



Żaneta Pietrzak

CREATIVE GRAPHIC DESIGNER

Warsaw, Poland

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Links

[Website](#) [LinkedIn](#)

Languages

Spanish (Basic)

Polish (Native)

English (Fluent)

About

I'm passionate graphic designer with 9 years of professional experience, specialized mostly in digital and e-commerce. I create multiply 360 designs such as keyvisuals, websites, landing pages, mailings, videos, tv spots, animations, SEO, visual identities, banners, creations for social media, but also from me to me printing materials and OOH.

BRANDS WORKED WITH

AIESEC

OMD Worldwide

Orange S.A.

Shopee

Experience



● graphic designer

Shopee | Jan 2022 - Nov 2022

- category, medium and big campaigns design: starting with preparing key visual (Adobe Photoshop, Illustrator), then creating landing pages (Adobe Xd) and other Shopee website assets (home page banners, home square icons, product layovers, skins, application screens for App Store and Google Play), creating newsletters according to campaigns' kv, working close with operations team on implementing assets on website, ending on campaign check up when it started,
- part of UI team working constantly on UI/UX adjustments on Shopee website and application in collaboration with operations team and in contact with global team
- posts creations for social media
- work in G suit on daily basis



● graphic designer

OMD Worldwide | Jul 2017 - Dec 2021

- creative concepts for various clients, answering for the creative briefs,
- rebranding, creating visual identities and brandbooks (Adobe Indesign),
- delivering projects documentations (Power Point),
- ecommerce banners, reformattings, mailings, newsletters (Adobe Photoshop),
- websites, landing pages, screenings, apps coupons (Adobe XD, Muse),
- animations, also with HTML5 (Adobe After Effects, Animate),
- video mastering (Adobe Premiere, Audition, Encoder),
- graphics for social media such as carousels, canvas, posts, stories (Photoshop),
- packaging design, logos, infographics (Adobe Illustrator),
- bussiness printing materials: posters, envelopes, stickers, business cards,
- OOH e.g city banners, also Dynamic Back Light,
- creating commisions, pricings, estimations (Excel),
- adding campaigns to company commisions system,
- creating ppt layouts for presentation purpose,
- contact with clients,
- coordination of printer's work



● graphic designer

Orange S.A. | Aug 2014 - Oct 2014

- graphics design for „Pan Pomysl” campaign,
- creating animated banners as a marketing promotion,
- photos treatment, designing vector icons,
- publishing projects - posters, diplomas, graphics for the newspapers

- **FREELANCE GRAPHIC DESIGNER**

| Jan 2014 - Jul 2017

- website design, newsletters, app screen design
- banners, logos, visual identifications,
- layouts of books, graphic novels, brochures, catalogues
- business cards; posters, flyers, icons



- **graphic designer**

AIESEC | Mar 2014 - Jun 2015

- creation of coherent visual identity for AIESEC Native School project
- graphics, brochures, posters and leaflets,
- t-shirts prints designs,
- editing and providing films with a sound track,
- animations of typography,
- coordinating the projects, organising cultural events for Native School

Education & Training

2015 - 2017 ● **Polish-Japanese Academy of Information Technology**

Master of Art, Graphic Design

2015 - 2015 ● **School of Interior Production and Design (SPWID)**

certificate, Interior Design

2012 - 2015 ● **Polish-Japanese Academy of Information Technology**

Bachelor of Arts, Computer graphics