JENIFER SZWEJBKA

CREATIVE DIRECTION / BRAND & VISUAL DESIGN

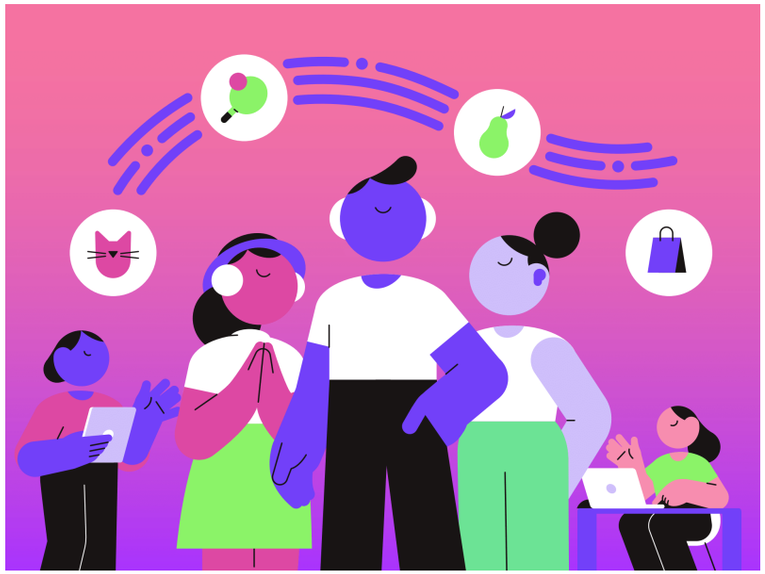
AI & CREATIVE TECHNOLOGY

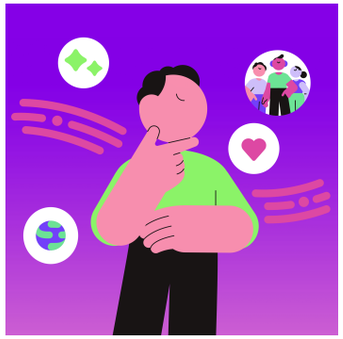
Creative designer blending visual storytelling, brand design, UX/UI, and AI-driven innovation to build thoughtful, engaging experiences.

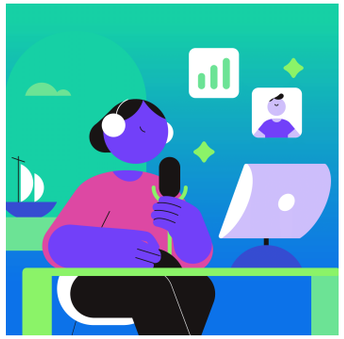
jeniferszwejbka.com · linkedin.com/in/jeniferx

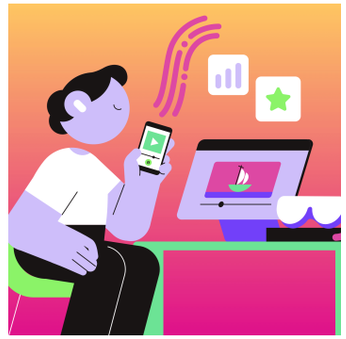
Spotify Advertising Academy

Illustration, brand expression and learning experiences









VISUAL IDENTITY

A vivid illustration language for advertiser education.

MY WORK

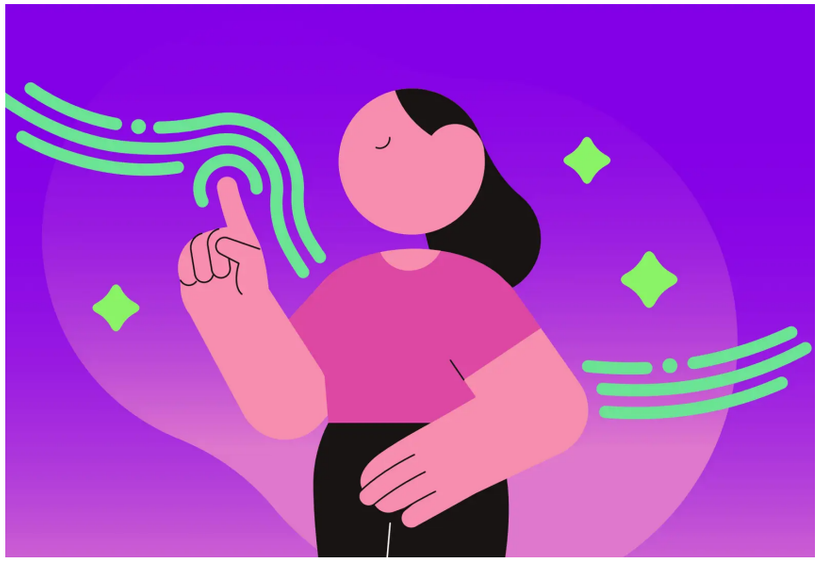
Created Academy-related branding, illustration, and digital creative assets.

