Pawel Bednarski

A multidisciplinary designer with 7+ years of experience building brand and visual identities for startups, B2B/SaaS, and consumer brands across agency, in-house, and freelance environments. Elevates brand presence and advances business goals by developing cohesive, high-quality design systems and brand experiences. Brings collaborative, cross-functional leadership across marketing, sales, and motion teams to define, refine, and deliver on the right brand vision.

Contact –

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in/pawlisko

Recognitions –

AIGA Philadelphia
Locally Sourced Exhibition

Mercer County Aspirations
Photography Exhibition

Denise Spirito Grant
Thesis Award

Skills –

Brand Strategy & Narrative
Visual Identity & Storytelling
Design Systems
Campaign Strategy
Packaging Design
Web Design
Product Marketing
AI Design
Sales Enablement
Photography Direction

Soft Skills –

Cross-Functional Team Leadership
Project Management
Creative Problem Solving
Stakeholder Communication
Detail-Oriented Organization

Tools –

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Lightroom)
Figma
Webflow
Framer
Claude Code
Midjourney
Canva
Powerpoint/Keynote

Education –

The College of New Jersey
Bachelor of Fine Arts in
Graphic & Digital Design
AUGUST 2018 – MAY 2020

Mercer County Community College
Associate of Science
in Advertising & Graphic Design
AUGUST 2016 – MAY 2018

Professional Experience –

Visual Designer, Triple Whale
APRIL 2026 – PRESENT

Leading a comprehensive website design overhaul and rebrand driving over 35% increase in demo bookings and sign-ups. Building a scalable brand focused design system of 350+ components, modules, variables, and tokens that accelerates design execution by 68%, strengthening visual consistency, and supporting conversion-focused experiences. Partnering with marketing and product marketing teams to shape and execute integrated campaigns across physical and digital channels.

Founding Designer, FullTilt Labs
OCTOBER 2022 – PRESENT

Building and maintaining entire brand identity, such as logos, color palette, and typography, from a stealth stage through public launch. Defining a scalable visual language across the website, packaging, retail, marketing campaigns, events, and merchandise through graphic design executions, while translating strategy into visual storytelling. Driving growth through multi-channel campaigns and experiential activations ($60K+ first-month revenue) while scaling retail execution to 80+ locations. Creating brand guidelines, framework systems, and templates, that enable internal teams, vendors, and partners to execute the branding consistently.

Brand Designer, Lunchbox
AUGUST 2023 – MAY 2026

Led end-to-end development of visual identity systems. Established, executed and evolved brand guidelines for logos, color, typography, imagery, scalable templates and motion to ensure consistency across marketing, web, product, and internal/external communications. Provided creative direction to motion and UI/UX designers, giving performance feedback and managing project reviews to keep brand and product unified. Partnered with marketing and sales to deliver multi-platform campaigns, events, and sub-brands that support pipeline and revenue goals. Supported $50M+ Series B fundraising through executive decks, and investor materials.

Visual Designer, Lazarus AI
JULY 2025 – NOVEMBER 2025

Defined and executed the evolution of brand strategy and visual identity across digital and print campaigns to ensure brand narrative. Created and maintained brand guidelines by establishing rules for logos, typography, and color usage. Designed marketing assets, digital assets, and trade show experiences. Translated complex AI concepts into engaging visuals and infographics through visual storytelling in presentation decks, white-papers, and guides. Collaborated with marketing, sales and insurance teams to drive and support revenue and leadership goals, that enable fast, high-volume production.

Designer, Quaker City Mercantile
JANUARY 2023 – AUGUST 2023

Expanded on global brand identities for international clients such as Hendrick's Gin, Guinness, Tullamore D.E.W., and Hudson Whiskey NY. Created posters, murals, marketing advertisements, and web experiences while collaborating closely with clients. Managed rapid iteration cycles by presenting mood boards, creative concepts, design reviews, and strategic recommendations to cross-functional teams. Incorporated client feedback to align with GTM timelines, market positioning and new product launches.

Fluent in English & Polish.

Additional work, recommendations & references available upon request.