

# Magdalena Cisneros | Senior Art Director

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## SUMMARY

Experienced and goal-oriented creative lead with over 15 years of expertise in design, branding, print, and digital marketing. Demonstrated success in delivering innovative, user-centric solutions that enhance brand recognition and drive quantifiable growth. Proficient in art direction, cross-team collaboration, and creative strategy, with a talent for translating corporate goals into visually captivating experiences. Committed to combining creativity with strategic insight for compelling brand narratives and impactful outcomes.

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## WORK EXPERIENCE

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|--------------------------|--|--------------------|
| <b>10/2024 - 03/2025</b> | <b>Senior Art Director / Amazon AWS</b>  | <b>Seattle, WA</b> |
|                          | <ul style="list-style-type: none"><li>• Created comprehensive brand guidelines to ensure visual consistency, and brand coherence.</li><li>• Engineered a diverse range of visual assets and templates that embody the brand's essence and values.</li><li>• Formulated a marketing strategy focused on elevating brand awareness, and fostering client engagement.</li></ul>   |                    |
| <b>05/2021 - 03/2024</b> | <b>Senior Art Director / Amazon Buy with Prime</b>   | <b>Seattle, WA</b> |
|                          | <ul style="list-style-type: none"><li>• Devised and instituted style guidelines and design systems, establishing a cohesive visual identity for the Buy with Prime brand across all platforms.</li><li>• Orchestrated creative direction for partnerships with Shopify and Salesforce, executing impactful marketing campaigns that fortified business relationships.</li><li>• Collaborated with cross-functional teams, harmonizing efforts between external agencies, UX designers, and marketers to uphold brand consistency and enhance marketing initiatives.</li><li>• Supervised the implementation of creative assets across digital channels, amplifying brand visibility and engagement on websites, social media, and live events.</li></ul> |                    |
| <b>05/2019 - 05/2021</b> | <b>Art Director / Amazon Workforce Staffing</b>  | <b>Seattle, WA</b> |
|                          | <ul style="list-style-type: none"><li>• Spearheaded nationwide recruiting campaigns for Amazon divisions, significantly contributing to the hiring of over 1,000,000 individuals annually.</li><li>• Led a UX-driven redesign of <a href="#">amazondelivers.jobs</a>, reducing bounce rates by 28% and enhancing user engagement through optimized information architecture.</li><li>• Cultivated strategic partnerships with senior management, channel managers, and external vendors to align creative strategies with business objectives.</li><li>• Revamped scalable templates and design systems, streamlining creative workflow and improving team productivity by 60%.</li></ul>  |                    |

02/2016 - 03/2019	Senior Visual & UX Design Lead / Amazon Devices	Seattle, WA
<ul style="list-style-type: none"> <li>Directed creative campaigns and product launches for Amazon Devices, including mass event creatives for amazon.com storefronts with over 2 billion daily views.</li> <li>Spearheaded UX initiatives that boosted a category page conversion rates by 63%, increased engagement by 28%, and reduced abandonment rates by 12%.</li> <li>Led photo art direction and coordinated photo shoots, ensuring cohesive visual expression of Amazon Devices across Amazon's high-traffic platforms.</li> <li>Drove data-driven design solutions to optimize promotional emails, significantly enhancing key performance metrics (increased CTR by up to 92%, decreased opting out by up to 79%).</li> </ul>		
03/2014 - 02/2016	Senior Interactive Designer / Butter London	Seattle, WA
<ul style="list-style-type: none"> <li>Developed user-centric web experiences across multiple interactive platforms, including direct marketing emails, landing pages, social media assets, and affiliate banners.</li> <li>Enhanced brand awareness and drove product sales through the creation of print marketing materials, aligning with strategic marketing goals.</li> <li>Ensured consistent brand identity and optimal user experience across digital and print media, while maintaining design standards and functionality.</li> <li>Led photo art direction, styling, and retouching projects to strengthen visual storytelling and reinforce brand identity.</li> </ul>		

## EDUCATION

10/2002 - 06/2004	Academy of Fine Arts Bachelor of Arts, Graphic Design	Poznan, Poland
10/2004 - 06/2006	Academy of Visual Arts Associate Degree, Interior Design	Gdansk, Poland

## SKILLS

Creative Visionary Leader	Marketing & Digital Strategy
Cross-Functional Collaborator	Creative Concepts
Digital Marketing Strategist	Branding
Strategic Brand Developer	Print
User Experience Advocate	Creative Problem Solving
Visual Storytelling Expert	Photo & Design Art Direction
Engaging Content Creator	Presentations
Design Standards Advocate	Animations
Brand Consistency Champion	User Experience
	Efficient Communication
	Project Management
	Adaptability