

MAGDALENA HAJDUK

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PROFILE

Brand, Creative & Communications Leader with experience leading creative, communication and transformation initiatives across financial services, consulting, retail and healthcare sectors, and building a fashion brand from concept to launch.

Combines strategic brand development, creative direction, executive communications and operational excellence to create impactful brand experiences and scalable solutions.

Experienced in translating business strategy into compelling narratives, creative systems and user-centred ways of working.

Foundation in fashion design, concept development and visual storytelling, complemented by expertise in AI-enabled innovation and change adoption.

CORE EXPERTISE

BRAND STRATEGY & DEVELOPMENT • CREATIVE DIRECTION & VISUAL STORYTELLING • EXECUTIVE COMMUNICATIONS • CREATIVE OPERATIONS & TRANSFORMATION • AI ENABLEMENT & INNOVATION • TEAM LEADERSHIP • CHANGE LEADERSHIP

EXPERIENCE

J.P. MORGAN

JUN 2022 - PRESENT

CREATIVE MARKETING MANAGER

- Led multiple creative operations and transformation initiatives supporting EMEA and global teams, improving efficiency, consistency and user experience.
- Managed and coached a team of four, aligning development with business priorities.
- Developed communication frameworks and standards adopted across global team.
- Advised on a large-scale rebranding initiative, evaluating agency-developed templates and influencing adoption of new brand standards across 2,000+ users.
- Co-led development of PowerPoint automation solutions, translating user needs into features that improved workflow efficiency and usability.
- Co-led an AI-enabled content discovery pilot designed to improve knowledge accessibility and content reuse, with projected adoption across 5,000–10,000 users globally.
- Supported senior stakeholders through executive communications, leadership presentations and high-visibility business initiatives.

YQUAL

MAY 2022 - PRESENT

FOUNDER & CREATIVE LEAD

- Built and launched a sustainable fashion brand from concept to market, defining brand strategy, positioning, visual identity and customer experience.
- Defined the brand name, values, positioning, tone of voice and communication strategy, creating a distinctive and consistent brand presence.
- Led all aspects of brand development, including creative direction, website, social media, product design, supplier selection and customer experience.
- Conducted market and competitor research to make informed brand, product and communication decisions.

KCR PLACEMENT

SEP 2021 - MAY 2022

BRAND & EXECUTIVE COMMUNICATION SPECIALIST

- Supported a company-wide visual rebranding initiative by translating brand strategy into communication standards, templates and digital assets.
- Developed executive, employer branding and LinkedIn communications supporting brand visibility and consistent implementation across corporate channels.
- Produced executive presentations and business development materials supporting stakeholder engagement and growth initiatives.

MCKINSEY & COMPANY

MAY 2019 - AUG 2021

EXECUTIVE COMMUNICATION DESIGN SPECIALIST

- Translated complex business analyses and strategic recommendations into compelling executive narratives and client-ready communication materials.
- Partnered with consulting teams across multiple industries to support high-profile client engagements through visual storytelling and executive communications, enabling more effective communication of strategic recommendations.

LPP S.A.

JAN 2018 - DEC 2018

FASHION DESIGNER

- Developed commercially driven collections informed by consumer insights, trend analysis and brand positioning.
- Collaborated with buying, sourcing and production teams to align creative concepts with commercial objectives.
- Conducted trend forecasting and market research supporting collection planning and seasonal creative direction.
- Participated in supplier negotiations and production visits in China and Myanmar, balancing design, quality, cost and delivery requirements to support commercially successful collections.

EDUCATION

UNIVERSITY OF ARTS LONDON | BA (HONS) FASHION DESIGN & PATTERN CUTTING

CRACOW SCHOOL OF ART AND FASHION DESIGN | FASHION DESIGN

LANGUAGES

ENGLISH (C2) • POLISH (NATIVE) • SPANISH (A2)

TOOLS

ADOBE CREATIVE SUITE • FIGMA • MICROSOFT 365 • POWERPOINT • WORKFRONT • NOTION • AI PRODUCTIVITY & RESEARCH TOOLS (CHATGPT, MICROSOFT COPILOT, PERPLEXITY)

AREAS OF INTERESTS

AI & EMERGING TECHNOLOGIES • CONSUMER BEHAVIOUR • VISUAL STORYTELLING • PSYCHOLOGY