

Greg Piwonka

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<https://piwonkadesign.com/>

Professional Summary

Creative production professional with 20+ years of agency and in-house experience across print, digital, and web. Expert in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat), Figma, and presentation production (PowerPoint), with a strong track record managing multi-client workloads, enforcing brand standards, and mentoring production teams.

Software & Tools

Design & Layout: Adobe InDesign (expert), Adobe Illustrator (expert), Adobe Photoshop, Adobe Acrobat, After Effects, Figma

Presentation Production: PowerPoint, Google Slides, Google Docs, Google Sheets

Web/Digital: HTML, CSS, JavaScript, WordPress

Project & Asset Management: Workfront, Monday, JIRA, Adobe DAM, Dropbox, Frontify

Collaboration: Slack, Microsoft Teams

Work Experience

Contract Graphic Designer

Vital Farms

July 2024-Present

- Retouch photos for print, digital, and web use.
- Design digital banners, print pieces, web assets, and out-of-home pieces.
- Archive all design assets to Dropbox, maintaining organized file standards.

Contract Graphic Designer

Austin Women's Health Center

July 2024-Present

- Manage website design, development, maintenance, and content updates.
- Design, write, build, and deploy HTML emails.

Contract Graphic Designer

Culture Partners

July 2022 – July 2024

- Designed ebooks, print, and digital materials to support marketing campaigns.
- Built blog posts and landing pages in WordPress for the Culture Partners website.
- Designed email headers and web images for emails and landing pages built in HubSpot.
- Fulfilled print and digital marketing requests across departments, managing multiple assignments simultaneously.

- Built and animated PowerPoint slide decks.
- Participated in weekly status meetings and archived all design assets to SharePoint.
- Archive all design assets to Sharepoint.

Contract Graphic Designer

CLEAResult

August 2018 – July 2022

- Managed workload across print, digital, email, and social projects for 50+ clients, adjusting priorities to meet Program Manager timelines.
- Enforced brand standards and technically sound file construction across all deliverables, ensuring accuracy before handoff.
- Troubleshoot production issues and resolved file/asset problems to keep projects on schedule.
- Participated in project kickoff calls to quickly grasp design intent and production requirements.
- Maintained naming conventions and archived files to Digital Asset Management system.
- Managed image and logo libraries; sourced licensed assets as needed.
- Collaborated with Program Managers to move print and digital work through to production teams.
- Mentored junior studio designers on production standards and workflow.

Virginia Commonwealth University

Adjunct Professor

September 2017 – May 2018

Taught Drawing and Painting from observation.

CLEAResult

Sr. Studio Designer

October 2015 – August 2016

- Produced print materials for magazine, point-of-purchase, billboard, and digital banner campaigns, maintaining brand and technical standards throughout.
- Established file naming conventions and server organization standards for the Design department.
- Evaluated and helped select digital asset management software for creative and studio teams.
- Mentored junior team members and supported hiring and interviewing for studio positions.
- Assisted in the search for a new Creative Director.

GSD&M Advertising

Digital Developer

January 2013 – October 2015

- Built technically sound HTML, CSS, and JavaScript for websites, landing pages, and HTML emails, troubleshooting cross-browser and rendering issues.

- Produced animated and static banner ads adhering to client brand guidelines for accounts including the U.S. Air Force, Whole Foods Market, Southwest Airlines, and Walgreens.
- Collaborated across departments — Digital Producers, Art Directors, and Designers — to deliver projects on time.
- Participated in Agile planning and execution cycles for ongoing website development.

GSD&M Advertising

Sr. Studio Artist

2000 – 2013

- Executed design and layout across print, out-of-home, and new business pitch materials, maintaining production quality and brand consistency.
- Collaborated with Project Managers, Print Producers, and Art Directors to troubleshoot production challenges and deliver projects on schedule.
- Managed asset archiving and server organization for the design team.

Education

Master of Fine Arts

Virginia Commonwealth University 2018

Emphasis painting

Bachelor of Fine Arts

Texas State University 2003

Emphasis painting