

KIMBERLY BARTKOWSKI

DESIGN PRINCIPAL

Kim is a connector. Her career is a vocation, not a job, and she seamlessly weaves her point of view on design and its impact on the world into her work at IBM, her relationships in the global design community and is often called upon to coach a new generation of design enthusiasts. She provides our local design community with a corporate platform to balance the value of design perception, manages a team of designers across Asia-Pacific in IBM Garages and startup accelerators, and advocates for the adoption of sustainable design practices by demonstrating a desirable career path for newly graduated designers in the workforce. She resides in Sydney, Australia, and yet has the ability to bring the world of design to us through her own network.

A first of her kind. In 2019, Kim became the first IBM Design Principal in the Asia-Pacific region, and the most senior design leader in the Southern hemisphere. Her design team in Australia swept the country's digital and design awards for their work on Frog ID, a national citizen scientist project that is helping us learn more about frogs and what is happening to Australia's environment. In 2018, Kim began working with Air New Zealand re-imagining the future of air travel. Through her design research, they invented the beginning foundations of time travel using assisting and agentive intelligence on mobile platforms. In 2014, she created an award-winning 9-part documentary series for Dawn Saves Wildlife, detailing the brand's involvement in rescuing animals caught in oil spills. In 2010, Kim co-developed a first of its kind, interactive mobile experience called The World Park™ for New York's Central Park, which was featured in Communication Arts and Contagious Magazine.

She has a desire for sharing new ideas. This has allowed her to continuously innovate within both the physical and digital space — an attribute that's still not very common in the industry today. She has been awarded for her work and sat on jury teams for both Cannes Lions, Effie Award Shows and Australia's B&T awards; shared her passion for creating great work through new ways of working with students at the University of Technology Sydney's business school, and School of Visual Arts in NY as a thesis advisor and guest speaker for the school's Designer as Entrepreneur Master's program; and has also shared her digital savvy in a book for beginners in the field, Interactive Design: An Introduction to the Theory and Application of User-Centered Design, as a contributing author.

She helps people discover a passion for design. Creating new experiences and learning from each other is at the heart of Kim's work. In 2016, she was a full-time lecturer at Miami Ad School in Sydney and ran a weekend-long design boot camp at Bond University in Queensland on Human-Centred Design. She continues to work with Miami Ad School and is a judge and speaker in their 2020 Experience Design Bootcamp. In 2018, she became IBM's Enterprise Design Thinking Chapter Lead for A/NZ. And in 2019, she received an honorary appointment at the University of Technology Sydney for her teaching and advisory work establishing and co-creating their new business major Digital Creative Enterprise.

She's an evangelist for design. In her 4 years with IBM, Kim has introduced Australia and New Zealand to the IBM iX agency brand and its strategic point of view, Brand Belonging. She taught Melbournians how to design relationships for humans and AI machines at Pausefest. She's hosted breakfast, lunch and dinner learning events for our government, financial services, retail and transportation organizations breaking down the barriers for designers and their colleagues. She's a member of multiple advisory panels helping small businesses and universities modernise their design offerings. She spoke about AI design ethics at Salesforce World Tour and she is leading the design agenda for IBM Garage's transformation methodology.

Kim's impact on design. In her talks and through her work, Kim demonstrates how companies can make space for design in their transformation programs and day-to-day project work. Her place in IBM's Design Leadership Team ensures the best design practices are introduced during the inception of new business models and platforms, and will continue as businesses mature and scale. Teaching people how to think like a designer and value its impact on society and corporate culture is core to her role and responsibility as a Design Principal. This is summed up in her vision statement that CXOs will become design advocates because she is actively training the next generation of business leaders.

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EXPERIENCE

IBM iX Studios, Australia & New Zealand - March 2016 - present **IBM Design Principal**

I work directly with C-suite clients and IBM's internal teams guiding them towards digital reinvention for their businesses. I introduce organizations to Lean Start-up methods like design research, experimentation and validation, design sprints, design thinking, and agile to invent new products and services, creating tailored brand experiences that merge the digital and physical worlds.