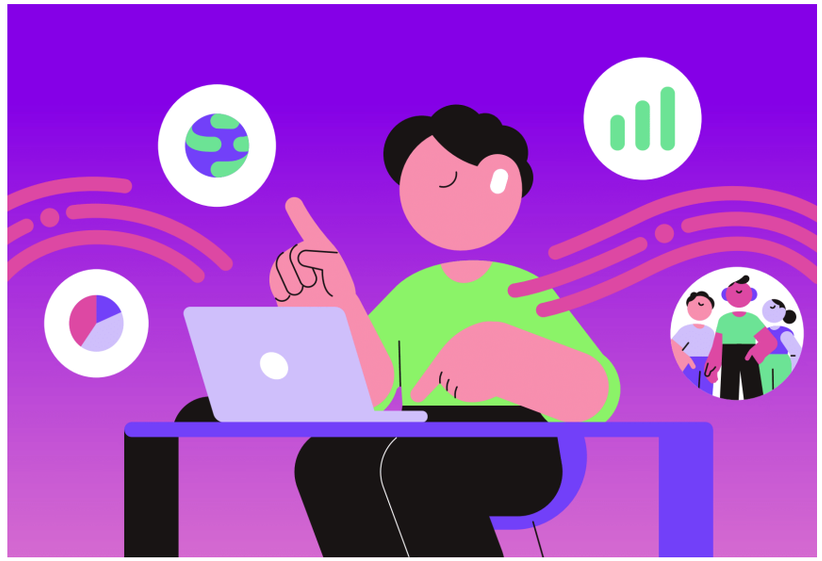
DESIGN STRENGTHS

Brand consistency
Illustration systems
Educational experiences

Illustration & certification

A curated selection of learning assets and badges



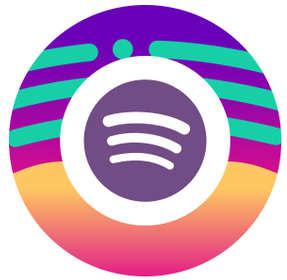


ACADEMY CERTIFICATION BADGES









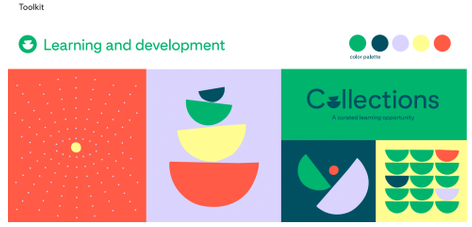
A consistent visual family with distinct color treatments.

