Brand designer with 6+ years creating comprehensive design systems and visual identities for B2B/B2C SaaS, AI, startup, and consumer brands. Partner with marketing, product, and motion teams to turn strategy into campaigns, web experiences, and event visuals. Building scalable brand systems and assets that improve consistency, engagement, and launch performance across digital and physical applications.

Pawel Bednarski
Brand Designer

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in/pawlisko

Work Experience

JULY 2025 – PRESENT

Visual Designer | Lazarus

Evolved the brand identity system across digital, print, product UI, and web experiences. Partnered with sales and marketing to create campaign collateral and built reusable presentation templates that streamlined internal and external communications.

FEBRUARY 2022 – PRESENT

Founding Designer | FullTilt Labs

Owned the brand from launch, leading visual identity, guidelines, and creative across web, packaging, OOH, events, and merchandise. Designed multi-channel campaigns that drove early revenue and awareness, while building workflows, templates, and content pipelines with internal teams and external partners.

AUGUST 2023 – JULY 2025

Brand Designer | Lunchbox

Developed brand guidelines and design systems to support a major rebrand across web, social, print, and events. Collaborated with motion, product, and marketing teams on campaigns and executive/investor communications, and created documentation and templates that enabled fast, consistent marketing output.

JANUARY 2023 – AUGUST 2023

Designer | Quaker City Mercantile

Expanded brand identities and campaign assets for global beverage clients across multiple markets. Redesigned web and promotional experiences to boost engagement, and regularly presented concepts and creative directions to stakeholders in fast-moving production environments.

Education

The College of New Jersey
Bachelor of Fine Arts (BFA) in Graphic & Digital Design

Recognitions

AIGA Philadelphia	Mercer County Aspirations	Denise Spirito Grant
Locally Sourced Exhibition	Photography Showcase	Thesis Award

Skills	Soft Skills	Tools
Brand & Visual Identity	Cross-Functional Team Leadership	Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Lightroom)
Art Direction	Project Management	Figma
Design Systems	Creative Problem Solving	Webflow
Web Design	Stakeholder Communication	Framer
Typography	Detail-Oriented Organization	Keynote
Packaging	Self-Starter Mentality	PowerPoint
Visual Storytelling		Google Slides
Campaign Strategy		
A/B Testing		
Data Visualization		
Executive Decks		
AI Design		

Additional work examples & references available upon request.   Fluent in English & Polish.