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Maryann Mitkowski

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I'm a Creative Director specializing in branding for consumer products companies. I build creative teams that are adaptable, collaborative and performance-driven.

Creative Director
OXO
2017—Present

- Lead a team of 22 creative professionals in the development of OXO marketing solutions
- Craft omni-channel brand communication and design to support a 1500-sku portfolio
- Direct the creation of photography, design, content and motion assets
- Lead the optimization of processes, workflows and resource allocation to execute at scale

Successes include rebranding OXO product lines to optimize brand presence on packaging; reimagining the OXO brand image in photography and video to showcase product design excellence; partnering to architect a new marketing process to maximize performance, efficiency and creativity.

Creative Director
Art Director
Parham Santana
2005 – 2017

- Wrote positioning and crafted identity, voice and image for over 100 consumer brands
- Guided creative teams to design with consistency across brand touch points and experiences
- Oversaw client engagement from proposal through execution
- Created a culture of success by clarifying and simplifying project expectations and goals

Clients: Walmart, Target, Food Network, American Greetings, Skip Hop, Discovery Channel, Rolling Stone, Condé Nast, Meredith, Crayola, PetSmart, Discovery Channel, NFL, Sesame Workshop, Hersheys, Disney, American Girl, Maidenform, American Greetings, Turner Classic Movies

Successes include unifying global branding for Sesame Street across thousands of items worldwide; simplifying the brand presentation of SkipHop, resulting in an investment of \$60 million and expansion at every major retailer; rebranding American Greetings' in-store presence at 18,000 North American stores, making it the #1 social expressions company; rebranding for Maidenform, doubling its Walmart footprint.

Graphic Designer
Koda, Inc
2002 – 2005

- Designed identities and marketing programs for financial and retail clients
- Learned the art of account and project management

Clients: Chase Manhattan Bank, Capital One, City Bakery

Education

Fashion Institute of Technology
Bachelor of Fine Arts (BFA), Graphic Design

Skills

Adobe Creative Suite, Microsoft Office, MacOS, Smartsheets, Figma, Asana, Basecamp, good old sketches