Brand identity & visual systems

Identity explorations, visual language and branded applications







BRAND EXPRESSION

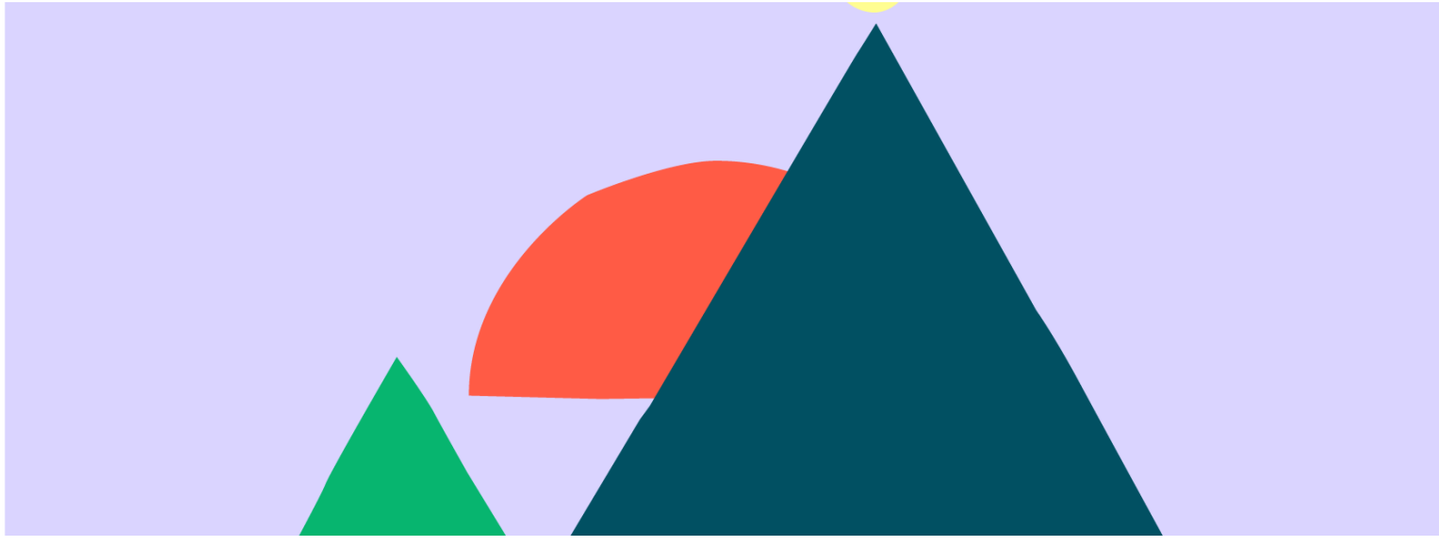
Original visual identities and flexible graphic systems across Pinterest initiatives.

DESIGN FOCUS

Brand identity
Art direction
Color & composition
System consistency

Pinterest Collections

A flexible graphic identity built around color, shape and rhythm





VISUAL SYSTEM

A family of bold, geometric compositions with a consistent visual language.

DESIGN FOCUS

Art direction
Brand applications
Campaign design
Color & composition

Performance assets

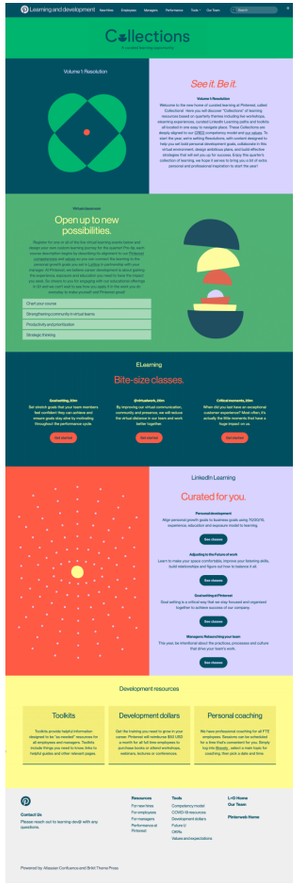
Graphic systems and campaign-ready visual elements



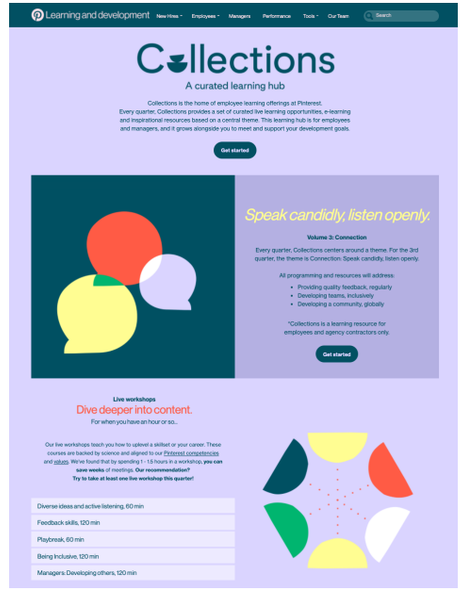
Original assets / original color

Web & digital experiences

Branded web pages, campaign graphics and digital layouts







DIGITAL APPLICATIONS

A selection of web layouts and branded digital experiences.

