

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
 - Framer
 - 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.

EXPERIENCE

FREELANCE | 2021 - PRESENT

- DESIGNER
 - Freelance design of logos, key visuals, brandbooks, websites, and advertising products

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