

INITIATIVE

Results-oriented graphic design leader with a passion for driving innovative design and storytelling. Committed to fostering a collaborative environment that inspires creativity and elevates visual communication initiatives.

OVERVIEW

Print and interactive design, marketing and copywriting skill set

Experience with managing, instructing and providing art direction and overseeing junior & senior designers and marketing coordinators

Diverse experience with a wide range of clients and markets

Competent in handling all aspects of a project from conceptualization to production of tangible output

Proficient in solving technical issues in Adobe Creative Suite

TOOLS



EDUCATION

University of Illinois at Chicago
BFA Graphic Design, 1997

AFFILIATIONS
AIGA

FREELANCE HIGHLIGHTS

Parkside Realty
2022 to present

The Chicago French Market
2015 to present

The Healthcare Engineers Society of Northern Illinois (HESNI)
2005 to 2023

Meals on Wheels Chicago Celebrity Chef Brunch
2004

EMPLOYMENT

Cushman & Wakefield

*Design Manager -
Central Region*
05/16 to 09/24

Multi-disciplined commercial real estate firm specializing in management, leasing, development, investment and consulting

Lead designer for the company's Chicago and midwest region business development, proactive marketing and property leasing initiatives that includes creation of print and e-pub presentations, interactive PDFs and property branding campaigns

Supervised and provided tutelage for junior and senior designers and marketing coordinators

Initiated best-practices documentation and lead hands-on classes for Adobe Creative Cloud applications, interactive PDFs and HTML emails for the local marketing team and administrative staff

Established Creative Cloud Library of brand assets for the local and regional team to help maintain consistency and enhance workflow

CBRE/ U.S. Equities Realty

Senior Graphic Designer
02/05 to 05/16

Multi-disciplined commercial real estate firm specializing in management, leasing, development, investment and consulting

Print, web and HTML email designer for the company's corporate initiative

B2B and B2C integrated print, e-file and interactive concepting and implementation of marketing campaigns for the company's Chicagoland and international portfolio

Supervised and provided tutelage for junior designers and marketing coordinators

Conducted beginner and advanced training in Adobe InDesign for administrative staff nationwide

Appointed to the Senior Design Committee, representing the midwest region, to instill best practices with brand awareness and provide creative leadership for junior designers

Initiated the "Creative Jam Session", a once-a-month gathering of the designers to share their work and experience that also included assignments to foster creativity and collaboration

Tripp Lite Manufacturing

Graphic Designer
08/00 to 02/05

A leading, worldwide manufacturer of power protection utilities, battery back-up units and a variety of power maintenance and computer peripheral products

Product specification flyers for sales representatives that focused on technical aspects of the company's vast range of products

Multi-page and format catalog & magazine advertisements for CDW, PC Mall and a variety of other computer and technology resellers

Posters and corresponding flyers for exclusive promotional events with a range of sales goal rewards including iPods, cash, PlayStations and vacation locales

Direct mail pieces of varying sizes and formats targeting resellers about new product announcement and promotional deals

Integrated campaigns that included HTML emails, rich media advertising and target landing pages with banners appearing on such sites as pcmag.com, eweek.com among others including Google ad space

Established departmental print production guide and implemented PDF process that increased productivity and cost efficiency

Created product Owner's Manual style guide to maintain consistency in a multi-designer/copywriter department



MICHAEL KRZEWICKI
GRAPHIC+WEB:DESIGNER

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ALSIP IL 60803

Salani Design
Graphic Designer
01.98 to 05.99

Graphic design and print
production firm

Promotional brochures of varying sizes for a range of
clients and services including mobile disc jockey, industrial
products, logistics outfit, motivational speaker, jewelry of
distinction and private investigation

Production work for the retail packaging of Nature's Finest
homeopathic supplements sold in Walgreens stores