DESIGN FOCUS

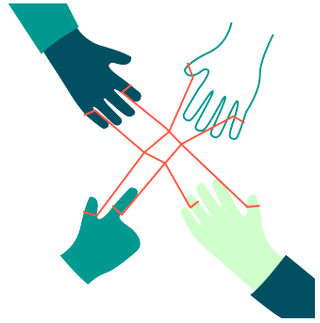
Visual hierarchy
Web design
Digital art direction
Responsive composition

Inclusion campaign

Expressive illustration and a cohesive visual vocabulary









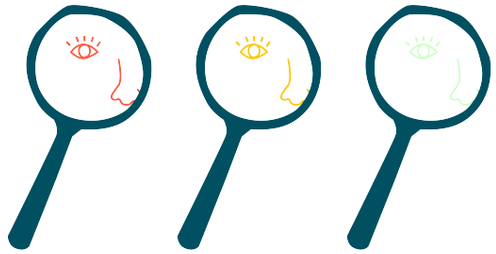


ILLUSTRATION SERIES

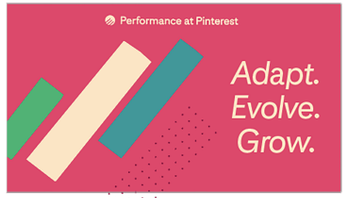
Original artwork for an inclusion-focused visual communications series.

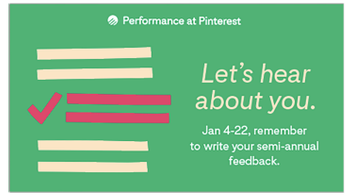
DESIGN FOCUS

Illustration
Visual storytelling
Campaign consistency

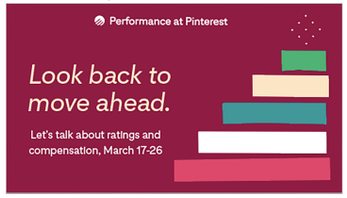
Internal brand campaigns

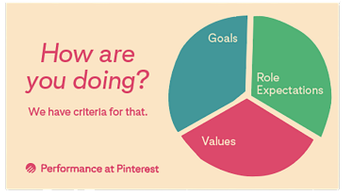
Campaign graphics and information design across channels

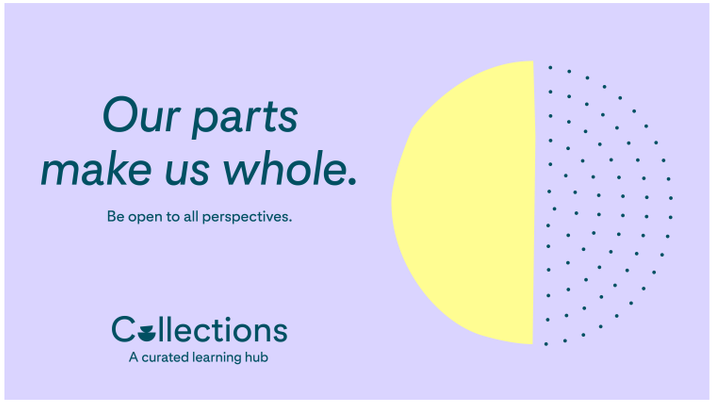














CAMPAIGN DESIGN

A coordinated family of branded messages and visual communication assets.

DESIGN FOCUS

Campaign adaptation
Information design
Brand consistency

Interviewing at Pinterest

Bold visual language applied across a communication series

Slack posts



Slack posts



CAMPAIGN SYSTEM

Graphic compositions built around clear messaging, rhythm and color.

