

# JANA JAROSZ

Thinker | Designer | Maker

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strategic thinking | growth mindset | agile creative direction & production | positive problem-solving

## ADVERTISING EXPERIENCE:

### FCB Health IPG | 2020–Present VP Creative Director

Concept, design, and execute ideas in FCB's in-house concepting hub, The Bank. Work across the IPG network in a wide range of healthcare categories and audiences—from oncology to rare disease, from Health Care Professional (HCP) to patient and consumer, new business and brand work

### FREELANCE | 2017 — 2020

#### Creative Director | Purpose Driven Projects

Worked as a hybrid art director/copywriter. Specialized in conceptual brand development, collaborating with clients that practice doing good and doing business.

New Inc, Project Inkblot, City University of New York City (NYCCT)  
The LA Downtown Women's Center, The Feminist Majority, Leesa Mattresses

### Publicis North America | 2005–2017

#### VP Creative Director

Led creative group for all SoftSheen-Carson brands within L'Oreal  
Developed content for all Garnier brands within L'Oreal  
Instigated a Gender Diversity Project for Publicis NA

### dRush/Deutsch

#### Associate Creative Director

New Business, Sauza Tequila, Courvoisier, Revlon, Almay, Jack Spade, Tommy Hilfiger

### McCann

#### Art Director

MasterCard, Powerade

### FREELANCE | Gotham, SpikeDDB, KBS

#### Art Director

So many projects—so many brands

### TBWA Chiat Day LA & NYC

#### Art Director

New Business, Wonderbra, G-III fashion brands, Absolut, Chivas

## SKILLS and CAPABILITIES:

**Fluency:** Multiple generativeAI platforms, Adobe Creative Suite, Still/Motion Production, Print production (*It's still useful to know how to set metal type for letterpress, evaluate color on a print proof, do a press check, and talk ink for paper or textiles*), Workshop Design

## AGENCIES | CONTENT HOUSES:

FCB-Health, Area23, Evoke, GRO360, FancyNYC, TAG Creative, MStreet Creative, New Inc, Neon Butterfly, Project Inkblot, Rep&Repeat, Nomad, Blonde+CO, KIND snacks, Publicis, SpikeDDB, KBS, McCann, dRush/Deutsch, TBWA Chiat Day LA & NYC, Avrett Free Ginsberg, Gotham

## BRANDS (the short list)

**Health and Wellness Brands:** Pfizer, Regeneron, Sanofi, AstraZeneca, Janssen (full list available)

**Organizations:** Equality Votes, MADE by DWC, Tudela Soccer Club for girls

**Consumer:** Gildan, KIND snacks, Mastercard, Leesa Mattresses, HBO, Foxtons Real Estate

**Beauty | Fashion:** Olay, Aveeno, Exuviance, Kiehls L'Oreal, Matrix, Almay, Dark and Lovely, Magic Shave, Garnier, Nutrisse, Fructis, BRÖÖ Hair Care, Carol's Daughter, Maybelline, Revlon, Movado, Calvin Klein, Wonderbra, Gant, Bass shoes, Jack Spade, GIII fashion

**Beverages | Spirits:** Powerade, Absolut, Kahlua, McConnell's, Próspero Tequila, Tia Maria, Chivas, Courvoisier, Sauza, Bacardi

## AWARDS:

Burke Award | Janssen

Bronze Effie | Dark and Lovely

Gold Effie | Wonderbra

## EDUCATION:

The Graduate Center | CUNY | New York

Masters in Liberal Studies | Gender, Women, and Sexuality Studies

Art Center College of Design | California

Bachelor of Fine Arts | Advertising Design

Fashion Institute of Technology | New York

Men's Tailoring Certificate | Professional Studies

Providence College | Rhode Island

Bachelor of Arts | History, Humanities

Minor | Art History