



Professional Resume

## Arek Vaz

Arkadiusz Bączyk

creative director & visual designer

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Warsaw, Poland / London, UK

/ ready to relocate London/Dubai/Doha/Berlin

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### PROFESSIONAL PROFILE

Creative Art Director with a demonstrated history of working eleven years in the digital advertising and fashion industry. Cannes Lion Winner (Bronze 2015). Experience creating exceptional digital brand experiences at a top digital agencies in an Art Director role. Skilled in digital strategy, graphics, branding, advertising and typography. Strong arts and design professional with a Bachelor of Graphic Design, focused in New Media Art. Recently, finished a short course at Central Saint Martins in art direction for fashion. Interested in modern art, painter, calligraphy handwriting artist and fashion illustrator in his free time.



### EDUCATION & CERTIFICATES

- Central Saint Martins, London, UK 2017**  
 University of the Arts  
**Art Direction for fashion short course**
- Bachelor of Graphics, New Media Art - Graphic Design 2008 - 2013**  
 Polish-Japanese Academy of Information Technology  
 Warsaw, Poland
- Facebook Certified Creative Strategy Professional**  
 Facebook, Issued Aug 2020, Credential ID 300-101  
 Creating fashion brand strategy 2016  
 Fashion PR Talks. Warsaw, Poland  
 Europass Mobility document 2014  
 A document to record work experience, knowledge and skills - acquired in an international environment, in an international environment. National Europass Centres. EU



### PERSONAL SKILLS

- experience in supervising the photoshoot for fashion magazines, lookbooks or campaigns,
- ability to define the creative vision and drive concepts to craft innovative interactive experiences,
- ability to take decisions on final design, final artwork, and finished materials depending upon deadline and set targets, to be a leader and acknowledge clients expectations,
- leadership skills & good co-worker,
- knowledge of the rules of composition, typography, color theory, drawing and painting acquired in university education



### AWARDS



**Bronze KTR Award 2017**  
Audio Video Workshop category  
client: Zywiec 160-lecie commercial



**X Art & Fashion Forum Festival by Grazyna Kulczyk**  
October 2016  
Fashion Illustration  
**Grand Prize**



**Cannes Lions, Bronze**  
June 2015  
client: Renault, Twingo Stiletto  
agency: Publicis Lisbon  
pr / practices & specialisms / launch or re-launch



**CCP - Clube de Criativos de Portugal**  
Apr 2015  
**7 x SILVER award**  
client: Renault, Twingo Stiletto  
PR Category, Media, Design, Promo & Activation, Advertising

### WORK EXPERIENCE



- Head of Design, BBDO Warsaw, Poland**  
 March 2019 - now
  - overseeing all creative strategy and artistic vision for all forms of design
  - working with designers, ux, production artists, photographers, film directors, writers, content analysts and information architects
  - clients: won mBank (4th biggest Bank in Poland) advertising account for 2 years contract, global client: PepsiCo: Pepsi, Mirinda, 7UP
- General Creative & Artistic Director**  
 KTW Fashion Week in Katowice, Poland, November 2018 - now  
 supervising art direction and unifying the vision of the event
- Senior Art Director, Havas Warsaw, Poland**  
 pl.havas.com April 2018 - March 2019
  - digital design & ATL, head of digital department
- Creative Director in fashion, Producer**  
 Arek Vaz, London & Warsaw
  - art directing and overseeing art direction for fashion, editorial, beauty, still life shoots and video, ensuring visuals are on-brand, diverse, contemporary and desirable within agreed budgets
  - multiple editorials: L'Officiel, Elle, Marie Claire, Cosmopolitan
  - Bronze Cannes Lion awarded project: Lisbon VOGUE Fashion's Night Out with Renault Twingo Launch Campaign
- Art Director, Ars Thanea & SYZYGY in Warsaw, Poland**  
 www.arsthanea.com, www.szyzygy.pl June 2014 - June 2017
  - digital design (interaction, mobile first, RWD, UI/UX)
  - responsibility for the final form of the graphic design new ideas for branding and any form of design communication  
 clients: L'Oréal, Grupa Zywiec, Nutricia, LOT, Whirlpool
- Art Director, Publicis Lisboa in Lisbon, Portugal**  
 www.publicis.pt Mar - July 2014
  - design (digital & print) + supervising the photoshoots
  - Bronze Cannes Lion awarded project:  
 Renault Twingo Launch at Lisbon VOGUE Fashion's Night Out
- Interactive Art Director** Feb 2012 - Sep 2013  
 Emarketing Experts in Warsaw, Poland
- Senior / Graphic Designer** Dec 2008 - Oct 2011  
 The Digitals in Warsaw, Poland

### PROFESSIONAL SKILLS



**SOFTWARE**  
Adobe Photoshop, Illustrator, InDesign  
Microsoft Office, system: Mac OS X / Windows 10

**DRIVING LICENSE**  
Category B

**LANGUAGES**  
English (C1/B2), Portuguese (basic), Polish (native)