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Ewa M Karweta

Creative Design Leader

Education

Master of Science in Business
Experience Design and Branding,
VCU Brandcenter
2015

Bachelor of Fine Arts
Drawing and Design,
Old Dominion University
2011

Awards / Honors

2022: Culture Catalyst Award
2021 : AFTAs - Northern Trust
2014:
CapitalOne DesignJam Winner
Tech+ Toys Judges Favorite
TEDxRVA XD Team

Digital Credentials

Patent Plateau Filing
Design Thinking Co-Creator
License to Lead
Garage Methodology
IBM Mentor
Design Thinking for AI
Agile Explorer
Accessibility Advocate

Languages

English
Polish (native)

Extras

Co-established a Design
Collective at IBM supporting
young designers through
Design Resources and
a Monthly Design Podcasts.

Experience

IBM | Aug 2015 - Present

- Worked with C-Suites, Executives, Business Analysts, Designers, Engineers, Architects and others across 10+ Industries on over 85 projects spanning from research to delivery.
- Filed 5 Patents with the USPTO spanning Design, AR/VR, AI and Machine Learning and Digital Security.
- Built out a Design Studio at a Leading Oil and Gas Client delivering over 40 design projects across the entire enterprise, full design process and templates, a robust Design System, eminence building and internal design education.
- Lead the key design team in a Digital Enterprise Transformation taking a Major Banking Client from paper, email and fax operations and into a fully digitized Data Lake powered digital internal and external operations.
- Part of the original crew that built out the Bank of America's Erica chat interface and conversational logic.
- Lead Design of continuing education platforms for both the US Army and Department of Defense for current service members and those transitioning out of the military.
- Clients Included: Bank of America, Northern Trust, Google, AT&T, Anthem, American Express, National Grid, Chevron, DoD, US Army, City of New York, Ascena Retail Group.

Jack Morton Worldwide | Jun 2014 - Aug 2014

- Part of a team of 10 that won a pitch for Google.
- Clients included: Cotton, Hertz, Emblem Health, Google.

Branding Consultancy / Owner | Feb 2000 - Aug 2014

- Created and run a local Consulting shop specializing in Design, Web, Logo, Events and Branding.

Core Skills

UX Design, UX Research, Design Thinking Facilitation, Storytelling, Wireframing, Prototyping, Leading Teams, Agility, Service Design, Design Education, Collaboration, Mentorship, Branding.