

Magdalena Cisneros

Senior Art Director
Senior Graphic & Product Designer

SUMMARY

Experienced and goal-oriented creative lead with over 15 years of expertise in design, branding, print, events and digital marketing. Demonstrated success in delivering innovative, user-centric solutions that enhance brand/product recognition and drive quantifiable growth. Proficient in art direction, cross-team collaboration, and creative strategy, with a talent for translating corporate goals and technical requirements into visually captivating experiences. Committed to combining creativity with strategic insight for compelling brand narratives and impactful outcomes. Excels in strategic planning, project ownership, and detailed execution. Ready to bring a wealth of experience and a fresh perspective.

EXPERIENCE

Creative Lead
Marcostrat
5/2024 - Present
Seattle, WA

- I guide branding strategy and creative development for small and medium business owners, translating their vision into authentic brand narratives and cohesive visual systems.
- I create brand positioning, identity systems, marketing strategy, and multi-channel campaigns, ensuring every touchpoint—digital channels and print assets—resonates with target audiences, differentiates in crowded markets, and delivers measurable business impact. Marcostrat.com

Senior Art Director
Amazon AWS
10/2024 - 03/2025
Seattle, WA

- Spearheaded the rebranding initiative for AWS Global Network, executing the development and implementation of new brand guidelines and visual identity, including templates, presentations, illustrations, and infographics.
- Designed a wide variety of visual assets and templates that encapsulate the brand's essence and values, ensuring that all materials effectively communicate the brand's message and resonate with the target audience.
- Developed a marketing strategy aimed at elevating brand awareness and fostering client engagement. This strategy incorporates various channels and tactics, including digital marketing, social media campaigns, video, animation, live events swag and content creation.

Senior Art Director
Product Designer
Amazon
Buy with Prime
05/2021 - 03/2024
Seattle, WA

- Devised and instituted style guidelines and design systems, establishing a cohesive visual identity for the Buy with Prime brand across all platforms.
- Orchestrated creative direction for partnerships with Shopify and Salesforce, executing impactful marketing campaigns that fortified business relationships, and resulted in new merchants acquisition growth by 25%.

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LOCATION Bellevue, WA, USA | Willing to relocate
CITIZENSHIP United States of America, European Union

SKILLS

Creative Concepts, Branding, E-commerce, B2B, B2C, SaaS Product Design, Creative Problem Solving, Photo, Video & Design Art Direction, Presentations, Animations, User Experience, Efficient Communication, Project Management, Adaptability, Creative Leadership, Cross-Functional Collaboration, Digital Marketing Strategy, Strategic Brand Development, User Experience Advocacy, Visual Storytelling Expertise, Engaging Content Creation, Accessibility, CMS.

SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Express), Figma, Canva, Power Point, Keynote, AI tools.

- Partnered closely with product, engineering, and UX teams to develop sketches, wireframes, prototypes, UI flow screens, high fidelity mockups across web and mobile applications.
- Supervised the implementation of creative assets across digital channels, amplifying brand visibility and engagement on websites, social media, and live events.
- Maintained an organized design workflow to ensure timely, within-scope project completion.

Art Director
Amazon
Workforce Staffing
 3/2019 - 05/2021
 Seattle, WA

- Spearheaded nationwide recruiting campaigns for Amazon divisions, significantly contributing to the hiring of over 1,000,000 individuals annually.
- Led a UX-driven redesign of amazondelivers.jobs, reducing bounce rates by 28% and enhancing user engagement through optimized information architecture.
- Cultivated strategic partnerships with senior management, channel managers, and external vendors to align creative strategies with business objectives.
- Revamped scalable templates and design systems, streamlining creative workflow and improving team productivity by 60%.
- Mentored and managed a team of visual and production designers, video editors, and animation designers.

**Senior Visual
 & UX Designer**
Amazon Devices
 02/2016 - 03/2019
 Seattle, WA

- 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 a category 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 expression of Amazon Devices across Amazon's high-traffic platforms.
- 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%).
- Integrated data and performance metrics into the creative process to continuously refine and optimize designs.

**Senior Interactive
 Designer**
Butter London
 03/2014 - 02/2016
 Seattle, WA

- 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, while maintaining design standards and functionality.
- Led photo art direction, styling, and retouching projects to strengthen visual storytelling and reinforce brand identity.

EDUCATION

Academy of Fine Arts
 Academy of Visual Arts

2004-2006 - Bachelor of Arts, Graphic
 2002-2004 - Associate of Arts, Interior

Gdansk, Poland
 Poznan, Poland