

MAGDALENA CISNEROS

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SUMMARY

Dynamic and results-driven Creative Lead with over 20 years of experience in design, branding, and digital marketing. Proven track record of developing innovative, user-focused solutions that elevate brand identity and drive measurable growth. Expert in art direction, cross-functional collaboration, and creative strategy, with a keen ability to translate business objectives into compelling visual experiences across digital and print platforms. Passionate about blending creativity with strategic vision to foster engaging brand stories and achieve impactful results. Skilled in leading high-performing teams and managing end-to-end creative processes to ensure consistency, quality, and brand alignment.

SKILLS

- Creative Visionary Leader
- Strategic Brand Developer
- User Experience Innovator
- Cross-Functional Collaborator
- Art Direction Specialist
- Digital Marketing Strategist
- Visual Storytelling Expert
- Design Standards Advocate
- Engaging Content Creator
- Brand Consistency Champion

EXPERIENCE

Senior Art Director / Amazon Buy with Prime - Seattle, WA, United State *05/2021 - 03/2024*

- Developed and established comprehensive style guidelines and design systems, creating a cohesive visual identity for the Buy with Prime brand across all platforms.
- Led creative direction for partnerships with Shopify and Salesforce, executing impactful marketing campaigns that strengthened business relationships.
- Directed cross-functional teams, coordinating efforts between external agencies, UX designers, and marketers to maintain brand consistency and elevate marketing initiatives.
- Managed the implementation of creative assets across digital channels, enhancing brand visibility and engagement on websites, social media, and live event.

Art Director / Amazon Workforce Staffing - Seattle, WA, United State *05/2019 - 05/2021*

- Spearheaded nationwide recruiting campaigns for Amazon divisions including Fulfillment Centers, Fresh and Whole Foods Shoppers, Delivery Drivers, Amazon Air, PillPack, and more, contributing to hiring over 1,000,000 individuals annually.
- Led a UX-driven redesign of amazon.delivers.jobs, reducing bounce rates by 28%, and improving user engagement through optimized information architecture.
- Fostered strategic partnerships with senior management, channel managers, and external vendors to align creative strategies with business goals.
- Developed scalable templates and design systems, streamlining creative workflows and improving team productivity by 60%.

Senior Visual & UX Design Lead / Amazon Devices - Seattle, WA, United State *02/2016 - 03/2019*

- Directed creative campaigns and product launches for Amazon Devices, including mass event creatives for amazon.com storefronts with over 2 billion daily views.

- Spearheaded UX initiatives that boosted page conversion rates by 63%, increased engagement by 28%, and reduced abandonment rates by 12%.
- Led photo art direction and coordinated photo shoots, ensuring cohesive visual storytelling across Amazon's high-traffic platforms.
- Drove data-driven design solutions to optimize product and category pages, significantly enhancing key performance metrics.

Senior Interactive Designer / Butter London - Seattle, WA, United State

03/2014 - 02/2016

- Developed user-centric web experiences across multiple interactive platforms, including direct marketing emails, landing pages, social media assets, and affiliate banners.
- Enhanced brand awareness and drove product sales through the creation of print marketing materials, aligning with strategic marketing goals.
- Ensured consistent brand identity and optimal user experience across digital and print media, maintaining design standards and functionality.
- Led photo art direction, styling, and retouching projects to strengthen visual storytelling and reinforce brand identity.

Art Director / Stellaractive.com - Portland, OR, United State

01/2011 - 12/2013

- Directed creative strategy and execution for digital branding and marketing initiatives, contributing to significant sales growth.
- Collaborated with clients to develop digital marketing goals, providing creative direction to elevate brand identity and engagement.
- Managed cross-functional teams to align design vision with marketing objectives, resulting in cohesive and impactful brand campaigns.
- Designed and developed user-focused web experiences, utilizing expertise in UX/UI to enhance usability and brand presence.

PROFESSIONAL SKILLS

- Creative Concepts (Expert)
- Design (Expert)
- Presentations (Expert)
- Creative Problem Solving (Expert)
- Adaptability (Expert)
- Photo & Art Direction (Experienced)
- Marketing & Digital Strategy (Experienced)
- Efficient Communication (Experienced)
- Cross-Team Collaboration (Experienced)
- Project Management (Skillful)
- User Experience (Skillful)
- Animations (Skillful)

EDUCATION AND TRAINING

Bachelor of Arts in Visual Arts: Graphic Design
Academy of Fine Arts - Gdańsk, Poland

09/2004

Associate Degree in Interior Design: Interior Design
Academy of Visual Arts - Poznań, Poland

10/2001