

Henry Gwazda

Creative Direction and Team Management | Graphic Design

henrygwazda@gmail.com | 412-225-3504 | Marblehead, MA

Visit henrygwazda.com to view my work.

I have 15 years of hands-on design experience in various fields and settings. For the past 10+ years, I've specialized in both scientific/biotech design work and leading and managing creative teams.

I believe that creative direction and leadership is rooted in collaboration. I have a reputation of being a strong collaborator, and I'm able to advocate for my own ideas while helping others develop and execute their own ideas. I have been the driving force between both creative campaign development and building tools and processes that make content development and execution seamless.

I manage my teams to empower their efforts in appropriate places, allowing us to work quickly when we need to and putting in extra effort where it provides the most benefit. I'm consistently involved in all steps of the process, from marketing strategy to concept creations to copy development to creative execution and design.

I'm also a strong and effective leader. I have broad experience developing and leading creative teams of designers, writers, and audio and video editors. I have proven experience turning struggling departments into reliable, high-functioning, and collaborative teams. I'm also a leader in my community. In 2025, I won a landslide election to a failing School Committee, to which I've been able to quickly bring meaningful change.

Experience:

Cell Signaling Technology

Graphic Design Manager

5/2022 - Present

I am currently the Design Manager and design lead for a small in-house creative team. I am responsible for managing the brand, developing and maintaining the style guide and brand templates, and producing concepts and design executions. I also manage the team and help develop processes and workflows. I was hired to reform a struggling creative department, and I've managed to improve both team output quality and timelines, bringing turnaround times for creative projects down from several weeks for several days, or a single day for many projects. I am on the leadership team for the MarCom group, and have been essential to many other reforms we've made to develop into a high-functioning marketing group.

Charles River Laboratories

Manager: Creative Services

2/2013 - 5/2022

I managed and directed the in-house creative team. I was responsible for creative direction, project and team management, working with projects requesters to move their projects through the process, triaging incoming requests, and working with the copy team and project requesters to ensure brand and content standards. I was also lead designer responsible for various print and digital projects, and I worked with the email and web team to develop templates and custom interactives.

Kards Unlimited

Graphic Designer

4/2012 - 1/2013

I was responsible for the upkeep of the store's brand, creating and running promotions, inventing and executing new product designs, maintaining the store's web and social media presence, as well as designing and printing in-store signage.

Distinct Advertising

Conceptual Designer

10/2010 - 4/2012

I worked on a wide variety of print and digital design projects support a number of different clients at this agency. I also filled in as a motion graphics and audio editor during lapses in hiring for those positions.

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Skills:

Design: Adobe Photoshop, Illustrator, and InDesign.

Video/Animation: Adobe AfterEffects, Premiere, and Animate.

Photo/Video: Photo and video shoots, including product photography. Experience with the specific requirements of scientific and laboratory images.

Audio: Adobe Audition and Apple Logic Pro.

3D Animation/Illustration: Blender.

Web Design: Figma.

Web Development: HTML, CSS, JavaScript (including TypeScript, jQuery, and D3), and PHP.

AI Tools: ChatGPT, Gemini/Gems, Adobe Firefly, Midjourney.

Other Content Tools: Hubspot, Pardot, Widen, and Bynder.

Workflow Management: Workfront admin and Lean and Agile trained and certified.

Education:

Bard College

Graduated 2007, B.A., Studio Art

Art Institute of Pittsburgh

Graduated 2010, Digital Diploma, Graphic Design

Awards, Certifications, and Accomplishments:

Hermes Creative Awards, 2019 Gold Winner

Presidents Award, Charles River, 2016

Hubspot, Content Marketing Certification

Lean Six Sigma, 2023

Marblehead School Committee Member, elected 2025, serving as chair of the Communications and Facilities Subcommittees

References:

David DeSmith

Creative Director

Cell Signaling Technology

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