Slack posts



Slack posts

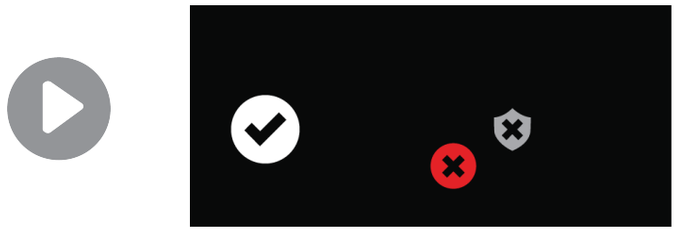


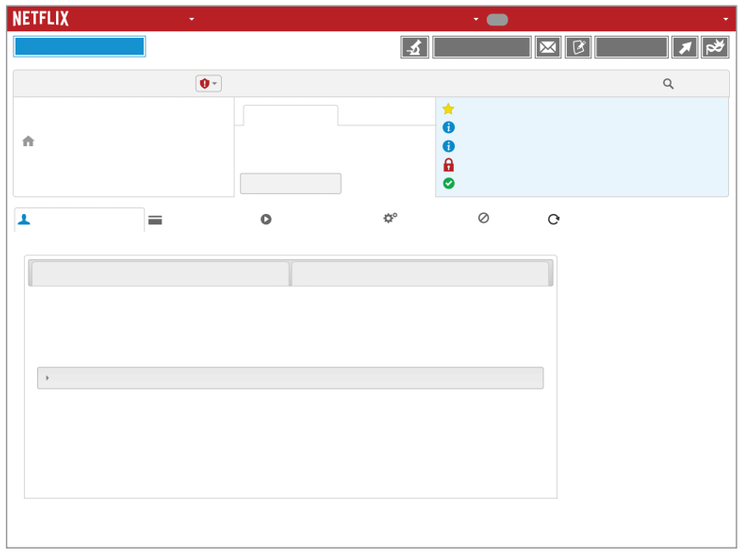
DESIGN FOCUS

Visual identity
Graphic composition
Creative consistency

Netflix interface work

Selected interface and workflow design





UX / UI

Interface design work emphasizing organization, interaction, and communication for technical workflows.

MY WORK

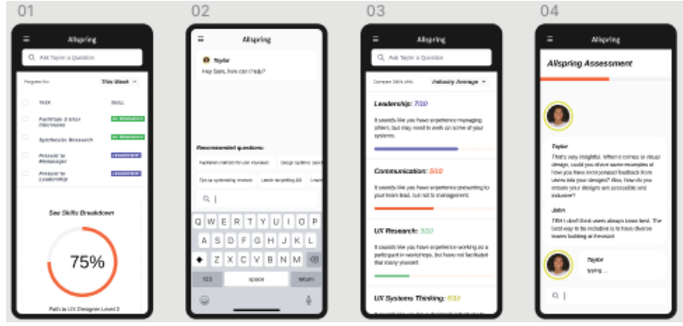
Created interface design assets and visual explorations for a digital environment.

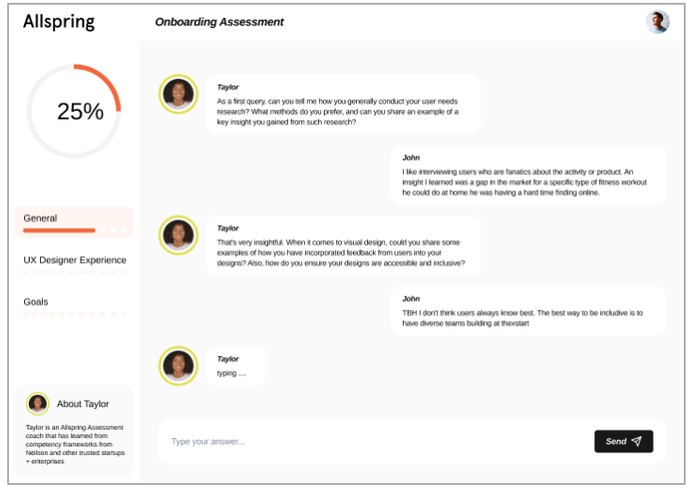
DESIGN STRENGTHS

UX/UI · Interface communication · Workflow design

Allspring interfaces

Mobile and desktop design





UX / UI

Selected mobile and desktop interfaces showing structured information and interaction patterns.

MY WORK

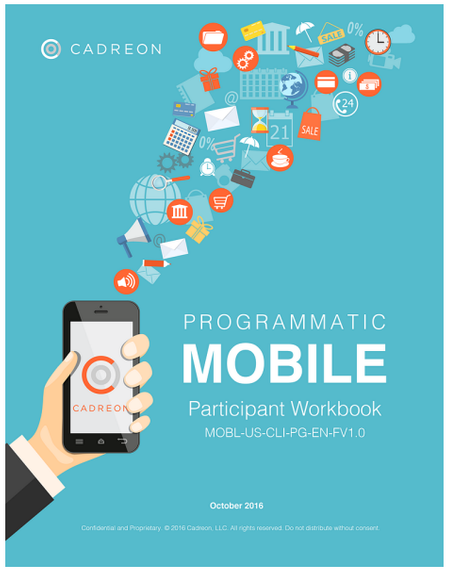
Designed interface concepts and screen layouts across form factors.

DESIGN STRENGTHS

UI design · Responsive thinking · Information architecture

Programmatic advertising

A cohesive publication series and finished print applications









BRANDED SERIES

Three coordinated workbook covers, plus a real-world print application.

