
Jeff Bruzdinski

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Creative Director | Design Strategist | Storytelling Specialist | Brand Builder | Visual Communicator

SUMMARY

I help businesses elevate their communications and visual presence.”

Design Strategist and **Visual Communicator** with a proven track record managing multimillion-dollar government contracts and leading cross-functional teams in brand development, strategic communication, and creative execution. Known for turning complex programs into clear, actionable campaigns with measurable impact. Work cross-functionally with leadership and technical teams to align messaging and improve organizational clarity.

TECHNICAL TOOLKIT:

Design: Adobe CC (Photoshop, Illustrator, InDesign), **UX/UI:** Figma, FigJam, InVision, Sketch, Webflow, **Collaboration:** Airtable, Trello, Jira, MS 365/SharePoint, **Data Visualization:** Tableau, Power BI, **Web:** Drupal CMS, Google Data Studio, GovDelivery, Web Accessibility Standards (WCAG), **A/B Testing:** Usability Testing, Focus Groups, **Storytelling:** Copywriting, Copyediting, Video Scripting. **AI:** Firefly, Adobe Express, DALL-E, Midjourney.

CORE COMPETENCIES:

Creative Direction, Art Direction, Project Management, Brand Strategy & Visual Identity Systems, UX/UI Design, Information Architecture, and Wireframing, Strategic Communications & Marketing Campaigns, Data Visualization, Storytelling, Content Strategy, Stakeholder Engagement & Team Leadership.

PROFESSIONAL EXPERIENCE

DEPARTMENT OF TRANSPORTATION - FEDERAL AVIATION ADMINISTRATION

Branding and Visualization Program Manager/Program Management Analyst

Washington, DC /USA

OCT. 2006 – Present

Led strategic communications, branding, and visual storytelling across multiple FAA lines of business, including the Air Traffic Organization (ATO), NextGen, and Communications. Directed multimillion-dollar contracts, managed cross-functional teams, and shaped executive messaging for internal and external audiences.

FAA Branding & Messaging Initiative – ATO-Management Services

- **Creative Direction/Design:** Lead strategy and execution of branding, internal communications, and data visualization initiatives supporting the ATO’s Management Services and Customer Experience programs. Improved clarity and engagement across groups, increased stakeholder engagement by 25%. Designed and manage SharePoint site for internal news and information. Use Adobe Express for sharing and templating the brand with access to logos, fonts, and brand colors to create cohesive branded content.
- **Design/Data Visualization:** Direct creative development of data-driven materials, in using Adobe’s CC, Figma, Invision for briefings, reports, apps, and interactive content, translating complex policies into clear, actionable narratives. Enhanced customer engagement by independently executing complex assignments, leveraging comprehensive knowledge of customer strategy, employee engagement, and organizational health programs, resulting in a 20% increase in employee satisfaction.
- **Project Management/Collaboration:** Identify communication needs and produce informational materials for new initiatives and programs. Used Airtable to track projects and campaigns, enhancing program visibility by 40%. Use Huddle to house and perform version control for all files and digital assets. Use FigJam to collaborate.

- **Storytelling:** Create and distribute leadership messages, articles and strategic messaging for leadership, stakeholders and customers, achieving a 25% reduction in project turnaround time. Use GovDelivery to distribute branded email campaigns for different audiences and stakeholders. Track and share readership metrics, open rates to help improve internal communications.

Messaging and Art Direction: NextGen Office - Collaboration and Messaging Office - Outreach Division

- **Management:** Acted as Division manager, branch manager, project manager, or team leader for large projects/programs, providing strategic planning, vision communication, task assignments, performance monitoring, and evaluation, leading to a 30% improvement in team performance.
- **Project Management:** Managed multiple contracts, aligning their goals for mutual benefit, leading to a 20% increase in contract efficiency. Developed and reviewed project schedules and key milestones to ensure on-time and on-budget delivery, achieving a 95% project completion rate. Used Huddle and Trello to track and collaborate projects that streamlined productivity and awareness.
- **Stakeholder Engagement & Team Leadership:** Fostered relationships with industry and interagency partners to improve collaboration and coordination, resulting in a 25% increase in stakeholder engagement.
- **Design/Data Visualization:** Direct creative development of data-driven materials, in using Illustrator, Tableau and Power BI for briefings, sentiment analysis reports, and interactive content. Create infographics for a variety of products and presentations including annual reports, fact sheets and info-briefs. Utilized fact-finding skills to create reports, articles, newsletters, training materials, brochures, and speeches, effectively conveying complex information within NextGen, resulting in a 50% increase in information dissemination. Produced and oversaw production of short form videos for YouTube, and social media using Adobe Premiere and Capcut.