MECHANICAL

MODEL

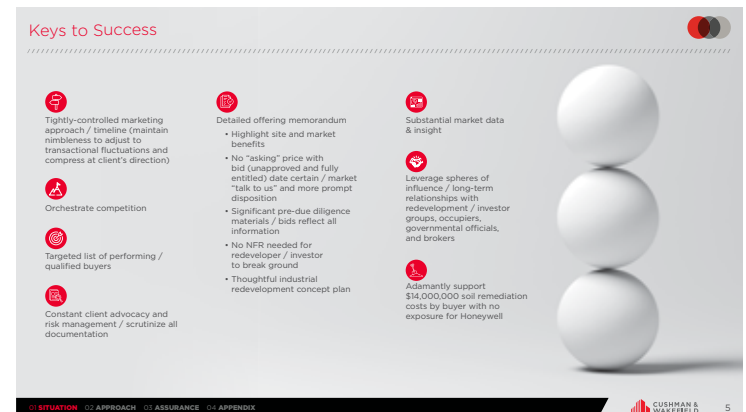
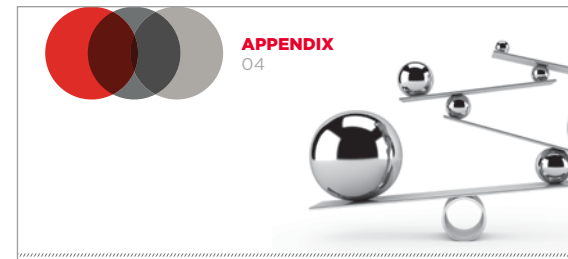
Honeywell

MISSION

Business development presentation for commercial real estate services

MODE

Art direction
Design
On-screen
Print



MARVEL

MODEL

Lurie Children's Hospital

MISSION

Business development presentation for commercial real estate services

MODE

Art direction
Design
Print
Screen



METROPOLIS

MODEL

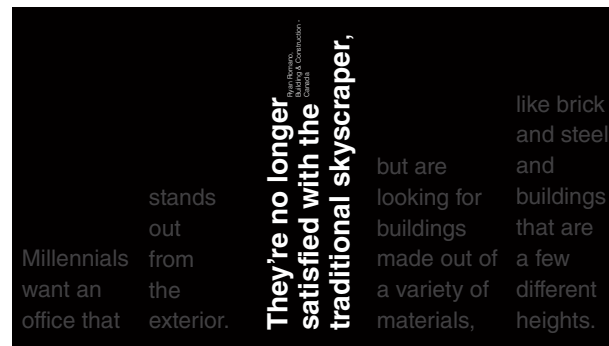
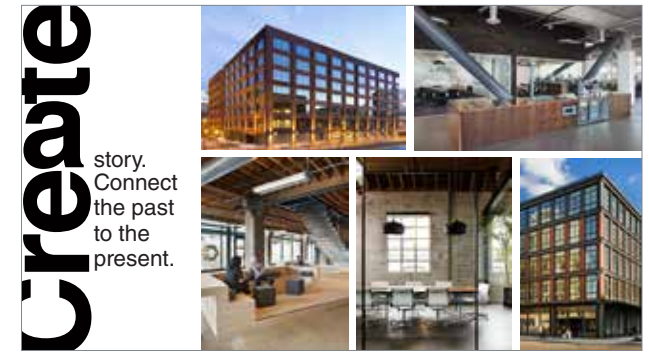
700 W Chicago

MISSION

Commerical real estate
presentation for agency
leasing services

MODE

Art direction
Design
Print



METRO

MODEL

Metramarket

MISSION

Branding ensemble for retail and restaurant emporium in Ogilvie Transportation Center

MODE

Art direction

Copywriting

Logo

Website, site map, design and development

Brochure

Signage

Email blasts

metra market
THE HUB OF THE WEST LOOP
eat shop dine drink

A vibrant 100,000 SF street-level restaurant and retail development that is one of Chicago's premier high-traffic destinations

610 SF TO 9,900 SF
RETAIL AND RESTAURANT SPACE AVAILABLE

Located between Canal, Randolph, Clinton and Washington Streets in the city's burgeoning West Loop Public River Center, Metramarket is the perfect location for a variety of unique restaurants, retail stores, boutique shops, and neighborhood service providers.

Joining two city blocks, Metramarket's exceptional multi-level location is within a walking distance to some of the city's most desirable areas, such as:

- Ogilvie Transportation Center (nearly 600,000 commuters daily)
- Northwestern University (one of the nation's premier universities)
- Central Business District's West Loop submarket
- West Loop residential neighborhoods
- The fast-growing Public River District
- Randolph Street's Restaurant Row
- Chicago's Theater District

55K
WALK-BUSINESS POPULATION

459K
COMMUTERS DAILY

110K
DAILY COMMUTERS AT UIC

20K
DAILY COMMUTERS AT UIC

Acclaimed Anchor Tenants

Metramarket's exceptional location provides visitors with great options for dining as well as work commutes that they can get on their way to and from the train, the office and home. Metramarket's largest tenant, Chicago's French Market, boasts over 10 unique vendors and attracts more than 4,000 visitors daily.

