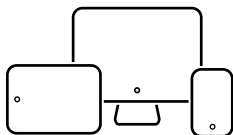


TOMEK ZAREBSKI

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Website: zarebski.co.uk



PERSONAL PROFILE

Integrated Designer with over 20 years experience designing for sectors: Publishing, Fashion, Luxury, Arts, Entertainment, Telecom, Financial and FMCG.

MA Graphic Design and BSc Marketing graduate with problem solving skills and research methodologies.

KEY SKILLS

Problem Solving skills.
Analysing data and creating Wireframes and User Journeys.
Brand creation and development skills.
Good visualising / illustrating skills.
Retouching and photo enhancements.
Artworking and print production skills.
Ability to plan, organise and keep going when things get difficult.
Ability to communicate with people in a diverse environment.
Ability to work to tight deadlines.

COMPUTER SKILLS

Proficient in: Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Fireworks, Invision.
Good in: Quark Xpress, Word, PowerPoint, MailChimp, Cinema 4D, Sketch.
Experienced in: Wordpress, Corel, Final Cut, After Effects.
Working knowledge of coding: HTML, CSS3, JS, JQuery, mySQL.

Manual skills:
Drawing, Photography, Bookbinding, Letterpress, Silkscreen print

EDUCATION

MA Graphic Design
University of the Arts London,
London College of Communication
01/2007 -12/2008

PGDip Design for Visual Communication
University of the Arts London,
London College of Communication, UK
01/2006 - 10/2006

BSc Marketing & Management, Major Advertising
Warsaw College of Promotion, Poland
10/2001 - 10/2004

Diploma in Graphic Techniques
Professional Institute for Artists, Torun, Poland
09/1999 - 06/2001

WORK SAMPLES

VIEW FOLIO 2019 ►

VIEW DIGITAL DESIGN ►

VIEW CHECKOUT ►

VIEW CASE STUDY ►

VIEW PRINT ►

CAREER HISTORY

Freelance Graphic & Web Designer, London, Amsterdam, Zürich, Chicago, Gibraltar.
Clients: Spiraleye, William Hill, ArchiDekor, Discovery Channel, Sauce Design, Tag Worldwide, Contiki Holidays, Naomi Tracz Jewellery, Skill2Skill, Propel London, Base One, Onagono, Ghulam Sakina, Dara Ford, La Petite S*****, Ingram, Mind, Global Pulse, FUEL 4 TRAVEL Commodore International Corporation.
Designing a set of icons. Design and development of websites, Facebook pages, newsletter campaigns and animated web banners. Designing outdoor banners. Design of the corporate identity. Design of the UI for a social network website. Retouching, design of the lookbooks. Inflight entertainment app.
04/2006 - present

UX/UI Designer at TravelSupermarket, MoneySupermarket Group, London
· design of the site components based on user and business needs using creative ideas to enhance KPIs such as VTA and conversion.
05/2017 - 05/2018

UI Designer at Global Eagle Entertainment, London
· designing user interfaces for in-flight entertainment
03/2017 - 04/2017

Digital Designer at August Media - Publicis London
· designing web interfaces and image assets for Morrison, Honda, Renault design of newsletters for Ocado, Legoland, 82BakerStreet
· creating animation for Egalite UK, Legoland,
· developing infographics for Citibank, Nestle, HondaEngineRoom
09/2016 - 03/2017

UX/UI Designer at Mundio Mobile, London
· design of responsive websites and mobile app interfaces, layout, typography, iconography, prototyping
05/2016 - 08/2016

User Interface Designer at Sony Computer Ent., Guerrilla Games, Cambridge
· working in Agile environment
· designing User Interface for the game 'Rigs,' testing designs on PlayStation VR
· helping with marketing collateral for E3 trade show
05/2015 - 05/2015

Lead Designer at Betsson Group, Malta
· design informed by user data (Persona's, analytics), UX and responsive design
· creating prototypes and A/B testing, conversion rate optimisation, mentoring creative team, overlooking development of the projects
· collaboration with various stakeholders
08/2014 - 02/2015

Senior Digital Designer at Virgin Media, London
· working in E-commerce department
· designing digital touch-points of the 'Connected Home' campaign - 'Best Performing Campaign we've done to date' - Head of Digital Marketing
· creating 3D illustrations (brainstorming, sketching, modelling, feedback, amendments, delivery)
· Discover Broadband section - designing assets for sale campaign & special offer banners - designing new site components and refreshing existing ones
10/2012 - 04/2014

User Interface Designer at Kindred, former Unibet Plc., London
· working in the UX Team, consisting of Researcher, Information Architect, Content Manager and Frontend Developer
· designing for web, tablet and mobile, based on wireframes
· creating prototypes and manuals for development, improving user journeys,
· mobile user testing
· trained in User Centred Design Process, KYC and AML
03/2012 - 09/2012

Web Designer at GIMO Ltd., London
· design and development of product websites and landing pages
· social and direct marketing, animated web banners
· trained new team members, served as interim team lead
11/2009 - 07/2011

Designer at Vertigo Publications Ltd., London
· sole designer, design and delivery of the magazine
· print estimates and choice of paper
· participating in the process of the cover selection
· design of the newsletter, advertising guidelines and marketing collateral
09/2006 - 06/2009

Graphic Designer at E-Digital Design Ltd., London
· designing book and DVD covers
· illustration, layout, web design and corporate identity
05/2008-01/2009

Freelance Designer at DLH Poland, Warsaw, Poland
· bilingual interactive CD presentation with a 3D animation
03/2004 - 01/2005

Graphic Designer at Gall Advertising Agency, Toruń, Poland
· designing in response to a brief: print, outdoor, packaging, merchandising
· helping Clients to identify their needs and proposing appropriate solutions
· training and mentoring junior colleagues
07/2000 - 10/2004