



#brand strategy  
#art direction  
#teamleading  
#packaging

## EDUCATION

POMORSKA  
WYŻSZA  
SZKOŁA NAUK  
STOSOWANYCH

BACHELOR OF  
CULTURAL STUDIES  
GRAPHIC DESIGN

September 2012 -  
July 2015  
Gdańsk, Poland

## SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- AfterEffects
- Figma

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## SOFT SKILLS

- Leadership
- Communication
- Teamwork
- Creativity
- Time management
- Attention to details
- Eagerness to learn
- Multitasking

## LANGUAGES

- English - C2
- French - B2
- Japanese - N4
- Korean - beginner
- Polish - native

# AGNIESZKA WIĘCKIEWICZ

## Senior Graphic Designer



+48 796 930 112  
graphic.design.ags@gmail.com  
Gdynia, Poland

Results-oriented Graphic Designer offering 10 years of field experience. Demonstrated success in branding, team leadership and art direction. Fluent in Adobe Creative Suite and Figma. Clear communicator and collaborative team player with an eye for detail and skill in customer relations. Launched and supervised countless design projects - from board games, through creation of packaging for beauty products to websites and ad campaigns. Led teams of six international offices (the UK, the USA, Germany, France, Australia, Poland), trained and mentored new co-workers. Oversaw projects as a design consultant to my colleagues. As a freelancer curated over 10 complete brand strategies: from creating logos and designing entire visual identity to establishing the tone of voice in communication.

## WORK EXPERIENCE

### WINNING MOVES UK LTD.

#### SENIOR GRAPHIC DESIGNER

February 2022 - July 2023    Gdańsk, Poland - London, the United Kingdom

- Improved communication between departments and developed a faster process of concept creation through a company-wide workshop. Elevated other projects by playing the role of a design consultant to my co-workers as well as customers during meetings.
- Mentored junior designers and provided design guidance to enhance standards of overall studio's output. Maximized the efficiency of the team by delegating and distributing work based on data.
- Boosted team's performance by helping colleagues keep up with constant legal changes as well as new requirements of external vendors and suppliers through standardizing internal checklists and templates regularly.

#### GRAPHIC DESIGNER

January 2019 - February 2022    Gdańsk, Poland - London, the United Kingdom

- Applied color theory and composition techniques to construct appealing designs, which resulted in various top selling board games (e.g. MONOPOLY, Cluedo, Guess Who, etc.). Coordinated with external vendors and suppliers to verify quality and accuracy of printed materials.
- Collaborated with content and marketing teams to confirm design compliance with brand guidelines of renowned licenses (Toei, Mattel, Warner Bros' Friends and Harry Potter, Disney, HBO, Netflix, etc.) and worldwide customers (Mulberry, Blackpink). Upgraded designs in many languages (including Ukrainian, Korean, Japanese, Thai, Chinese both Traditional and Simplified) by implementing feedback and suggestions from clients.

### COSMETRADER (previously MONGIRD)

#### GRAPHIC DESIGNER

November 2016 - September 2018    Gdańsk, Poland

- Created artwork for product packaging and promotional materials of several beauty brands (Lambre, Cosmepick, Dermiclab). Developed original artwork for range of print, web and video projects as well as visual content for social media campaigns.
- Met with internal stakeholders to present mockups, collect information for adjustments, establish scopes, and manage project milestones.
- Created a line of tattoo care products that is still a best-seller at a national pharmacy chain.

### AVOCADO 360° - ADVERTISING AGENCY

#### GRAPHIC DESIGNER

January 2014 - December 2015    Gdynia, Poland

- Successfully completed internship and was offered a fulltime job due to appreciation from colleagues and agency's main customer. Became fully responsible for all their projects.
- Developed innovative designs for variety of clients in graphic design industry. Created logos, illustrations and websites for various organizations. Designed creative digital displays used in online advertising for local businesses.