



Resumé

Andy Woycik
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Experience.

Brand Support Designer at Focus Lab

April 2023 - October 2023

- Lead a variety of agile design projects available to past and present Focus Lab clients
- Supported clients with pre-launch designs and ongoing design support post-branding
- Required to be extremely detailed-oriented while staying on top of latest design trends
- Worked closely with key company stakeholders to provide expert-level knowledge
- Guided clients to the best design solutions for their project
- Kept a close eye on time and budget for all projects
- Championed all things visual, applied and expanded on Focus Lab-created assets across a variety of mediums including print and digital design
- Designed assets like UI designs, web page reskins, print collateral, trade show booths, company swag, social media graphics & ads, email templates, presentation decks, etc
- Maintained brand consistency and followed brand guidelines with high priority
- Expanded on and pushed brand guidelines to aid in the success of the brand launch
- Worked closely with Creative Director, Brand Designers and Writers while fully remote

Graphic & UX/UI Designer at Grey Matter Group

June 2017 - April 2023

- Designed exceptional visual solutions for a wide range of projects including print, digital, video, web, and social media designs
- Executed concepts and ideas from the Creative Director and CCO that communicated client messaging and strategic goals
- Coordinated outside print vendors, illustrators and development agencies and oversaw printing/production of projects
- Created packaging designs along with custom die-lines and reviewed designs for errors
- Collaborated heavily with other members of the GMG creative and digital team
- Transitioned from a swiss-army type of designer to one more focused on work in the UX/UI and digital space
- Knowledge of UX/UI principles, with an emphasis on site architecture, wireframing, and front end design
- Worked on a variety of general digital projects including, campaign landing pages, microsites, monthly social graphics, email campaigns and more
- Grew immensely as a designer, helped create and implement internal team's full website design and development process



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Experience Continued.

Lead Graphic & Web Designer at Manobyte
February 2016 - June 2017

Graphic & Web Designer at Traction
May 2015 - February 2016

Graphic Design Internship at Extra Credit Projects
May - December 2014

Graphic Designer at LeDuc Creative
June 2012 - August 2014

Skills.

- Thorough knowledge of Adobe Creative Suite, Figma, GSuite, Microsoft Office
- Experience with project management tools like Monday.com / Asana / Slack / Basecamp
- Experience creating sitemaps, wireframes, and collaborating with developers
- Working knowledge of HTML / CSS including Wordpress & Squarespace platforms
- Experience preparing dielines & print ready files and project management with printers
- Enjoy photo editing, retouching & manipulation
- Ability to self teach, self manage and prioritize projects based on weekly deliverables
- Ability to translate ideas/sketches from CD or fellow designers to create visual language
- Dedicated to craft, extremely detailed oriented, team player with ZERO ego

References.

Bill Kenney
Founder, CEO at Focus Lab
bill@focuslab.agency

Scott Heagle
Founder, CEO at ThinkTheory
Scott@thinktheory.com

Rick Devon
Founder, CCO at Grey Matter Group
rick@greymattergroup.com

Smarts.

Grand Valley State University
BFA / Graphic Design Emphasis / 2015

Washtenaw Community College
AA / Graphic Design Emphasis / 2012