, UX/UI & MULTIMEDIA DESIGNER

CONTACT

 646-946-4336

 info@marcelanowak.com

 marcelanowak.com

art.marcelanowak.com

[linkedin.com/in/marcelanowak/](https://www.linkedin.com/in/marcelanowak/)

[instagram.com/marrific](https://www.instagram.com/marrific)

 Los Angeles, CA

SKILLS

Expertise: UI/UX, Visual Design, Design Systems, Graphic Design, 3D Design, Branding, Web Design, Design Thinking, Photography, Videography

Design Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom, Premiere, Sketch/InVision, Figma, Unity, Cinema 4D

Programming: JavaScript, HTML5/CSS

3D Design: SolidWorks, Creo Parametric 2

EDUCATION

Master of Professional Studies

New York University

Interactive Telecommunications Program

Sep 2015 - May 2017

Bachelor of Arts

Jan Matejko Academy of Fine Arts in Cracow

Industrial Design Program

Oct 2011 - Feb 2015

PROFILE

A Red Dot Design award winner and innovative multimedia artist and art director based in Los Angeles, I specialize in graphic design, UX/UI, photography, and acrylic painting. My passion lies in crafting visually engaging and functional solutions that captivate and connect. I strive to transform ideas into compelling visual narratives that drive brand success and resonate with audiences.

WORK EXPERIENCE

Creative Director / UX/UI

Ceenit App 2022- Present

- Leading the creative direction for app design, ensuring user-friendly interfaces.
- Collaborating with developers.

Design Consultant

Medecision April 2024- Present

- Creating graphic assets, illustrations, and animations for healthcare projects.
- Enhancing user experience through innovative design solutions.

Art Director

VirtualHealth Jan 2018 - Nov 2023

- Led branding initiatives, creating brand identities, logos, and visual guidelines.
- Designed graphics for digital and print media, including booth designs.
- Created animations for various digital platforms.
- Produced and edited videos for marketing and informational purposes.
- Handled occasional photography, including headshots and conference photos.
- Managed a design team, overseeing project timelines and quality control.

Lead Designer

H&H Creative Agency Jan 2017 - Dec 2017

- Led design projects for prestigious clients including SBE, Morgan's Hotel Group, and Alphasights.
- Directed UX and web design projects, ensuring high-quality deliverables and client satisfaction.
- Designed print and digital materials, ads, GIFs, and various promotional content.
- Hand-coded websites to meet specific client requirements.

Creative Technologist Intern

Human Conditions Feb 2016 - Jul 2016

- Contributed to innovative projects utilizing Arduino for interactive installations.
- Developed and implemented JavaScript code for various applications.
- Assisted with graphic design tasks, creating visuals to support project objectives.
- Collaborated with the team to integrate technology and design seamlessly.

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PROTOTYPING SKILLS

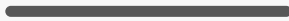
- Laser cutting,
- 3D printing,
- Welding,
- Casting,
- Turning,
- Milling
- Resin Pouring


INTERESTS

- Design,
- Photography,
- Painting
- Traveling,
- Reading (Fantasy, Sci-fi)
- Horseback Riding
- Creative Coding
- Crafting / Building

LANGUAGES

English 

Polish 

Spanish 

Graphic Designer

KMB Press

May 2013 - Sep 2015

- Created graphic designs for print and digital media.
- Worked closely with clients to meet their design needs.

3D Designer

Mastermodel

Jul 2014 - Sep 2014

- Designed 3D models for various projects.
- Collaborated with the design team to improve model accuracy.

AWARDS & RECOGNITIONS

A Design Award - Runner-Up for Products Design Category | 2013

Red Dot Design Award for Dressage Saddle | Jun 2015

International Photography Awards - Honorable Mention | 2016, 2019

Sony Alpha Universe - Photography Recognition | 2022

PleinAir - Recognition for Painting | 2023

Ten Moir Gallery - Honorable Mention for Painting | 2023

Artroom Gallery - Merit Award for Painting | 2023

Teravarna Gallery - Talent Prize Award for Painting | 2023

Artavita - Finalist, To Exhibit at Art San Diego for Painting | 2024

Microsoft - Selected food photography in Nokia Lumia Commercial | Apr 2015

EXHIBITIONS

"Resonance" – Exhibited acrylic paintings, Venice Beach, CA | Sep 2023

"Confluence" – Exhibited acrylic paintings, DTLA Art Night, Los Angeles, CA | Jun 2024

Greenpoint Gallery – Exhibited Photography, NYC, NY | Jun 2019

MOK Zawiercie – Exhibited Photography, Zawiercie, Poland | Sep 2019

Zlin & Cracow Design Exhibition - Exhibiting 'Solar Trimaran' project | Apr 2014

VOLUNTEERING

Mind's Matter - Video and Graphic Assets | Jan 2018 - Jun 2019