

Beata Pastuszko

CURRICULUM VITAE



Area:
Poland, Wejherowo



Email:
beatapastuszko@gmail.com



Phone:
+48 505 609 352



I am professional and experienced graphic designer with 10 years prove track record. My main advantage is business oriented approach. With means, I understand the role of graphic design in the context of brand building and creating right impact on audience. For me, it is essential to execute client marketing goals and bring valuable deliverables. I enjoy working creatively and on wide variety projects. I am well versed in different areas of design and have successfully designed solutions for internet and print.



Work Experience

Since
04/2020

● Big Life Journal

Graphic Designer | Boston, USA

Designs for print; Journals, Printable Kits, posters, sticker sets, cards to play, quotes sets etc. Visuals for online display: social media graphics for Facebook, Instagram etc. Google Ads etc. and elements for company website.

Managing and overseeing freelancers work and deliver final file according to scheduled plan. Taking care of product launch promotional campaigns, sale campaigns etc. Sets for promotional campaigns and launch usually include graphics for: Google Ads, Facebook (covers, post, stories, ads), Twitter, Newsletter, Pinterest's graphics and content for company website.

Supporting the entire team in the creation of marketing concept for the Big Life Journal and bringing creative ideas for new products. Collecting inspirations, information and customer opinions and then, based on this, generate possible development paths for the company's current offer.

Since
2012

● Freelancer

Graphic Designer | Home Office - Poland

Design for print and internet; leaflets, folders, posters, billboards, Facebook components, etc. Communication design elements for companies; logotypes, business cards, letterheads, etc. cooperation with Gdynia Cultural Centre.

2019
-2016

● Advertising Agency Grupa AF

Graphic Designer | Home Office - Poland

Designed mainly for internet needs. Creating layout for websites, keeping the RWD and UI rules. In addition, creating communication design: logotypes, flyers, catalogues and other elements needed to create company materials. Create ads for online presentations: Google AdWords, facebook, linkedin, etc.

Supported the entire team in the creation of marketing concept. Offering headlines and other ways of presenting information which obtain to a desired effect e.g. reaching the right target group.



Work Experience

- 2016** ● **Advertising Agency Mediafocus**
Graphic Designer | Gdańsk - Poland
- Created graphic design for print, such as; leaflets, catalogues, billboards, business cards, advertising prints, packaging, etc. Most of the projects are compatible with the company's key visual. These projects are activities supporting specific advertising campaigns.
- Participated in tenders, managed websites based on cms, adding news items, banners, photography, moderation of content. Development of newsletters, banners and other web materials..
- 2014-2015** ● **Printing House Abat**
Graphic Designer / Wejherowo
- Prepared prints for outdoors, billboards and various information boards, coffers. Design required for print: leaflets, catalogues, posters, etc.
- Designed and typesetted DTP for display window and cars burl. Cooperation with other departments of the print house.
- 2012** ● **Advertising Agency Artbeat**
Graphic Designer / Initially Trainee | Gdańsk, Poland
- Created various orders related to communication design of the company: leaflets, posters, billboards, business cards, logotypes, educational games, visualizations and components etc.
- Active participated in projects handled by the agency and offered and executed own ideas.
- 2007-2012** ● **Photography Studio Kodak**
Photographer / Customer Service
- Designs on mugs, t-shirts, calendars, business cards, etc., retouching photos, documentary pictures, printing negatives and printing digital photography. Contact with clients (taking orders, sale, lottomat service, fax, scanner, etc).
-



Education

- 2013-2015** ● **Masters Degree**
Academy of Fine Arts in Gdańsk
Art Education / Animation Department
- Master's degree: Diploma: "Depression, the illness of the soul and body in social advertising"
Painting: "Between ethics and aesthetics" / Graphic design: "Depression is an illness"
- 2010-2013** ● **Bachelors Degree**
PWSNS City College in Gdynia
Cultural Education / Graphic Design Department
- Diploma: „Advertising - Selected Issues”



My Skillset

Adobe Photoshop	● ● ● ● ●	Adobe XD	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●	Desktop publishing	● ● ● ● ●
Adobe Premiere	● ● ● ● ●	Drawing and painting	● ● ● ● ●
Adobe Indesign	● ● ● ● ●	Canva	● ● ● ● ●
Adobe Flash	● ● ● ● ●	UX i UI	● ● ● ● ●
Corel Draw	● ● ● ● ●	Css and HTML	● ● ● ● ●
Power Point	● ● ● ● ●	Branding	● ● ● ● ●
Adobe Audition	● ● ● ● ●	Film setup	● ● ● ● ●