Metramarket in the media

AP
Artisanal restaurant rewrites the food scene in Chicago, the French Market brings shopping and dining to a new level in the city's West Loop.

bonappetit
The 1st Food Truck in Chicago
Food trucks are the new food trucks. Across the U.S., more and more people are turning to food trucks for their dining needs. In Chicago, the first food truck, the French Market, is now a permanent fixture in the city's West Loop.

Windy City
The 1st Food Truck in Chicago
The 1st Food Truck in Chicago, the French Market, is now a permanent fixture in the city's West Loop.

West Loop Market
Chicago's French Market

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metra market
THE HUB OF THE WEST LOOP
eat shop dine drink

Located between Canal, Randolph, Clinton and Washington Streets

METRAMARKET.COM

Area demographics

- 55k+ RESIDENTIAL POPULATION
- 22k+ HOUSEHOLDS
- 22k+ SF RESIDENTIAL UNITS DEVELOPED SINCE 1990
- 15% PROJECTED POPULATION GROWTH BY 2017
- 4,100+ RESIDENTIAL UNITS PROJECTED UNDER CONSTRUCTION
- \$100k+ AVERAGE HOUSEHOLD INCOME
- 80% UNDERGRADUATE DEGREE OR HIGHER
- 38% WALK TO WORK
- 23% PUBLIC TRANSIT TO WORK
- 11k+ DAILY COMMUTERS AT UIC
- 12k+ DAILY COMMUTERS AT UIC
- 4k+ AVERAGE DAILY COMMUTERS AT UIC
- 35k VPD HANDCUPS AND WASHINGTON STREETS
- 45k+ DAILYTIME EMPLOYEES
- 4k+ SF EXISTING WEST LOOP OFFICE SPACE
- 1.5k SF OFFICE BUILDINGS UNDER CONSTRUCTION
- 11k SF WEST LOOP OFFICE SPACE PROPOSED

Source: U.S. Census Bureau, Census 2000 Summary File 1, 2000; U.S. Census Bureau, American Community Survey, 2008-2012

A vibrant 100,000 SF street-level restaurant and retail development that is one of Chicago's premier high-traffic destinations.

Joining two city blocks, Metramarket's exceptional multi-level location is within a walking distance to many of the city's most dynamic areas including:

- Ogilvie Transportation Center (nearly 600,000 commuters daily)
- Northwestern University (one of the nation's premier universities)
- Central Business District's West Loop submarket
- West Loop residential neighborhoods
- The fast-growing Public River District
- Randolph Street's Restaurant Row
- Chicago's Theater District

110K
WALK-BUSINESS POPULATION

459K
COMMUTERS DAILY

6K+
DAILY COMMUTERS AT UIC

55K+
WALK-BUSINESS POPULATION

MONEY

MODEL

1043 N. Rush St.

MISSION

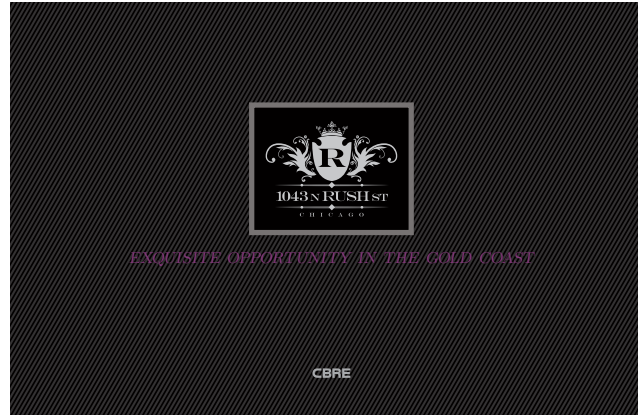
Proposal book and logo for retail opportunity in the Gold Coast neighborhood of Chicago

