

PAULINA BUREK

BRAND DESIGNER | STRATEGY AND VISUAL IDENTITY

paulinamburek@gmail.com | (818)-964-8599 | Los Angeles, CA

SUMMARY

Versatile **Brand Designer and Software Engineer** specializing in scalable visual identity systems across B2B SaaS, tech, and lifestyle sectors. Proven track record of **translating complex strategy into premium digital, print, and packaging solutions** that maintain structural integrity from Figma to deployment.

EDUCATION

B.S. Software Engineering

Nov 2023 - Apr 2024

- Western Governors University

Credential Awarded: Front-End Developer

PROFESSIONAL EXPERIENCE

Founding Designer, CheckCells, Inc.

2024 - Present

- **Designed high-stakes investor pitch decks and sales presentations** that standardized executive storytelling, **securing critical funding** and aligning brand presentation across executive stakeholders.
- **Engineered a comprehensive, scalable brand design system** across hardware, digital interfaces, and print, which **accelerated marketing production speed** and guaranteed cross-platform visual consistency.
- **Partnered directly with the CEO, cross-functional teams** to define brand positioning and product direction, **translating high-level business goals into a visual identity that elevated market trust**.
- **Facilitated usability testings** to optimize product performance, directly **bridging the gap between engineering quality and user-centric brand standards**.
- **Led design documentation for FDA clearance** while **acting as Quality Manager**, ensuring absolute **regulatory compliance and mitigating risk** during the product launch cycle.
- Orchestrated **multiple complex design workflows, consistently hitting launch milestones** on time without compromising high premium standards of creative execution.

Junior Brand Designer, XIRCLS

2023 - 2024

- **Maintained brand consistency** across print, web, and social media for diverse client accounts, reducing layout revisions and **preserving brand equity** across all marketing channels.
- **Delivered optimized, production-ready assets** in close collaboration with stakeholders and developers, accelerating engineering deployment times and preventing visual drift during implementation.
- **Designed cross-platform wireframes and prototypes** focused on intuitive user navigation, **which improved digital engagement metrics and streamlined user onboarding paths**.

Guest Experience Manager, Cambria Hotel Calabasas

2021 - 2022

- **Managed front desk operations and guest experiences**, establishing a welcoming atmosphere that **boosted customer satisfaction scores**.
- Strengthened **client communication, problem-solving, and service frameworks**, resolving **complex operational bottlenecks and cultivating repeat brand loyalty**.

- **Founded and operated** an independent beauty studio, **steering all business development, target market positioning, and client retention** strategies from inception.
- **Built the studio's premium brand identity and visual presence** from the ground up, capturing a high-end local demographic and driving steady booking growth via social media channels.
- **Leveraged** a deep, firsthand **understanding of lifestyle consumer psychology** to design products, spaces, and services that **maximized client lifetime value** and brand trust.

SKILLS

Brand Strategy & Positioning, Visual & Print Design, Digital Interface Design (UI/UX), Pitch Deck & Presentation Design, Content Creation, Copywriting, Asset & Library Management, Production Optimization, FDA Clearance Documentation, Quality Management & Compliance, Usability & Product Testing, Business Development & Entrepreneurship, Cross-Functional Collaboration, Project Management, Client & Guest Relations, Creative Brainstorming & Concept Development, Problem-Solving

ADDITIONAL INFORMATION

- **Languages:** English, Polish (fluent)
- **Certifications:** Google AI Professional Certificate, Brand Design Mastery, Google UX Design, Google Email Marketing