**Zak Stawski**

**Creative Director and Content Designer**

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**SUMMARY**

Strategic Creative Director and Content Designer with 14+ years of experience orchestrating content and creative across agencies and tech-driven environments. Proven expertise in leading diverse teams to execute high-impact projects that significantly enhance user engagement and brand visibility. Skilled in leveraging consumer insights and cross-functional collaboration to drive content excellence and operational efficiency.

**SKILLS**

* Strategic Content Design
* Creative Direction and Copywriting
* Cross-functional Team Leadership
* Consumer Insights Analysis
* Creative and Project Management
* Data-Driven Decision Making
* Advertising and Branding
* Systems Thinking
* Proficiency in Figma, Google Suite, and Asana

**EXPERIENCE**

**Content Designer**

**Factor | San Francisco | Oct 2023 - Present**

* Collaborated with Product Designers and Managers to revamp Shopify's enterprise website, enhancing user engagement through data-driven, strategic content and consistent, high-quality deliverables, utilizing Figma.
* Executed content design and copywriting for 27 projects across Shopify’s 3 main business units, enhancing the clarity and appeal of web pages and emails.
* Optimized web content for search engines, driving organic traffic growth and improving site visibility.
* Crafted compelling user interface copy and microcopy for Shopify.com, improving user experience and increasing conversion.
* Fostered collaboration among UX Designers, Visual Designers, Content Designers, Creative Directors, and Product Marketing Managers, leading to the successful launch of major web pages aligned with strategic business objectives.
* Coordinated with subject matter experts during the content development process, ensuring accurate representation of complex topics in an accessible manner.
* Utilized Figma, Google Docs, Slides, Sheets, and Slack to support project management and design processes, enhancing team productivity and project turnaround time.

**Creative Director**

**Shion | San Francisco | June 2021 - Sep 2023**

* Co-directed an award-winning creative studio, pioneering 5 key new operational strategies that enhanced overall productivity.
* Led creative direction for high-profile clients including Myriad Genetics, Meta, Golden State Warriors, Boots, Ithaca Hummus, and Bayer, overseeing 115 projects and over 275+ ads.
* Managed a dynamic team of 20 creatives, fostering a collaborative environment that increased team efficiency.
* Used qualitative and quantitative research to guide strategic and creative decision-making, ensuring final deliverables were strategically grounded.
* Consistently presented strategic initiatives and creative deliverables to executives across 7 clients, influencing key decision-making processes.
* Secured multiple industry accolades including Clios, Webbys, Awwwards, w3 Awards, AVA Digital Awards, and Communicator Awards, recognizing excellence in creativity and innovation in digital campaigns across diverse markets.
* Streamlined project management and design workflows with tools such as Figma, Google Docs, Slides, Drive, and Asana, reducing project delivery times and improving cross-team communication.

**Associate Creative Director**

**Kettle | New York | Feb 2019 - June 2021**

* Steered high-impact creative initiatives for leading brands like Nike, L'Oréal USA, and Walmart, elevating brand visibility and consumer engagement across multiple platforms.
* Conceptualized and launched L’Oréal’s 'March For Me' global Pride campaign, involving videos, live activations, and social media posts that significantly amplified global brand awareness and community engagement.
* Created a Nike social media campaign that skyrocketed engagement rates by 1,854% and reduced cost per store visit by 36%, setting a new benchmark for social media campaign efficiency and effectiveness.
* Developed Discover Student Loans’ best-testing commercial at the time, which improved lead generation and conversion rates through targeted content and design innovations.
* Collaborated with a diverse team of UX/UI designers, marketers, and senior leaders to innovate and execute cutting-edge creative projects, enhancing brand engagement and user experience.
* Secured a 2021 Webby Award for outstanding design and functionality of Kettle’s corporate website, underlining excellence in digital creativity and user-centric design.
* Played a pivotal role in business development, spearheading pitches and strategies that attracted 5 new clients, including Walmart and Atlantic Broadband, thereby expanding the company’s market reach and portfolio.
* Utilized an array of productivity tools including Keynote, Pages, Basecamp, and Slack to enhance team efficiency and streamline project management across creative endeavors.

**Senior Copywriter**

**R/GA, New York | Oct 2016 - Jan 2019**

* Led creative marketing initiatives for prestigious clients such as Samsung, Walt Disney World, Mercedes-Benz, Ally Bank, Verizon Wireless, and Love Has No Labels, enhancing their brand presence and consumer reach.
* Collaborated with top-tier international Creative Directors, Strategy Directors, Executive Producers, and Account Directors, turning global insights into high-performing creative across major markets.
* Provided copywriting and content design for 29 unique pages on Samsung.com, increasing conversion of flagship products with engaging storytelling.
* Played a pivotal role in the successful launch of Samsung's Galaxy S8 and Galaxy Note9, which collectively exceeded sales targets and significantly boosted market share.
* Produced a diverse portfolio of marketing materials, including videos, ad campaigns, and social media content, which improved campaign engagement rates and increased web traffic.
* Contributed to R/GA’s recognition on Ad Age’s A-List for two consecutive years, reflecting exceptional agency performance and client satisfaction
* Utilized a suite of productivity tools including Slack, Google Slides, and Google Docs to streamline communications and project management, reducing project turnaround times in a fast-paced environment.

