

Andrew Barton

Associate Creative Director
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PROFESSIONAL SUMMARY

I am a creative leader with a history that supports a strong work ethic, ingenuity, and integrity. 9+ years of design experience in the experiential marketing industry where I have acquired robust knowledge in design thinking, relationship building, and team concept development. Currently, I lead the creative direction for the Cadillac brand where I've landed two branded architectural expressions that saw global outreach, along with countless branded experiences. I also oversee design modeling, visualization, and naming convention standards within the studio to improve efficiency and accuracy. Finally, I manage the onboarding and training of new 3D designers to smooth the transition into the company and set them up for success.

PERSONAL SUMMARY

Design is without question my biggest passion, however, I do have interests outside my work that helps describe the whole picture of who I am. A lover of outdoor adventures and hunting, I never turn down the opportunity to be in nature. Every year a group of friends and I travel to West Virginia to go white water rafting on one of the most intense white water rivers on the planet- The Gauley. So far, all of us have made it back. This past year my wife and I purchased a Mid-Century Modern ranch that we have proudly been preserving/restoring since. We enjoy going to car shows and cruising in our 1968 Dodge Super Bee. I am also an avid fan of unique cuisine. Two years ago I had the opportunity to eat at two of the top 50 restaurants in the world, while in Lima, Peru.

PROFESSIONAL EXPERIENCE

CZARNOWSKI, 2020 – PRESENT

Associate Creative Director

Creative lead on the Cadillac Auto show team. Working with a cross-functional team of Clients, Creatives, Account Directors, Project Managers, and Engineers we create a vision for branded experiences through live events. I provide coordination, planning, and oversight of the creative process and guidance to the creative team.

CZARNOWSKI, 2019 – 2020

Senior 3D Designer

As a Senior 3D Designer, I generate compelling design concepts, thoughtful space plans, elegant white models and photo realistic renderings. Through strategic storytelling I ensure every design has a strong rationale and unforgettable story line that is perfectly aligned with the brand and marketing strategy. A constant pragmatist, I understand how to work within budgets and regulations and around obstacles and the chaos that comes with this industry. I always strive to be a consummate collaborator. I prioritize creating partnerships, and building seamless work-flows with fellow creatives, agency partners and, most importantly, our clients.

CZARNOWSKI, 2015 – 2019

3D Designer

Through extensive research and collaboration, I create striking, conceptual visualizations of branded spaces, based on budget parameters, client direction, and aesthetic appeal.

TECTONICS, 2011 – 2015

Product Development Manager

Performed trend and industry research to develop innovative products for the exhibit industry. I oversaw and coordinated the concept development, prototyping, testing, and distribution of new innovative products.

EDUCATION

COLLEGE FOR CREATIVE STUDIES, 2006 – 2011

BFA Industrial Design

Utilizing trend and market research, I designed and developed new product concepts by applying analytical, creative and problem solving skills.