



Pawel Bednarski

Brand Designer

Creative designer with 6+ years of experience creating scalable identity systems for startups, B2B, SaaS, consumer, and lifestyle brands. Combines strategic design 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

FEBRUARY 2022 – PRESENT

Founding Designer | FullTilt Labs

- Led end-to-end brand development from concept to execution, architecting complete visual identity system, brand standards, and creative direction across website, packaging, retail collateral, OOH campaigns, events, and merchandise.
- Drove \$60K+ in first-month revenue by designing and executing multi-channel brand campaigns and experiential activations that elevated brand awareness and translated strategy into market-leading consumer positioning.
- Scaled brand to 80+ retail locations nationwide by establishing comprehensive brand guidelines, workflows, and production templates that ensured consistent execution across internal teams, external vendors, and production partners.
- Managed end-to-end production for all visual and photographic assets—directing photoshoots, overseeing post-production, and managing remote workflows with photographers and retouchers to deliver on-brand, high-quality assets across print and digital channels.
- Built DTC e-commerce presence by designing and launching website with product photography, marketing collateral, and packaging design that optimized for conversion and brand consistency across digital and retail touchpoints.

JULY 2025 – NOVEMBER 2025

Visual Designer | Lazarus

- Architected and scaled comprehensive brand guidelines (wordmarks, logomarks, typography, color systems) across digital and print applications, establishing design standards that improved cross-team and vendor alignment.
- Partnered with sales and marketing to develop high-impact marketing collateral—white papers, one-pagers, campaign visuals, social assets, and event materials—directly supporting GTM goals and lead generation.
- Unified brand identity systems into scalable UI components and landing pages, ensuring seamless translation of brand guidelines into product UI and web experiences for consistent user experience.
- Architected standardized PowerPoint, Keynote, and Google Slides templates for sales, insurance, and leadership teams, reducing presentation creation time by 40% and ensuring brand consistency across investor pitches and stakeholder communications

AUGUST 2023 – JULY 2025

Brand Designer | Lunchbox

- Engineered comprehensive brand guidelines and design systems ensuring consistent execution across web, social, print, events, and internal/external communications for growing SaaS platform.
- Drove 20%+ month-over-month growth in marketing pipeline by collaborating with motion, product, and marketing teams to concept and deliver multi-platform campaigns, sub-brands, and scalable social content systems.
- Supported \$50M+ Series B fundraise by designing executive presentation decks, investor materials, and event identities—managing production from concept through final output for stakeholders and media partners.
- Accelerated campaign launch timelines by contributing to design system documentation and creating scalable templates that enabled high-volume production of marketing site assets in fast-paced, cross-functional environment.

JANUARY 2023 – AUGUST 2023

Designer | Quaker City Mercantile

- Expanded global brand identities for premium beverage clients across 10 international markets (Stockholm, Paris, London, New York), adhering to regional compliance standards while maintaining brand consistency.
- Improved engagement by 20%+ post-launch by redesigning responsive web experiences, UI components, and promotional collateral using Figma and Adobe Creative Suite, implementing scalable design systems and best practices.
- Managed rapid iteration cycles by presenting mood boards, creative concepts, design reviews, and strategic recommendations to cross-functional teams, incorporating feedback to align with GTM timelines and market positioning.

Contact

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Education

The College of New Jersey

Bachelor of Fine Arts (BFA) in Graphic & Digital Design

Skills

Brand & Visual Identity

Art Direction

Design Systems

Web Design

Typography

Packaging

Visual Storytelling

Campaign Strategy

A/B Testing

Data Visualization

Executive Decks

AI Design

Soft Skills

Cross-Functional Team Leadership

Project Management

Creative Problem Solving

Stakeholder Communication

Detail-Oriented Organization

Self-Starter Mentality

Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Lightroom)

Figma

Webflow

Framer

Keynote

PowerPoint

Google Slides

Work Experience Cont'd

JUNE 2021 – OCTOBER 2022

Designer | Two Robbers Spirits Co.

- Directed in-house photography and videography projects for both lifestyle and studio product shots, ensuring high-quality output and timely delivery for product launches.
- Supervised social media, website, and e-commerce content that increased brand followers by 16% and strengthened brand identity.
- Collaborated with team to develop new branding, advertisements, apparel designs, and social media campaigns that successfully increased Instagram followers by 2,000.
- Created infographics such as sell sheets, that communicated complex data in a clear and visually appealing way, using a strong sense of typography and layout design to ensure that the information was easily digestible for the target audience.
- Worked on product inventory and management systems, ensuring accurate tracking and timely restocking to meet demand.

APRIL 2020 – JUNE 2021

Designer | Elevated Surfcraft

- Illustrated engaging visuals for web platforms, focusing on product education and viewer engagement, resulting in 12% of increased YoY product sales.
- Led strategic content initiatives and created original assets for social media content, resulting in 500+ new monthly followers.
- Collaborated with print vendors to design graphics and dielines, ensuring all aspects are print ready and printed properly. Mocked up products for website and social media presentation.
- Produced annual product lookbooks featuring detailed infographics and educational content to support sales and narrative-driven branding.

MAY 2019 – JULY 2019

Web Design Intern | Eagle Systems

- Demonstrated a strong understanding of Bootstrap and JavaScript in website design by updating client websites using grid systems and Bootstrap.
- Acquired knowledge of responsive web design techniques, including the use of fluid layouts, media queries, and other front-end technologies.
- Gained familiarity with JavaScript Object Notation (JSON) and JavaScript, using these technologies to implement dynamic website features.
- Became familiar with the importance of UX/UI design, and utilized design principles to enhance the functionality and user experience of client websites.

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Recognitions

AIGA Philadelphia

Locally Sourced Exhibition

Mercer County Aspirations

Photography Showcase

Denise Spirito Grant

Thesis Award

Clients

Tullamore D.E.W

Hudson Whiskey NY

Guinness

Praktisk PropTech

Energy Control

Hendrick's Gin

Anheuser Busch

Sailor Jerry

Ethos

Icebreaker

Dec Construction

Vicpol Electric