



Pawel Bednarski

Brand Designer

Creative brand designer with 5+ years of experience developing scalable identity systems for tech, beverage, and lifestyle brands. Known for strategic thinking, visual execution, and collaborative leadership across marketing, product, and motion teams. Skilled at elevating brand presence through high-quality design systems and cohesive experiences across digital and physical applications.

Work Experience

JULY 2025 – PRESENT

Visual Designer | Lazarus

- Designed a scalable brand identity system to improve visual consistency across digital and print environments. Redefined core assets, wordmarks, logomarks, typographic architecture, and color systems.
- Produced technical marketing collateral—white papers, one-pagers, campaign systems, and educational content.
- Collaborated with product and UX teams to maintain brand identity, operationalizing design logic into UI components.
- Built narrative driven presentations/decks for leadership, conferences and events, synthesizing complex messaging into accessible storytelling visuals.

FEBRUARY 2022 – PRESENT

Founding Designer | FullTilt Labs

- Led end-to-end creative development for the initial launch of the company. Focused on packaging, product launches, from concept to production, websites, billboards, and branded merchandise.
- Directed multi-platform campaigns that generated over \$50K in first-month product revenue, blending strategic brand storytelling with compelling visuals.
- Built and enforced comprehensive brand guidelines to maintain visual consistency across teams and vendors.
- Orchestrated photoshoots and post-production pipelines to produce immersive visual assets for marketing and e-commerce.

AUGUST 2023 – JULY 2025

Brand Designer | Lunchbox

- Engineered brand guidelines and a unified visual identity, enhancing consistency across all external and internal messaging.
- Art directed motion and product teams to ensure cohesion across digital experiences, aligning visual language with user-first interaction design.
- Created sub-brands and content frameworks that strengthened brand recognition and improved social engagement by 10% MoM.
- Designed investor decks, executive presentations, and event materials that contributed to successful Series B fundraising efforts.

JANUARY 2023 – AUGUST 2023

Designer | Quaker City Mercantile

- Designed brand and campaign assets for world-renowned beverage brands, delivering high-quality creative aligned with global brand standards.
- Developed responsive web experiences, improving user engagement by 20%, using scalable design systems and UI/UX best practices.
- Presented mood boards and visual concepts to stakeholders, contributing to fast-paced creative iteration cycles.
- Produced print and OOH assets for global product launches, ensuring cultural relevance and brand consistency across regions.

Additional work examples & references available upon request.

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Education

The College of New Jersey

Bachelor of Fine Arts in
Graphic & Digital Design

Skills

Brand Identity
Graphic Design
Packaging Design
Visual Storytelling
Art Direction
Typography
Layout & Composition
Color Theory & Application
UI & Web Design
Photography & Videography

Soft Skills

Cross-Functional Team Leadership
Project & Production Management
Creative Problem Solving
Presentation & Storytelling
Cross-Functional Collaboration

Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Lightroom)
Figma
Webflow
Framer
Jitter

Recognitions

AIGA Philadelphia

Locally Sourced Exhibition

Mercer County Aspirations

Photography Showcase

Denise Spirito Grant

Senior Thesis Award

Fluent in Polish & English.