



Cynthia J. Witschorik

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PROFESSIONAL SUMMARY

I'm a Senior Art Director and Brand Designer who helps brands feel clear, consistent, and easy to connect with. I've built brand identities from the ground up for startups and scaled creative across global enterprises. My experience spans digital, print, events, social, and executive presentations, with a focus on turning complex ideas into visuals people instantly understand. I thrive in fast-paced, collaborative environments and bring equal energy to brainstorming and mentoring.

SKILLS

Core Design

Branding and identity, color theory and palette development, logos, icons, typography, layout, visual storytelling, creative direction, marketing campaigns, templates, infographics, data visualization, reports, print, digital, C-suite presentations, training materials, trade show graphics, exhibit displays, catalogs, social media, email marketing, marketing collateral, photo editing

Tools and Platforms

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Firefly, Express), Canva, Figma, XD, WordPress, Wix, Flourish, Microsoft Office Suite (Word, PowerPoint, Excel), Adobe Workfront, Atlassian Jira, Telescope DAM

Collaboration & Mentoring

Strong interpersonal and communication skills, mentoring junior designers, training incoming employees, fostering team alignment, cross-functional collaboration

PROFESSIONAL EXPERIENCE

Kortech (Contracted to 3M)

Executive Presentation Specialist/Art Director | Minnetrista, MN | May 2025 - Present

- Designed and produced executive-level PowerPoint presentations for senior leaders at 3M in a fast-paced, cross-functional environment
- Created custom icons and rebuilt editable charts and graphs from static captures to improve clarity and data storytelling
- Organized presentation materials and adapted content into branded templates to enhance consistency and visual hierarchy

Apptive Resources

Senior Art Director and Brand Designer | Remote | May 2022 - March 2025

- Designed marketing collateral for multiple government clients (VA, DoD, DOT, and others), including fact sheets, logos, and PowerPoint templates adjusted for Section 508 compliance and federal branding standards
- Produced 600+ creative assets in one year, including presentations, reports, event displays, social media, and internal sub-brands with logos, color palettes, photography, illustration styles, icons, templates, and brand guidelines
- Contributed design support to successful \$30M NSF Convergence Accelerators Program Expansion Support BPA bid
- Partnered cross-functionally with project managers, writers, and developers on executive and proposal presentations to align visuals with strategy and audience goals

Freelance Art Director

Minnetrista, MN | October 2021 - Present

- Contracted for clients including Donaldson, UnitedHealthcare, MTW Recruit, Pierce-Hoffa Creative, SDC Incorporated, PLDG, and LightBox
- Designed branded executive PowerPoint presentations, interactive brochures, website assets, social content, and marketing collateral
- Balanced creative direction with hands-on design, from concept through execution, ensuring brand and accessibility compliance



Refinitiv (a London Stock Exchange business)

Senior Art Director | Remote | October 2018 - October 2021

- Contributed to the global rebrand of Refinitiv following its separation from Thomson Reuters
- Helped redefine London Stock Exchange Group's brand style to accommodate newly acquired brands
- Designed branded presentations and marketing collateral using Illustrator, Photoshop, and InDesign
- Produced social media graphics, infographics, and interactive brochures for financial audiences
- Created event collateral and executive PowerPoint presentations

Thomson Reuters

Senior Art Director | Eagan, MN | 2014 - 2018

- Directed creative for print and digital marketing campaigns, brochures, catalogs, magazines, premium packages, social graphics, and executive presentations
- Led photo shoots, managing photographers, stylists, and talent to capture brand-aligned assets
- Presented design concepts and campaign strategies to senior stakeholders for approval
- Partnered with vendors and internal teams to prepare mechanical files and oversee press proofs
- Mentored junior designers and trained new hires in design processes, tools, and brand guidelines

Art Director | 2006 - 2014

- Designed marketing campaigns across print and digital formats including brochures, catalogs, and promotional assets
- Collaborated with editors and copywriters to produce cohesive, on-brand content

Graphic Designer, Contract | 2004 - 2006

- Produced catalogs, promotional materials, and marketing collateral for multiple business lines
- Gained experience preparing mechanical files and coordinating with vendors

EDUCATION

B.A. from The University of Iowa, Iowa City, Iowa