Awards, Exhibitions

- 2013 ● Ordinary - unusual people of Tczew
Animation – photography contest, honourable mention and a group exhibition
- 2014 ● The art of photography. Photography of art
Photography contest, honourable mention and a group exhibition
- 2014 ● Gdynia modernism in a lens
Photography contest, honourable mention and a group exhibition
- 2015 ● Relationships / "Between ethics and aesthetics",
"Depression is an illness"
Graduation exhibition - a group exhibition
- 2015 ● The Birth of the City. Gdynia modernism in the interwar
A group exhibition



Hobbies

Psychology | Art | Healthy lifestyle | Photography

Links to portfolio:

Online:

<https://www.behance.net/beatap>

PDF (more projects):

https://www.dropbox.com/s/4sbv2d6pmjxyi9s/portfolio_2021_08_22_an.pdf?dl=0

Beata Pastuszko

Wejherowo, Poland | +48 505 609 352 | beatapastuszko@gmail.com

January 26, 2022

Dear
Hiring Manager,

I came across your job post for the position of a Graphic Designer 'Remote' and I decided to apply as I was thrilled to see requirements of the role matched with my profile and I am very interested in joining **Z NETWORKS**.

Z NETWORKS focuses on modern solutions. In the constant changes, the ability to be close with technology and design trends is very important. I reviewed company website, checked you offers and in my opinion everything looks amazing. **Z NETWORKS** designs made a great impression on me, the company marketing materials area combination of high aesthetics, modernity, usability and marketing efficiency. These features are components of every great project. Also, for me to is most important to deliver the best possible version of product; with high level of aesthetic, useful design and in the same time meeting the marketing assumptions.

As you can see from my CV, I am quality-oriented and professional Graphic Designer with 10 years of first-hand experience in graphic designing, brand building and creating the right impact on audience. I am sure my below skills, experience and achievements combined with my high level of commitment will translate into great final projects and positively influence further development of your company.

- I am a professional artist who has masterful skills in drawing and painting (drawing, oil, digital, etc.).
So, I can easily prepare realistic illustrations, icons or animations and deliver top tier, compelling visuals for your company.
- I have Extensive experience in creating visual communication for specific clients and brand material.
- Proven abilities in co-created layout of websites, including well-developed sites, simple websites as well as one-page type presentations and online shops.
- I crafted effective digital campaigns (Facebook, Google ad etc.) and other online advertisements.
- I can carry out print materials, such as flyers, posters, catalogs etc.

I would like to work in an international environment and gain new work experience. I am offering a competitive price to compensate the risk of building a relationship with someone from another country. So, My annual salary start from \$42K/yr and I am open to options and salary negotiations. Additionally, as an in-dependent contractor based in other country I will not require benefits as health insurance, retirement plan etc.

Currently, I live in Poland, therefore I am interested in cooperation to work remotely. I can adapt to the rules that suit you and the mode of operation of your company. Which means that I can fit to your schedule easily meet deadlines. **I work for** Big Life Journal which based in Boston (fully remote work). The company specialize in produce engaging resources with they help kids (ages 4+) develop a growth mindset, so they can face life's challenges with

confidence. Big Life Journal offers wide range of products; Journals, Printable Kits, posters, cards and many more

As a graphics designer for Big Life Journal, I have worked on a wide spectrum of projects; from graphics for print; Journals, sticker sets, Printable Kits, posters, to visuals for online display (sets of graphic for social media Facebook, Instagram etc. and elements for company website). Projects are mostly creative, complex and often involve help of freelancers such as illustrators, content writers etc. I am responsible for managing and overseeing their work and deliver final file according to scheduled plan. On the other hand, I take care of product launches promotional campaigns, sale campaigns etc.

Additionally, I have been actively creating the marketing concept for the Big Life Journal. I collect inspirations, customer opinions and then, based on this, generate possible development paths for the company's current offer and new products.

Working for Big Life Journal is exciting and challenging as it requires a lot of independent work and an innovative approach to design process. However, all hard work brings me a lot of satisfaction due to the company's mission in which we help to develop children's growth mindset.

I am trying at present to develop my abilities in web design to master fields such as responsive web design, usability, and creating mobile applications.

I do believe that working for **Z NETWORKS** as a Graphic Designer 'Remote' would offer me exciting challenges and develop my career more effectively. I'd appreciate the opportunity of interview to explain more how I can be great asset for the role and your company. Thank you for your time and consideration.

*Sincerely,
Beata Pastuszko*