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# MARYANN KWIETKOWSKI

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I'm an interdisciplinary **design & creative leader** based in sunny Los Angeles with 12+ years experience. From UX to branding to strategy, I specialize in **driving the creative vision across product, marketing and commerce experiences.**

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**Creative Leader • Product Designer • Manager**

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## work

### FREELANCE

#### **Creative & Product Lead** | June 2016–Present

Current – Building out pre-launch app design for Bantr, a purpose driven social media company that lets you talk TV

Previous – Beautycounter: UI redesign of back office platform used by 30,000+ consultants • Ritual: UX/UI product enhancements • Polixia: Branding creation, marketing design and multi-platform UI design for fast-paced fintech startup

### BEACHBODY ON DEMAND

#### **Product Design Lead** | March 2021–June 2022

#### **Product Designer** | August 2019–March 2021

Led multiple cross-platform projects, including Gamification, Search, Onboarding and Unified Navigation • Presented and explained user flows, designs, and user testing findings to stakeholders, engineers and product partners • Managed and mentored other designers, providing tactical support and task management to align with business and roadmap needs

### FOODIDA CORP

#### **Art Director** | October 2015–June 2016

Defined consistent branding design and style guidelines • Led UI and product design with dev team • Concepted and designed digital/print assets for marketing campaigns • Art directed and managed creative across social media channels • Assisted in developing email marketing program • Managed junior designers • Launched new marketing website

### QUIDSI INC., AN AMAZON COMPANY

#### **Graphic Designer** | November 2013–August 2015

Designed digital creative assets across Quidsi's family of ecommerce sites including branded campaigns, landing pages, banners and emails • Stylized and art directed a soft rebrand of beautybar.com • Co-designed and concepted styling for 2015 Holiday Campaign • Served on mobile optimization team to standardize best practices to increase traffic and sales

## skills

Figma

Sketch

Adobe Suite

User Research

Native mobile apps

Project tracking software

Photo retouching

Illustration

Email marketing platforms

Enough code to talk tech-y

Team Management

## education

### THE SCHOOL OF VISUAL ARTS

Continuing Ed. - Advertising (2012, 2015)

### PENN STATE UNIVERSITY

Bachelor of Arts - Integrative Arts (2010)

Bachelor of Arts - Spanish (2010)

## fun

- Born a Jersey girl (h20? it's wooder)
- Doting dog mama to Chandler Bing
- Super protective of my Spotify algorithm
- Excellent at campfire conversations
- Have a disco ball in my living room