**Copywriter**

**Swirl, San Francisco | Jul 2015 - Sep 2016**

* Worked with Microsoft Store, Hidden Valley, Kingsford Charcoal, iON Cameras, Game Golf, and Cool Effect—a climate change startup.
* Conceptualized and executed comprehensive multimedia campaigns—including websites, videos, TV scripts, and digital ads—that raised brand profiles.
* Spearheaded content creation for CoolEffect.com, leading to increase in site traffic and donor engagement, and consistently engaged with C-Suite executives on strategic and creative insights.
* Achieved Webby Award nomination for Cool Effect's 'Save Our Snowmen' campaign, which successfully raised awareness about climate change, resulting in campaign-related donations and media coverage.
* Represented Swirl at 4As leadership training program and led a spec campaign for Julep.

**Copywriter**

**Campbell Ewald | Detroit | May 2011 - Jul 2015**

* Created campaigns for 55 brands, including Zipcar, Cadillac, University of Michigan Health System, Federal Student Aid, Kaiser Permanente, and Ghirardelli.
* Played key role in helping secure 14 new clients, resulting in agency revenue growth.
* Wrote and produced TV ads, mini-documentaries, and social media campaigns, which boosted client brand visibility across various platforms and increased consumer interaction
* Represented Campbell Ewald at Lowe Institute, a company-wide retreat for future leaders, enhancing leadership skills and network-building.
* Received multiple industry accolades, such as D Show, IAC, Case Award, and DMAD, recognizing outstanding creative direction and campaign success.
* Judged the AICE (now AICP) Awards, influencing industry standards and recognizing peer excellence in advertising and creative content.

**EDUCATION**

**B.A. Political Science and Creative Writing**

**DePaul University | Chicago | Aug 2006 - Jun 2010**

Honed persuasive writing and critical analysis skills, foundational for effective creative storytelling and content strategy.

**AWARDS**

**2022**

* Webby People’s Voice Award, Health + Wellness Website for Vella
* Clio Cannabis Bronze Award, Website Design for Vella
* Awwwards, Site of the Day Honorable Mention for Vella
* w3 Awards, Silver Winner in Best Use of Audio for Video for Ithaca Hummus
* w3 Awards, Silver Winner in Best Use of Audio for Video for Myriad Genetics
* w3 Awards, Silver Winner in Health Website for Vella
* Telly Awards, Bronze Winner in Use of Music for Ithaca Hummus
* Telly Awards, Gold Winner in Use of Music for Myriad Genetics
* AVA Digital Awards, Gold in Original Music for Ithaca Hummus
* AVA Digital Awards, Gold in Original Music for Myriad Genetics
* AVA Digital Awards, Platinum in Original Music for Vella
* AVA Digital Awards, Platinum Winner in B2C Website for Vella
* Communicator Award of Distinction in Custom Music for Vella
* Communicator Award of Excellence in Website Design Visual Appeal for Unfold
* Communicator Awards of Excellence in Custom Music for Ithaca Hummus

**2021**

* Webby Winner, Best User Interface for Websites and Mobile Sites for Kettle

**2017**

* Webby Finalist, Save Our Snowmen

**2015**

* D Show Shortlist, FSA - Matt + Mike Videos
* AICE Awards Show Judge
* Crain's 20 In Their 20s Nominee
* Fortune Magazine & Adcraft PM Award of Excellence Nominee

**2014**

* D Show Shortlist, UMHS Campaign Web Video - "Now Is Our Time"
* D Show Shortlist, UMHS Collateral
* Bronze Case Award, UMHS Case Statement
* Gold Case Award Winner, UMHS Campaign Web Video - "Now Is Our Time"
* DMAD Target Award Winner, #CEFalcons
* IAC Best Advertising Interactive Application, Dow Solar Shingles Google Experience
* IAC Best Social Network Social Media Campaign, #CEFalcons Campaign

**2013**

* D Show Shortlist, MyUofMHealth.org Elevator Wraps
* D Show Shortlist, UMHS Web Video - "Orthotics & Prosthetics"
* D Show Shortlist, UMHS Web Video - "Tyler Hood"
* D Show Winner, #CEFalcons Campaign
* D Show Winner, Dow Solar Shingles Google Experience
* CE3 SoLoMo Challenge Winner, NAVY

**2012**

* CE Innovation Award, Ghirardelli