



# LUKAS ZYGIEL

Graphic & Web Designer

[Zygiel.com](http://Zygiel.com) [in/lukaszygiel](https://in.lukaszygiel)



07 June 1981  
Poland  
Family



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**PROFILE:** Passionate graphic designer with over 10 years history of work in the creative industry for wide array of corporate, official and NGO clients. Experienced across various channels, including print, online and mobile. Skilled in print and digital design, off and online marketing, desktop publishing & typography, and web design. Specialized in marketing design, brand development and traditional & digital publishing design. WordPress enthusiast. On track to UX/UI Design and WordPress Theme Development. Strong consulting and project management professional. Proud dad, jizzer, coffee addict, constant learner.

## SOFTWARE

- Tools of choice: InDesign, Illustrator, Photoshop, Acrobat, Fireworks, Dreamweaver, Notepad++
- Familiar with: Animate, AfterEffects, Premiere Pro, Audition
- Beginning with UXPin, InVision and Adobe XD
- Plan to JavaScript and PHP

## WEB DESIGN

- HTML5, CSS3, basic jQuery; starting with Javascript and PHP
- Understanding of Responsive & Mobile design
- Familiarity with working in Content Management Systems (CMS): WordPress, Joomla, Drupal
- WordPress Websites: installation, administration, functionality customization, web graphic design
- basic server management (MySQL, phpMyAdmin, Direct Admin, cPanel etc.)

## ONLINE MARKETING

- Front-End Web design
- Landing pages
- Social Media Design
- Display Ads, DpubleCLisk, HTML5
- digital advertising design
- Email marketing with Mailchimp & HTML
- basic SEO techniques

## CORE COMPETENCIES

- Solid design and conceptual skills
- Creative abilities and innovative thinking
- Effective written and verbal communication skills
- Ability to work in time management for deadline-sensitive environment – proven ability to prioritize, to multi-task and meet deadlines
- Effective understanding of social media, digital & traditional marketing
- Demonstrated knowledge of current design software, PC Platform
- Excellent communication skills, both verbal and written
- Able to present graphic solutions to a cross-functional group in a clear and concise manner with supporting rationale
- Ability to objectively listen to feedback on creative solutions from a variety of sources, facilitate discussion around the feedback and disseminate into revisions to move project forward
- Effectively work with cross-functional team members to ensure projects achieve the specified objectives and timelines

## DESIGN SKILLS

Typography, Print Design, Layout Principles, Composition, Grid systems, Color Theory, ATL & BTL Marketing, Online Marketing, Brand Design, Digital Branding, Desktop Publishing, Digital Publishing

## COURSES

### Robert Oleś Typography Workshop by d2d.pl

Cracow, PL

#### *Advanced Publishing Design with Adobe InDesign*

2017

9 styles theory – highly effective method for journal and book typesetting into 9 paragraph styles; Advanced typesetting techniques; Modular grid theory; Practical work automation & GREP.

### Robert Oleś Typography Workshop by d2d.pl

Cracow, PL

#### *Typography and Book Design Workshop*

2017

Introduction to book design; Classification, selection and merging of typefaces; OpenType fonts and Unicode standard; Lights and their hierarchy; Composition of books and desktop publishing rules; Introduction to main text typesetting; Book elements design regarding various text direction; Grid design; Asymmetric typography; Typesetting; Design of a selected book.

### Coaching School FLIS

Glogow, PL

#### *Trainer Course*

2015

Interpersonal training; Examining the training needs and preparation of the training offer; Training design; Atypical training tools – designing outdoor educational games; Conducting training – working with a group and coaching techniques; Evaluation of training; Stress in the work of the coach; Legal aspects of training; Building a coach's image; Personal and professional development of the trainer.

### Cooperation Fund Foundation

Poznan, PL

#### *Business consulting for social economy entities*

2012-2013

### Human Rights Education Youth Network

Caravaca de la Cruz, ES

#### *„Freedom & Expression”*

2011

Working with socially excluded youth through art therapy

## EDUCATION

### State Higher Vocational School

Glogow, PL

#### *Graphic Design*

2010-2011

### University of Zielona Gora

Zielona Gora, PL

#### *Jazz and live music – double bass*

2008

### University of Zielona Gora

Zielona Gora, PL

#### *English Philology – teaching specialty*

2003-2006

### Higher School of Linguistics

Czestochowa, PL

#### *English Philology – teaching specialty*

2000-2001

### High School no 7

Zielona Gora, PL

#### *Secondary school certificate*

1999-2000

## EXPERIENCE

### **CCC.eu sp. z o.o.**

#### **Graphic designer**

Vital member of the creative team of 5, working on the very fast-paced marketing schedule at the largest retail footwear company in Central Europe and the largest footwear manufacturer in Europe, with an own sales network of 900 stores in 17 countries.

