



Sylwester Pilarz

GRAPHIC DESIGNER



+48 506 715 473

sylwester@spcreative.pl

www.spcreative.pl

A results-driven graphic designer with 10 years of experience in graphic design, branding and digital media. Skilled in creating engaging designs that resonate with the target audiences and combining hands-on expertise with strategic thinking. Dedicated to delivering high quality graphic, web and 3D design solutions that solve complex business challenges.

EMPLOYMENT HISTORY

2D/3D GENERALIST | LYNXBYTE GAMES

Gamedev

MARCH 2025 – NOW (CONTRACT FOR SERVICES)

- Optimization of 3D models and textures for porting games to next-gen consoles: PlayStation 5, Xbox Series S/X, and Nintendo Switch – including polycount reduction, normal map baking, LOD creation, and pipeline improvements to meet the performance and hardware limitations of each platform.
- UX/UI design and implementation using Unity UI Toolkit – designed a clear and functional city management panel for Wild West Dynasty game, focusing on usability and visual coherence; collaborated closely with game designers and programmers to ensure an intuitive user experience.
- Creation of marketing and branding materials – developed professional pitch decks, one-pagers, logos, and landing pages; worked at the intersection of design and business to support the marketing and publishing teams in effective visual communication with investors and players.

UX/UI DESIGNER | CARITAS POLAND

Public services

MARCH 2025 – JUNE 2025 (CONTRACT FOR SERVICES)

- Designed a comprehensive User Experience (UX) for a web application supporting the registration and management of foreigners participating in integration programs.
- Created a clear and user-friendly User Interface (UI) tailored to diverse user groups, including individuals with limited knowledge of the Polish language.
- Developed interactive prototypes (low-fidelity and high-fidelity) in Figma.
- Collaborated closely with developers and stakeholders at Caritas Poland to refine functionality and align with project requirements.

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- Applied inclusive and accessible design principles (WCAG) to ensure usability for all users.
- Conducted usability testing with end users and implemented iterative improvements based on feedback.
- Prepared project documentation to support deployment and future development of the application.

SENIOR DIGITAL GRAPHIC DESIGNER | INTREDO LTD.

Agency

JANUARY 2022 – FEBRUARY 2026 (CONTRACT OF EMPLOYMENT)

- Coached and developed team members, building confidence and a positive work environment while ensuring talent retention and growth across the department.
- Drove engagement and brand awareness by overseeing the visual strategy for significant product launches, managing packaging designs, social media assets and the design and development of websites using HTML, CSS and JavaScript.
- Design projects for both B2C and B2B, including packaging, web, email and campaign marketing, ensuring brand consistency and a timely completion across marketing channels.
- Drove engagement, revenue and YoY growth by developing targeted marketing campaigns.
- Implemented efficient project management structures and practices that speed up the delivery process.

UX/UI DESIGNER | EFABRYKA

Software House

MAY 2019 – MAY 2021 (CONTRACT OF EMPLOYMENT)

- Created design assets for both online, print and marketing materials, helping to strengthen the brand's presence.
- Designed, maintained and updated over 100 websites, including landing pages, e-commerce on PrestaShop and many CMS-based (Drupal, WordPress).
- Worked closely with leadership to shape the strategy and development roadmap for the marketing and design team.
- Improved client satisfaction by revising brand guidelines to better reflect the company's aims and values.
- Created design materials for retail, e-commerce and social media.

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3D GENERALIST | HR BEMO, SP. Z O.O.

E-commerce

Retail

OCTOBER 2017 – MAY 2019 (CONTRACT OF EMPLOYMENT)

- Create high quality 3D models and animations for finished product components according to design requirements and technical specifications.
- Design and develop 3D instructional videos to support users and assembly processes.
- Optimize 3D animation development processes to ensure efficiency and compliance with design intent.
- Work closely with engineering and creative teams to ensure consistency between visualization and actual product.

GRAPHIC DESIGNER | SP CREATIVE

Freelance

2014 – NOW

- Implementation of projects in the fields of graphic design, DTP, 3D, website design, UX/UI design and video editing, tailored to the needs of clients in various industries.

EDUCATION

ACADEMY OF MANAGEMENT AND SCIENCE IN BIELSKO-BIALA, POLAND

BACHELOR'S DEGREE IN GRAPHIC DESIGN

PRACTICAL SKILLS

- Brand identity development
- Typography
- Illustration
- Print design
- Digital design
- 3D design
- Web design
- Web development
- HTML, CSS, JavaScript

LEADERSHIP SKILLS

- Art direction
- Collaboration
- Performance management
- Problem-solving
- Adaptability
- Budgeting
- Project management
- Client communication
- Team management

TOOLS

- Adobe CC
- Unity/Unreal
- Figma
- WordPress
- Drupal 8
- PrestaShop
- Maya
- Blender
- Jira



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Dear Hiring Manager,

I am writing to express my interest in the Graphic Designer position at your company. The position feels like a great match for my skills, experience, and the way I approach design, blending creativity, teamwork and a focus on delivering results.

With over 10 years of experience in both digital and print design, I've developed a versatile skill set that covers everything, from creating engaging branding and packaging, to managing end-to-end web design and development projects. I'm well-versed in Adobe Photoshop, Illustrator, InDesign, After Effects and Blender/Maya for 3D work. On the digital side, tools like Figma, WordPress, PrestaShop and coding with HTML and CSS are all part of my toolkit. Whether it's developing brand guidelines for a tech start-up, packaging for a luxury product, or building a responsive website, I enjoy the variety and challenges that come with a multidisciplinary role.

I've also had the chance to manage design teams, where I've worked and mentored junior designers to bring ideas to life. I've always encouraged my team to think beyond the obvious and push their ideas further, not just settle for the first idea. Fostering an environment where creativity and innovation could thrive. For me, a strong team culture is key, collaboration is where the magic happens and I've always aimed to create an environment where creativity thrives and projects align with the bigger picture.

As a designer, I've juggled a lot of high-priority projects from start to finish, always making sure deadlines are hit. I've introduced project management tools that helped teams stay on track and made sure resources are used wisely. I like clear timelines and making sure expectations are met, but also staying flexible enough to handle last-minute changes or ad-hoc projects when needed.

I approach every project with a user-centered mindset, designing intuitive, visually appealing solutions that align with business goals and engage audiences. I'm also committed to continuous learning, whether tackling new design challenges or exploring trends, I push creative boundaries, embrace feedback and strive to deliver unique results while building on the contributions of others.

I'd love to bring my experience and enthusiasm to the talented team at your company, to create exceptional designs that truly stand out. I look forward to hearing from you.

Best regards,

I hereby give consent for my personal data included in my application to be processed for the purposes of the recruitment process under the European Parliament's and Council of the European Union Regulation on the Protection of Natural Persons as of 27 April 2016, with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.