

# Ada Sokolowski

## SENIOR ART DIRECTOR

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### SUMMARY

Creative powerhouse with a wealth of experience turning bold ideas into award-winning visuals. I lead with purpose, guiding cross-functional teams to craft campaigns that resonate, engage, and elevate top-tier brands. Whether it's redefining a brand identity or orchestrating a photo shoot, I'm all about solving problems with smart, customer-centric design. Specializing in food, lifestyle, and all things that make people stop scrolling, I bring a mix of strategic insight, creative flair, and a knack for storytelling. A champion of collaboration and a believer that great work happens when everyone's voice is heard—let's create something extraordinary together.

### EXPERIENCE

#### FREELANCE ART DIRECTOR | CREATIVE DIRECTOR 2023 – Present

- Spearheading creative direction and execution for multichannel campaigns, ensuring alignment with brand objectives and fostering consumer engagement for clients, including Maple Leaf Foods, Procter & Gamble and Queen's University.
- Collaborating with cross-functional teams to deliver high-quality graphic solutions that enhance brand storytelling.
- Ensuring that final designs adhere to client brand standards, aesthetic direction and overall quality control.

#### SENIOR ART DIRECTOR - TC Transcontinental, Mississauga 2022 – 2023

- Conceptualized and produced engaging How-To and DIY videos for YouTube and social media, enhancing brand presence for Home Hardware.
- Directed lifestyle and food photography for Metro grocery chain, ensuring adherence to brand guidelines and creating impactful visual content.
- Developed quarterly catalogues and lookbooks, driving brand messaging through compelling design.

#### FREELANCE ART DIRECTOR | CREATIVE DIRECTOR 2019 – 2022

- Directed creative strategies for major clients, including Maple Leaf Foods and Dare Foods, the ROM, Colliers Canada & Queen's University producing visually impactful marketing collateral that resonated with target audiences.
- Ensured cohesive design across diverse projects, maintaining brand standards and exceeding project goals.

#### ASSOCIATE CREATIVE DIRECTOR - Match Marketing, Mississauga 2014 – 2019

- Led the creation of immersive shopper 360 marketing campaigns, from concept to production for clients such as Mars-Wrigley Confectionery, PepsiCo, RBC & Cineplex. Fostering collaboration and innovation within the creative team.
- Mentored junior designers, ensuring adherence to brand standards and quality control across all designs.
- Directed food photography and video shoots, enhancing bold storytelling through multimedia.

#### SENIOR ART DIRECTOR - Inventa Sales & Promotions, Toronto 2010 – 2014

- Designed and produced promotional, digital, and print advertising materials, collaborating closely with clients like Coca-Cola and Kellogg's to meet specific design needs.
- Created effective design solutions that aligned with client objectives and budget constraints.

### SKILLS

#### Proficient in **Adobe Creative Suite:**

InDesign, Illustrator, Photoshop, Fresco, Bridge, XD

Proficient in **MS Office:** Outlook, Teams, PowerPoint, Word, Excel

**3D Software:** Experience with SketchUp

### STRENGTHS

- **Expert:** Shopper and CPG marketing
- **Strategic Acumen:** Strong overall with experience in customer related management and lifecycle marketing.
- **Communication:** Excellent professional and interpersonal skills, adept at building relationships with peers and senior stakeholders.
- **Creative Leadership:** Over a decade of experience in directing and executing innovative design solutions for multi-channel campaigns, enhancing brand identity across various industries.
- **Collaborative Approach:** Proven ability to work effectively with cross-functional teams and clients, fostering strong relationships and ensuring alignment with brand vision.
- **Project Management Skills:** Excellent organizational and time management abilities, adept at managing project timelines, budgets, and resources to deliver successful results.
- **Mentorship and Team Development:** Committed to nurturing talent within teams, with a track record of mentoring junior designers and promoting a productive, creative work environment.

### EDUCATION

#### BACHELOR OF FINE ARTS

University of Waterloo, Waterloo, ON

#### GRAPHIC DESIGN DIPLOMA

Humber College, Toronto, ON

References available in confidence upon request.