Diversity Messaging and Design: ATO Strategy & Performance – ATO Diversity

- **Strategic Communications:** Served as a diversity communicator, focusing on outreach and advocacy, leading to a 20% increase in diversity program participation. Created diversity strategic plan for workforce development.
- **Art Direction/Design:** Produced a variety of print and digital materials using Adobe CC to support diversity initiatives, resulting in a 30% increase in diversity visibility.
- **Project Management:** Acted as a Contracting Officer's Technical Representative (COTR) for multiple contracts, ensuring mutually beneficial goals, leading to a 15% improvement in contract compliance. Created and reviewed project schedules and milestones to ensure on-time, on-budget delivery, achieving a 90% project success rate. Recommended actions and expenditures for standard delivery orders, task orders, and non-standard practices for contractors and sub-contractors, resulting in a 100% on-time payment.

Design/Storytelling: ATO Communications

- **Art Direction/Design:** Led design and branding strategy, driving creative execution across internal campaigns and outreach platforms using Adobe's CC. Managed visual design for the ATO intranet, optimizing user engagement and consistency. Created and developed illustration, digital art and videos for a wide range of collateral, including print, web, digital signage, and motion-graphics.
- **Project Management:** Supervised graphic design teams to ensure cohesive branding across initiatives. Used Adobe Express for sharing and templating the brand with access to logos, fonts, and colors to create cohesive content. Managed multiple contracts, aligning their goals for mutual benefit, leading to a 20% increase in contract efficiency.
- **Visual Communications/Data Visualization:** Designed visually compelling presentations and executive briefings, that drove stakeholder alignment and accelerated decision-making.

NORTHROP GRUMMAN

Art Director/Designer

Reston, Virginia /USA

January 1997 – Oct. 2007

Led award-winning art direction and design initiatives for federal clients, driving branding, UX architecture, and strategic visual communications that informed senior leadership and supported digital transformation.

- **Creative Direction/Art Direction/Design:** Directed creative development for federal website redesigns, including branding and UX architecture, information design and interactive elements for all audiences. Delivered briefings and recommendations to senior leadership on digital transformation projects. Managed and inspired a design team to become a leading provider of award-winning information design, resulting in a 50% increase in client satisfaction.
- **Visual Communications/Data Visualization:** Designed visually compelling presentations and executive briefings, that drove stakeholder alignment and accelerated decision-making. Produced reports, dashboards, and data visuals to support strategic planning across federal agencies.
- **Project Management/Team Lead:** Conducted weekly creative brainstorming sessions and collaborated closely with clients to shape and critique information design and project vision, leading to a 40% improvement in project outcomes. Developed project schedules and delivered briefings and presentations, achieving a 95% on-time project delivery rate.

CREATIVE DESIGN CONSULTANT

VARIOUS COMPANIES/CLIENTS

Designer

Washington, DC/USA

2000 – 2018

Provided freelance creative direction and design services for commercial and nonprofit clients.

- **Creative Direction/Design:** Designed brand identities, websites, and promotional materials for clients including Ela Interiorismo, Lakeside Home LLC, Bottlenose Dolphin Research Institute, and the National Propane Gas Association. Developed campaign collateral for public figures and political initiatives, including Rob Reiner and Congressman Rush Holt.

Early Career Roles

- eFORCE Inc. | Art Director | Nov 2000 – Mar 2001
- Ernst & Young LLP-Creative Services Group | Designer | Jul 1997 – Dec 1997
- Liverpool Public Library | Clerk/Desktop Publisher | Aug 1990 – May 1997

EDUCATION & OTHER

Syracuse University

- Bachelor of Fine Arts-Illustration - Syracuse University, College of Visual and Performing Arts, Syracuse, New York.

Graduate School USA, Center for Leadership and Management

- Executive Leadership Program, Washington, D.C.
- Project Management Professional, Washington, D.C.

GALLUP - Clifton StrengthsFinder

- (1) Positivity (2) Woo (3) Strategic (4) Achiever (5) Communication (6) Includer