#### **Design:**

- Responsible for conceptual design and implementation of new brand concepts and communication elements for 2017 & 2018 seasons.
- Chaired outside brands care in packaging & marketing (including Marvel, Barbie, Disney, Puma, Adidas, Rieker and others).
- Spearheaded new ecommerce solution responsive design with GUI design and UX workflow creation and testing (in progress).
- Researched current market trends and incorporate trends in the graphic designs where appropriate.
- Designed email campaign templates for optimal performance using copy from marketing copywriters.
- Generated design layouts from thumbnail roughs to comprehensive digital layouts.
- Coalesced design of seasonal decoration elements, commercial message carriers, packaging, advertising bags, corporate uniforms, labels and other indications for the store chain.
- Crafted visualization of outdoor advertising, atl marketing, information and brand signage (shopping centres, digital outdoor etc.).
- Developed graphic design solutions based on brand guidelines, market trends and project objectives outlined in the creative brief.
- Interpreted direction and subsequent feedback to create and make changes to graphics with a high degree of accuracy.
- Assisted in photoshoot preparation.
- Provided graphic design and layout support for various other departments.

#### **Production**

- Lead co-operating with printers, advertising agencies and other companies producing marketing materials needed for seasonal display and merchandising in the network of sales outlets in line with the schedule of marketing campaigns.
- Accurately executed electronic art files of printable artwork for pre-production and production.
- Proofed digital art files to ensure consistent quality prior to releasing for print production.
- Worked with vendors to approve proofs (final production files).
- Maintained final art files in an accurate and organized manner.

#### **Sales & Marketing Departments Support:**

- Contributed to overall Marketing team efforts to accomplish established goals and deadlines.
- Developed and generated support materials (i.e. 2D and 3D mocks, jpegs, ad mocks and presentation boards) for account meetings.

#### **Project Management:**

- Managed multiple creative projects at various stages of development to a successful and timely conclusion.
- Managed in direct partnership with cross-functional teams (i.e. Marketing, Sales, Investments, Purchasing, Packaging Engineering, Sourcing, Vendors) all development and production phases of creative development as it pertains to graphic solutions for packaging, pos marketing and merchandisers.

### **Creative Agency Studio Z2**

#### **Graphic designer / Website designer**

Responsible for art and copy layout, design and production of various marketing collateral (for digital, print and web-based) and brand design to support various marketing initiatives of clients.

- Regularly and consistently produce compelling design and layout concepts that support various marketing channels (website, blog, landing pages, email, social media, display, paid search, press releases, video, events, print, TV, Radio, etc.) to attract, communicate, nurture, and retain our various audiences.
- Illustrate concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtain approval of concepts by submitting rough layouts for approval by the client.

Polkowice, PL  
2017-current

- Communicate and present design proposals and concepts.
- Prepare finished copy and art files for print or publication, and coordinate with outside agencies, art services, printers, etc.
- Provide design solutions in the form of marketing content to speak to various audience segments using email, digital, and social channel communication best practices, while utilizing optimization of email subject lines, keywords and SEO tactics.
- Grow new leads, including marketing-qualified leads, by increasing site traffic and converting that traffic to prospects through graphic design of calls-to-action, landing pages, and lead generation content.
- Brainstorm and mock up design ideas, present ideas to clients, meet with clients and adjust designs to fit their needs or taste, project budgets and schedules.

### **Consultancy & Advisory Point of Lower Silesia**

#### **Specialist consultant**

Consulting in the field of: public relations, ngo activity promotion, marketing of services and products, advertising, social media, creation and management of the brand for local & regional NGOs.

### **Miedziak.info.pl Regional news network**

#### **Brand manager / Marketing Designer**

Brand management; Media Relations & Public Relations; WordPress maintenance & development; advertising and publishing graphic design; social-media content creation & marketing.

### **Local Social Initiatives Foundation**

#### **Member of the Board / Project Manager**

Creation and coordination of projects – local, regional and national sources; overseeing the preparation and submission of annual activity-based budgets, as well as drafting monthly and quarterly financial reports and sending new funding requests. Organization of work and motivation of the project team and the activities of consultants and volunteers. Ensure close cooperation and coordination of partners' work to ensure the smooth implementation of activities and the achievement of results in projects. Coordination of volunteers.

### **Social Entrepreneurship Center**

#### **Promotion Specialist / Online content manager**

Frontend portal administration with a content creation and design; updates, creation and editorial content management; graphic design for online publishing; basic seo; social media marketing. Full graphic design support (graphic design for printing and internet); social media marketing; seo; Website administration and content design.

### **Association for Children and Youth CHANCE**

#### **Project Manager / Youth Worker**

Overseeing volunteering; creation and coordination of social and cultural projects – local, regional and national initiatives; project management (results, budgeting, scheduling, monitoring; etc.); employs the expertise in project design, implementation and monitoring – creative change management; overseeing artistic youth groups.

### **Music Publishing Rebel Rockers s.c.**

#### **Owner / Manager / Producer**

Music production; artist marketing; concert booking & logistics; music publishing; promotion & marketing; headhunting – new artist; A&R Management; General business management.

### **Little Academy Art & Education**

#### **Owner/Manager/do-it-all-man**

Course development & full-blown operation management: Foreign languages, Art classes (drawing, painting, music, multimedia); Business courses (PR, CRM, Marketing). Curriculum management. Educational materials creation. General business management.

### **Mr Happy Language School**

#### **English teacher**

English class for kids, youth and adults, including business groups; Creating an English language curriculum for pre-school children „Happy Kids”; over 270 students over 3 years.

Glogow, PL  
2006-current

Glogow, PL  
2015-2016

Lubin, PL  
2011-2017

Glogow, PL  
2010-current

Legnica, PL  
2009-2014

Glogow, PL  
2009-2015

Glogow, PL  
2009-2012

Glogow, PL  
2006-2017

Glogow, PL  
2003-2006