- I am responsible for the fully integrated, end-to-end client experience of IBM's Design and Garage offerings
- I work with enterprise clients & start-ups to build new ecosystems, products & services, and design-led operational delivery models
- I ensure the leading design practices are taught in geography
- I maintain the highest standards are adopted for the design competency
- I ensure thought-leadership, contribution and eminence in the design domain
- I am responsible for talent and team capabilities, overseeing and establishing the iX design studios in Sydney, Melbourne, Auckland and Perth (opening 2020)
- I guide design, strategy and business teams as they leverage IBM's analytics and cognitive computing capabilities to create sophisticated and well-designed digital experiences
- I mentor staff with training programs on brand building with technology, thinking mobile first, and IBM's unique Enterprise Design Thinking Workshops

Cummins & Partners, Sydney, Australia - January 2015 - December 2015 **National Digital Creative Director (Australia Region)** **Integrated Communications — Digital, Social, Mobile, Branded Content**

Relocated from NYC to start-up new Sydney office. Focused on building the agency's relationship with flagship clients focusing on digital and social streams of business, sharing global expertise. I pitched in and played many cross-functional roles from creative management and execution, to strategy and account management.

Worked with Sydney, Melbourne and Adelaide agency leaders providing high level oversight of digital projects and thought-leadership.

- Repositioned the Vodafone brand in Australia
- Management and leadership of small, highly creative team in Sydney
- Providing education and account planning on digital strategies to clients and agency staff across Youtube, Facebook, Instagram and Twitter... and whatever comes next
- Mentor agency staff with training programs on socially-driven content creation, thinking mobile first, and presentation skills
- Build collaborative relationships with media and production agency partners
- I also did the dishes and made coffees :)

Publicis New York, New York October 2012 - December 2014 **Group Creative Director: Package Goods — Branded Content, Digital, Social, TV, Print**

Pitched and won digital and social responsibilities for Swiffer, Dawn and Cascade.

Managed six creative teams overseeing TV, print, digital and social creative duties on Swiffer, Dawn and Cascade for P&G. Worked with BAL agency leads to grow business organically and lead creative on integrated marketing strategies across all brand platforms and product initiatives. Participated in multiple new business pitches.

- Directed new brand platform, Swiffer Effect, for launch in US and Canada
- Led award-winning creative on Dawn Saves Wildlife, a documentary series on the brand's involvement in saving animals caught in oil spills
- Provided education on digital strategies and creative execution to clients and agency staff
- Participated in cultural anthropology and consumer research to inform marketing plans

EXPERIENCE

Arnold, New York July 2011 - October 2012 **Group Creative Director: Beauty and Package Goods — Digital, Social, Mobile**

Pitched and won multiple Unilever digital projects.

Partners with John Staffen, chief creative officer, to help manage a creative department of 35 people overseeing digital and social creative duties on Unilever beauty brands. Worked with new business leads structuring the agency's digital capabilities for organic client growth. Clients include St. Ives, Nexxus, Simple Skincare, Clinique and Hershey.

- Directed the launch of Simple Skin Care in the US
- Introduced integrated creative team structure to work across tv and digital projects
- Lead creative director on new business pitches to Unilever, Hershey and Chobani

Digitas, New York September 2007 - June 2011 **Group Creative Director: Finance, Luxury Travel, and Entertainment** **Integrated Communications — Digital, Mobile, TV**

North America, Mobile Practice Creative Lead, June 2010 - June 2011

Pitched and won \$90 million Comcast business.

Managed 13 creative teams and helped structure TV production capabilities for the Comcast business. Worked with in-house media team to present innovative interactive and mobile creative ideas. Clients include Comcast, American Express, JetBlue, Delta, Hilton, and Starwood.

