

Agnieszka (Adzia) Ligendza

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Experience

Self Employed

Freelance Graphic Designer/Art Director • 6/04–Present

- Clients: Catch the Stars Foundation, Indy Auto Graphics, Yoga Essence Project (startup), North Carolina Wesleyan University, Coe College, Edgewood College, University of Iowa, John Deere, Iams, Eukanuba, Nestlé, Cedar Rapids AAF, Century 21, Chrysler, Nestlé, Pearson and numerous other educational publishers
- Projects: Identity/logo, branding, book design, catalog design, web design, brochures, business card, magazines, large format graphics, vehicle wraps, ads, project management, art direction, photo retouching/color

Edgewood College, Madison, WI

Associate Professor of Art • 4/11–8/17

- Collaborate with executives to develop and lead marketing of new offerings that increase revenue and reputation
- Collaborate with CIS Department to create new major in Web Design & Development
- Jointly create 2 new minors – Graphic Design and Web Design & Development – and head both programs
- Develop blended online and in-person courses utilizing Blackboard, Adobe Connect and WebEx
- Collaborate with architects on design of \$12 Million, 44,000 sq foot arts building – oversee \$900,000 equipment budget; research and recommend specs/purchases (computers, displays, presses, easels, desks, projectors)
- Attend high volume of meetings with architects, IT, Facilities, vendors, etc. to coordinate shifting timelines
- Provide marketing plans, logo design, co-write and design building fundraising prospectus, color palette, design of 3 websites, and interactive catalog with external links/buttons for sister Gallery's inaugural exhibition
- Lead tours/presentations and serve on high-profile cross-Departmental Committees

Assistant Professor of Art • 8/08–4/11

- Coordinate and redesign graphic design curriculum to target evolving graphic design skills and software
- Develop and teach courses including –
 - Digital Art & Design, Graphic Design, Layout, Typography, Web Design – font & color management, copyright, prepress, image manipulation, branding, project management, web design, art direction
 - Software taught – InDesign, Illustrator, Photoshop, Dreamweaver, Bridge
- Design and co-write fundraising prospectus (book) for fundraising for new arts building
- Research, write, and present proposals for graphic design/digital imaging technologies/software

Coe College, Cedar Rapids, IA

Gallery Director/Art Director & Instructor • 8/05–6/08

- Plan and manage art exhibitions – exhibition design plus all marketing communications –advertising, promotions, signage, event planning, logistics, installation
- Oversee permanent art collection – appraisals, acquisitions, database, restoration, etc
- Design audience-specific marketing collateral – posters, postcards, invitations
- Develop and teach Digital Art courses; Graphic Design courses; Art Career workshops
- 2 Addys for VisibleInvisible and marketing collateral

Meredith Integrated Marketing, Des Moines, IA

Contract Art Director • 6/04–12/04

Associate Design Director • 6/03–6/04

- Conceptualize, design and supervise design of custom publications with combined circulation of 2.5 million, plus varied marketing collateral for corporate clients
- Develop and pitch client proposals (including project outlines, page maps); negotiate contracts and pricing
- Manage creative budgets, schedules/deadlines, design process, pre-press/production
- Hire/manage designers and photographers; team with designers, account managers, writers, production, clients
- Art direct, conceptualize, design, plan and schedule photo shoots

The University of Iowa

Program Associate | Art Director & Promotions Coordinator • 7/02–5/03

- In “in-house agency/shared services” model, create campaigns/advertisements – research, strategy, design, color correction, production oversight (press checks, delivery, distribution, etc)
- Present design proposals to internal/external clients; collaborate with clients throughout creative/production process for posters, trade show displays, web pages, ads, and 30–40 time-sensitive publications annually
- Assist in negotiation of contracts; write specifications for state bids
- Implement high-impact cost-saving measures in print production, asset acquisition, and mailing
- 8 Addys for Become, Learn, Soar campaign and magazine cover design

Program Assistant – Promotions • 2/01–7/02

- Create advertising and publications involving marketing research, strategy development, copy writing and complex graphic design and web design (including complete redesigns of publications)
- Present marketing/design proposals/recommendations to internal and external clients
- Arrange distribution; research/recommend target audiences, campaigns, mailing list databases

Construction Publications Inc., Cedar Rapids, IA

Assistant Production Manager/Graphic Designer • 10/00–2/01

- Schedule/coordinate production of national magazines for clients; design magazine covers, ads, promotional materials – graphics/layout design, digital imaging, color management, color correction

Additional Experience

Cedar Rapids Business Systems – Digital Color Specialist

Benson ColorTech – Graphic Designer/ Photographic Retoucher

Education

The University of Iowa, Iowa City, IA

MFA | Printmaking (traditional and digital media); Minor: Drawing

MA | Printmaking (traditional and digital media); Minor: Drawing

- Kosciuszko Foundation Scholar • Julin Scholar

Grand Valley State University, Allendale, MI

BFA | Printmaking; Minor: Sculpture

- Alexander Calder Fine Arts Scholar • Presidential Scholar • Art and Design Scholar • Washington University Art Scholarship (declined)