

# JEFF BRUZZDZINSKI

[info@jeffbruzdzinski.com](mailto:info@jeffbruzdzinski.com) | [LinkedIn](#) | [Portfolio](#) | Eligible to work in the U.S. and E.U.

Chief Communications Officer | Communications Specialist | Brand Storyteller

## OPEN TO WORK

Seasoned creative professional with track record of driving compelling visual storytelling across digital, print, and experiential platforms.

Instrumental in leading concept-to-execution design initiatives, managing cross-functional teams, and elevating brand identity through innovative campaigns. Adept at balancing creativity with strategic business objectives, translating complex ideas into engaging visuals that inspire, inform, and convert. Proficient in Adobe Creative Suite, motion graphics, and content production workflows, with a passion for pushing creative boundaries and delivering measurable results. Proven collaborator and creative leader, skilled at guiding designers, writers, and producers to deliver cohesive, on-brand content that drives engagement and business growth. Data-driven and trend-savvy, leveraging audience insights and emerging design technologies to craft innovative campaigns that stand out in competitive markets.

### IDEAL JOB

I lead cross-functional creative teams to build scalable brand systems, product-facing UX, and data-driven storytelling that translate complex technical and policy information into clear, user-centered experiences. I direct end-to-end campaigns and design systems with hands-on craft in the latest tools. I mentor and grow designers, writers, and developers, establishing workflows, version control, and performance metrics that raise team productivity and creative quality.

### IDEAL EMPLOYER

My ideal employer values strong creative leadership and understands the impact of thoughtful design on business outcomes. They support teams that take ideas from concept to execution, encourage collaboration across disciplines, and invest in building clear, compelling brand experiences across digital, print, and experiential channels. This organization balances creativity with strategy, values data-informed decision-making, and embraces new tools and technologies to stay ahead in competitive markets. They empower creative leaders to guide teams, push boundaries, and deliver work that is both visually engaging and measurably effective.

### ACHIEVEMENTS

- Led creative programs for 25+ years while driving measurable impact across large organizations and consistently delivering on senior-level responsibilities.
- Directed FAA branding and visualization initiatives by translating mission-critical communications into clear, actionable campaigns for a complex federal audience.
- Delivered measurable performance gains, such as an increase in stakeholder engagement (+25%), program visibility (+40%), employee satisfaction (+20%), and project completion rates (~95%).
- Oversaw \$2M+ in communications contracts as COTR to improve contract efficiency, compliance, and vendor performance.
- Implemented scalable design systems and tools, including Adobe CC, Figma, Webflow, and shared-brand templates to drive consistency and operational efficiency.
- Transformed complex technical and policy information into compelling visuals and executive briefings using Tableau, Power BI, and data-driven storytelling.
- Managed, built, and mentored high-performing teams to enhance collaboration, creative quality, and overall team productivity.

### TECHNICAL SKILLS

- **UX/UI & Prototyping:** Figma, FigJam, InVision, Sketch, Webflow
- **Data Visualization & Analytics:** Tableau, Power BI, Google Data Studio
- **AI & Emerging Tech:** Adobe Firefly, Adobe Express, DALL·E, Midjourney
- **Design & Creative:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- **Testing & Research:** Usability Testing, Focus Groups, A/B Testing, SurveyMonkey
- **Collaboration & Project Management:** Airtable, Trello, Jira, Microsoft 365/SharePoint
- **Web & Digital Platforms:** Drupal CMS, GovDelivery, Web Accessibility Standards (WCAG)
- **Storytelling & Digital Communications:** Communications Strategy, Copywriting, Copyediting, Video Scripting & Production