DESIGN FOCUS

Visual identity
Publication design
Illustration
Brand consistency

Sugar Bowl / Powder Ball

Campaign design across digital, print and branded applications









CAMPAIGN DESIGN

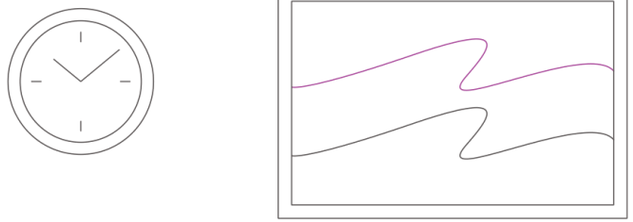
A coordinated visual campaign adapted across multiple formats and applications.

DESIGN FOCUS

Art direction
Visual storytelling
Digital and print
Brand applications

Bristol Myers Squibb

Character illustration and environmental details



Clock

Framed Picture

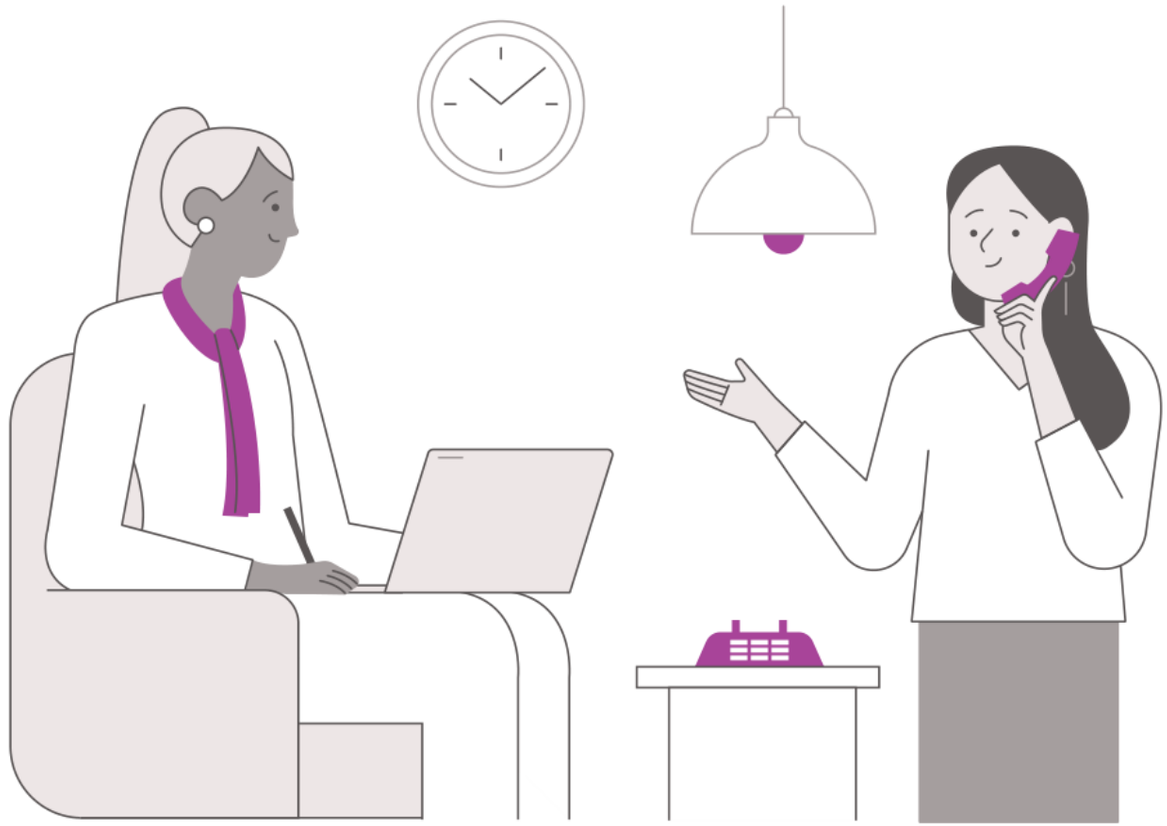


Illustration studies and finished scene

LET'S CONNECT

Creative direction, brand and visual design, digital experiences, and thoughtful use of emerging technology.

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