



dwayne jaskulka

Associate Creative Director

## CONTACT



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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 Associate 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

### ASSOCIATE 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 across all brands, with a focus on GMC and Buick sites, delivering compelling 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.