

# Lori Osiecki

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## PROFILE

Lori Osiecki is a successful creative executive who has helped launch several start-up companies, including, Food Focus Arcade, Brandi's World, Patches Kids, Haydenburri Lane, Zoup-ah!. She has developed brands from creative concept to point of purchase and understands the importance of knowing and identifying the target market, maintaining the overall cost of production and keeping a project on schedule.

## EXPERIENCE

### **Creator and Creative Director, Max on Snax®, Mesa, AZ**

- Creator and Chief Creative for children's lifestyle brand focused on combatting childhood obesity
- Developed interstitial series currently airing with American Force Network centered around Max, a preschool-age boy who aspires to be a chef and shares his love of healthy eating and exercise with his audience
- Brand has grown to include interactive website and two iPhone apps; the *Max's Plate* app received recommendation from Surgeon General Regina Benjamin
- Part of KidToons film previews and weekly newsletter

### **Founder and Creative Director, The Big Blue Berry, Mesa, AZ/Boston, MA**

- Development of apps for health market.
- Projects include MyHealthApp, Stellar Health Game, Veggie Garden Palooza, Nutrition Support Matrix, Breast Cancer Care

### **Founder and Creative Director, Beati Productions, Mesa, AZ**

- Full-service production company specializing in brand development, web design, graphic design, branding, animation, brand consulting
- Beati Projects include Fijitz®, Itz Think®, Schmingdom Kingdom®, Sunny Pepper's Going Places®, and The Maybees™.

### **V.P. Creative, Haydenburri Lane, Oakland, CA**

- New product development and creation of online content
- All creative material for the brand including presentations and marketing material

### **Creative Director and Associate Producer, Brandi's World, San Jose, CA**

- Instrumental in preliminary branding and creation of web content for mentorship program sponsored by US Olympian Brandi Chastain
- Associate-produced documentary, *Tribute to a Champion: Brandi Chastain*

### **Freelance Illustration and Design**

- Past clients include: Young and Rubicam, Penguin Putnam, Learning Resources, Klutz, PepsiCo, American Girl, Sonic, Rising Moon, Renaissance Publishing, Westing House Corp., Pearson Learning, Lunivia, Abelson-Taylor

### **Creative Director, Hallmark Cards, Kansas City, MO**

- Worked in product development, conceptualizing, creating, and delivering new product
- Experience generating product to suit given budgets and target markets

## AWARDS & DISTINCTIONS

- Mesa, Arizona Neighborhood Leadership
- Mesa, Arizona Historical Lifetime Service Award
- Arizona Valley Forward Award for Mesa's First Historic District
- Dr. Toy's Best Product Award, Haydenburri Lane's "Carry Me Everywhere"
- WTS Five Star Product Award, Haydenburri Lane's "Carry Me Everywhere"

## COMMUNITY INVOLVEMENT

- Mesa Historical Board
- Mesa Arizona Downtown Development Committee
- Arizona Mag 2025
- Mesa Town Center Board
- Mesa YMCA Board
- Mesa Arts Center Board

## **EDUCATION**

- Pennsylvania Art College, PA
- Kansas City Art Institute, Kansas City, MO
- Mesa Community College, Mesa, AZ
- Scottsdale Community College, Scottsdale, AZ
- Institut de Touraine, Tours, France

## **SKILLS**

- Extensive experience working with Adobe Creative Suite
- Familiarity with Microsoft Office
- Conversational French