MODE

Art direction

Design

Print



MAY

MODEL

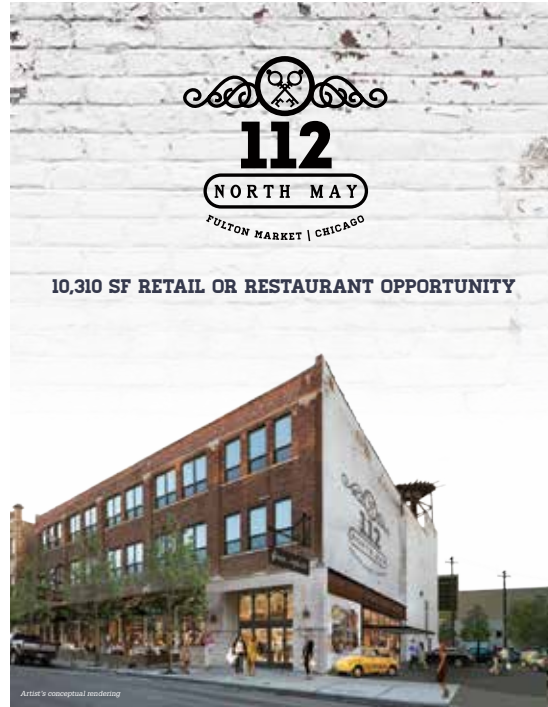
112 N. May St.

MISSION

Book and logo for hipster chic retail space for lease in the West Loop neighborhood of Chicago

MODE

Art direction
Design
Print



- EXISTING RESTAURANT INFRASTRUCTURE
- RANDOLPH STREET VISIBILITY
- 90 FEET OF FRONTAGE
- SIGNIFICANT BRANDING OPPORTUNITIES
- OUTDOOR SEATING POTENTIAL
- EXCLUSIVE RETAIL PARKING



MORNING

MODEL

American Egg Board

MISSION

Commercial real estate services proposal book

MODE

Art direction
Design
Print



KEY MARKET CONDITIONS
(OPPORTUNITIES & THREATS)

- Flight to Quality
- Shadow Space
- Rising Rental Rates
- Construction Costs

| SCENARIO | PER SQ. FT. GROSS | ANNUAL YEAR 1 RENT | AVERAGE 10 YEAR OCCUPANCY COST | ANTICIPATED OUT OF POCKET PROJECT COSTS FOR RELOCATION |
|---------------------------------|-------------------|--------------------|--------------------------------|--|
| Current Rent (10,800 Sq. Ft.) | \$17.39 | \$187,847 | - | - |
| Relocation to Class B Office | \$23.00 | \$276,000 | \$393,271 | \$500,000 |
| Relocation to Class A Office | \$28.50 | \$342,000 | \$564,340 | \$500,000 |
| Relocation to Class B Downtown | \$26.50 | \$320,000 | \$484,453 | \$500,000 |
| Relocation to Class B+ Downtown | \$26.42 | \$437,160 | \$478,642 | \$500,000 |

Based on relocating to 12,000 square feet of office space. Assumes that new space will not reuse existing conditions.

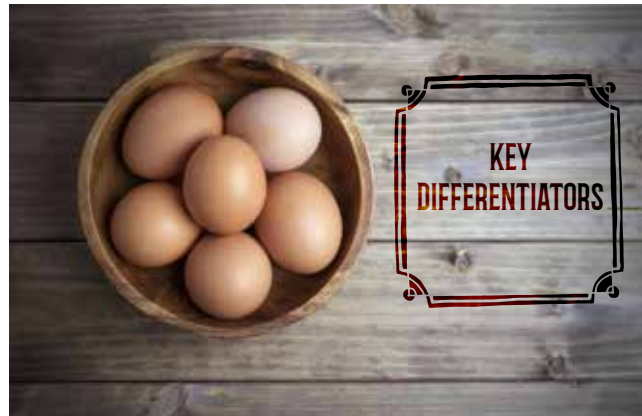


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MAJOR

MODEL

The Missner Group

MISSION

Business development
presentation for commercial
real estate services

MODE

Art direction
Design
On-screen
Print



MARK

MODEL

Miscellaneous logos

MISSION

Visual communication
in it's simplest form

MODE

Art direction
Design



LIA

Therapeutic bath salts



REDHAWK ELECTRIC

Commercial electrician



AMANDA SEARS

Industrial artist



BENSIDOUN USA

Purveyor of open-air markets



CROSSTOWN NORTH

Industrial business center



MARCHE DE NOEL

Holiday craft market



WASIO

Commercial photographer



3333 Iron Street

Industrial property



708 LAKE STREET

Retail space for lease



GROUNDWERKS CHICAGO

Multi-use commercial property
for former US Steel site



PARK PLACE

Suburban office complex



GREY HAYES TAVERN

Neighborhood pub

MERRIEST

MODEL

Self-Promotion

MISSION

Holiday cards

MODE

Art direction

Print

