

Dorota Pankowska

Freelance Art Director

ABOUT

I'm Dorota but you can call me Dori. :)

I'm a visual creative at the core, and it manifests itself in many different forms. I started off in the photography scene, dabbled in graphic design, and then found myself in the exciting world of advertising.

I'm a huuuge internet dweller and I believe discovering treasures on the internet is akin to traveling the world. I love things that go viral and I get a big thrill anytime something of mine starts making the rounds on the net.

In my spare time I started a brand named Wask where I design original and quirky products, some which help fix broken hearts and others that let you quickly burn a bad book you've read. I sell these products online and in local shops.

I've also found my way out of over 20 escape rooms, but my own room is one I rarely want to escape. I spend some time learning to parler Français, collecting toilet papers from around the world, and playing Beat Saber on my Oculus Quest 2 headset.

Let's work together!

EDUCATION

Humber College Toronto
Creative Photography '10 - '12
Diploma

Brainstation Toronto
Product Management '17
Certificate

FIND ME

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EXPERIENCE

Rethink Toronto
Art Director Jan '20 - May '21

Clients included IKEA, Kraft, Molson, WestJet, Heinz, Scotts, and others.

Miami Ad School Toronto
Instructor Jan '21 - Apr '21

Taught advertising students creative and strategic tools to stand out in the ad world.

John St. Toronto
Art Director Nov '17 - Oct '19

Clients included President's Choice, Winners, Boston Pizza, Home Hardware, Schneider's, Mitsubishi, KFC, and others. Created award-winning work, including making it into the Comm Arts Annual 2019 mag.

Ogilvy (freelance) Toronto
Art Director Apr '19

Elevated an award-winning Shreddies campaign.

Sid Lee (freelance) Toronto
Art Director Oct '17

Clients: Heineken and President's Choice Financial.

Ogilvy & Mather Paris, France
Art Director Nov '15 - Mar '17

Clients: Dove, Nestle, Netflix, Perrier, IBM, and more. Collaborated on campaigns and pitches. Was also in charge of our photo studio, creating social content.

Doug&Partners Toronto
Art Director Jun '15 - Oct '15

Worked on projects for Honda, UNB, & YorkU for digital and print campaigns. Created award-winning work that made it into Lürzer's Archive 200 Best.