- Directed new brand platforms for Comcast, Delta, Starwood and Hilton
- Developed agency POV on mobile and oversaw creative implementation across North America
- Lead creative director on new business pitches to Comcast, Ritz-Carlton, Virgin America, and Nike

Freelance Creative Director, Miami August 2004 - September 2007 **Luxury, Fashion, Travel and Beauty**

The Ritz-Carlton Club

- Led new, modern and experiential brand repositioning
- Directed brand imagery/photography nationally across 6 new locations
- Launched new club residences in San Francisco, Miami Beach, Kapalua and Abacco

Neutrogeana

- Successfully positioned and launched a new product line called skinID. Directed brand advertising and digital platform.

W Hotels & Residences

- Directed brand advertising, collateral, and outdoor for the launch of two new destinations in Florida

Oscar Blandi

- Successfully positioned a new product line to win exclusive retail deals from Barneys, Sephora and QVC

L'Oreal/DAME Academy

- Complete brand creation for L'Oreal's first international training academy—DAME

Red Tetterer, New York & Philadelphia July 2000 - August 2004 **Senior Art Director: Entertainment**

In-depth broadcast advertising experience in directing, content creation, storyboarding, motion and sound design.

- Lead creative for the Women's Entertainment (WE) brand, brand and on-air identity. Featured in the movie *How to Lose a Guy in 10 Days*
- Lead creative on the re-design of on-air graphics for AMC, iNDMEAND and The Weather Channel
- Quarterly retail campaigns for Comcast and Time Warner Cable

EDUCATION

MIT Online Platform Revolution, May 2016

IDEO, Leading for Innovation, July 2016

Gotham Writers Workshop, NYC, 2012-2014
Fiction Writing and Novel I and II

AAAA Advanced Advertising Program, 2001

Rochester Institute of Technology, 1999
BS, Photography, Graphic Design and New Media

Sophia University, Tokyo, 1998
Minor, Japanese Language and Culture

TEACHING + LECTURE SERIES

2019 - University of Technology Sydney, Industry Fellow, Digital Creative Enterprise

2019 - IBM Design Advocates Summit, Sydney and Auckland

2019 - IBM THINK Conference San Francisco, IBM Garage

2018 - IBM THINK Conference A/NZ, Brand Belonging Think Tank

2018 - IBM Enterprise Design Thinking Chapter Lead

2016 - Lecturer, Miami Ad School Sydney, Ideas Presentation

2016 - Bond University Human-Centered Design and Branded Experience Workshop

2013 - 2014 Thesis Advisor, School of Visual Arts, MFA program Designer as Entrepreneur

2011 - 2013 Guest speaker at School of Visual Arts, MFA program Designer as Entrepreneur

AWARDS + HONORS + PRESS

2019 Gold Sydney Design Awards, Frog ID

2019 Now Awards, Frog ID

2019 Eureka Awards for Innovation, Frog ID

2019 B&T Women in Media Judge

2019 Young Lions Judge

2018 Green Globe Awards, Frog ID

2018 Cannes Lions Judge

2018 Young Lions Judge

2014 Effie Award Judge

2014 Effie Finalist, Dawn Saves Wildlife

2014 Silver Addy, Dawn Saves Wildlife

2014 Webby Award for Green Initiatives

2013 Mashie Finalist - Dawn Saves Wildlife

2012 The App and Mobile Case Study Book - Taschen

2012 Gold Addy - Alodrink.com

2011 Communication Arts Interactive Annual - The World Park

2011 One Show Finalist - The World Park

2011 FWA Mobile Site of the Day - The World Park

2010 Contagious Magazine - The World Park

Contributing Author, Interactive Design: An Introduction to the
Theory and Application of User-Centered Design, September 2012

Published in UX Magazine, Finding Your Mobile Niche, May 2011

CONTACT INFORMATION

Kimberly Bartkowski
5/2 Queenscliff Road
Queenscliff, NSW 2096
Australia

+61 449 021 477
kimberlybartkowski@gmail.com
kimbartkowski.com