



dwayne jaskulka

Creative Director

CONTACT



248-227-5526



djaskulka@gmail.com



dwaynejaskulka.com



Canton, Michigan

EDUCATION

MICHIGAN STATE UNIVERSITY

East Lansing, MI

Bachelor of Arts Degree from the
College of Communication Arts and
Sciences with a major in
Advertising, December of 1997

REFERENCES

Available upon request

Experienced Creative Director with a strong background in Art Direction and Graphic Design across digital and print mediums. Skilled in leadership, problem solving, concept development, and crafting impactful creative solutions. Passionate about delivering engaging user experiences that connect brands with their audiences in meaningful ways.

WORK EXPERIENCE

CREATIVE DIRECTOR

MRM | February 2022 – Present

Clients: GM Site, Adobe, Chevrolet CLM, GM CANS Program, My GM Rewards, My GM Rewards Card

- Currently leading creative strategy and execution for GM site work across all GM brands delivering compelling design and digital experiences.
- Designed high-impact interactive presentations for Adobe, showcasing their software solutions.
- Directed and inspired teams driving Chevrolet CLM and GM CANS business initiatives.
- Successfully led MRM's largest global creative team (16 members) for My GM Rewards and My GM Rewards Card, elevating brand engagement.
- Partner with account, strategy, UI/UX, and client stakeholders to develop consumer-driven communications that drive results.

ASSOCIATE CREATIVE DIRECTOR

Latcha+Associates | January 2010 – February 2022

Clients: Ford, Lincoln, Audi of America, Subaru, Vera Bradley, VW Credit, Chris Craft, Hyundai Capital America

- Spearheaded creative strategy and design across digital, interactive, print, and video, delivering best-in-class marketing solutions.
- Led multi-disciplinary teams—including designers, writers, CGI artists, and developers—to produce innovative, high-impact content.
- Played a pivotal role in building and expanding the agency's digital creative group from the ground up.

ASSOCIATE CREATIVE DIRECTOR

Organic, Inc | April 2007 – January 2010

Clients: Dodge, Jeep, Chrysler, Chrysler Group LLC

- Directed digital design for Dodge, Chrysler, and Jeep brand websites, enhancing brand presence and user engagement.
- Led creative development for all Ram Truck launches (2008–2010).
- Oversaw all Dodge photography initiatives (2007–2010), ensuring high-quality visual storytelling.

ART DIRECTOR

Wunderman Team Detroit/JWT | March 2004 – March 2007

Clients: Ford Motor Company

- Designed and executed digital catalogs, direct mail, and brochures that drove customer engagement.
- Provided on-site creative direction for Ford photo shoots, ensuring brand consistency and visual excellence.

ART DIRECTOR

BBDO Detroit | August 1998 – March 2004

Clients: Dodge Brand, DaimlerChrysler

- Developed dealer catalogs, brochures, and direct mail campaigns that strengthened brand messaging.
- Led creative execution of one of the first fully CGI vehicle catalogs (2004 Dodge Durango), pioneering digital innovation in automotive marketing.