

WERONIKA TOMASZEWSKA

Design Thinking | Brand Management | Graphic Design



CONTACT

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SKILLS

- Design Thinking
- Research and Audits
- Graphic Design
- Branding
- 3D modeling

LANGUAGES

- Native Polish Speaker
- Advanced English (C1)

SOFTWARE

- ADVANCED
 - Adobe Illustrator
 - Adobe Photoshop
 - Figma
 - Solidworks
- INTERMEDIATE
 - Blender
 - Adobe XD
 - Keyshot
 - Lumion
- ADDITIONALLY
 - Miro
 - Trello

PROFILE

I am a designer whose passion is creating projects that solve the real needs of users. I believe that observation, analysis and data driven approach are the basis of a good project. I used to work in a company where I mainly deal with 2D design. However, while working for 2 years, I had the opportunity to work on several projects, including the design of the premises, UX/UI, or various types of marketing campaigns.

EXPERIENCE

COGNIZANT | 2022.12 - PRESENT

○ PROCESS EXECUTIVE

Analyzing and identifying content that is not in compliance with requirements
Making well-balanced decisions resolving inquiries to defined policies
Reviewing sensitive content
Assisting in training process for new employees

MEDIA KINGS | 2021.04 - 2022.12

○ BRAND MANAGER

Customer needs analysis
Brand communication strategy
Visual identity of the brand
Brand consistency
Marketing campaigns consistent with visual identification to achieve
Specific brand goals

○ GRAPHIC DESIGNER

Logotypes
Brandbooks
Social Media graphics
DTP
WordPress pages
3D product visualisation
UI/UX projects

○ UI/UX DESIGNER

Customer Needs Analysis
Research
Data analysis
Information Architecture Design
Wireframing
Prototyping
User Interface Design
Working with Developers
Responsibility for comprehensive projects

EDUCATION

CRACOW UNIVERSITY OF TECHNOLOGY | 2017/18 - 2020/21

○ INDUSTRIAL DESIGN ENGINEER

Graduation with distinction
Two-time rector's scholarship for the best students for significant educational achievements