

Pawel Bednarski

Contact –

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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
PowerPoint
Midjourney
Canva

A multidisciplinary designer with 6+ 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.

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
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Professional Experience –

Brand Designer, Lunchbox
AUGUST 2023 – PRESENT

Leading end-to-end development of visual identity systems. Establishing, executing and evolving brand guidelines for logos, color, typography, imagery, scalable templates and motion to ensure consistency across marketing, web, product, and internal/external communications. Providing creative direction to motion and UI/UX designers, giving performance feedback and managing project reviews to keep brand and product unified. Partnering 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.

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.

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.

Designer, Two Robbers Spirits Co.
JUNE 2021 – OCTOBER 2022

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 and developed content for social media, website, and e-commerce products that increased brand followers by 16% and strengthened overall brand identity. Developed advertisements, apparel designs, and social media campaigns. Created infographics that communicated complex data in a clear and visually appealing way.