

# Lukasz Kopaczek

Graphic designer

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*Calgary, AB, T2T0C2, Canada | 403971-1543*

Creative graphic designer with over 10 years of experience in developing engaging and innovative digital and print designs and marketing strategies for clients in various industries. Expertise in branding, 3D visualizations and advertising.

## Work Experience

### Freelance graphic designer

Nov 2020 - Present

*LucasKopaczek.com | Calgary, AB*

- Developed comprehensive marketing strategies, including brand visual identity and targeted campaigns, to attract clients, investors, and suppliers in Canada and Europe for various clients like Tribe Studio, Live Event Agency or Rocky Mountain Timber Co.
- Managed social media content and strategy for multiple brands
- Creating and launching my website.

### Graphic designer

Sep 2017 - Nov 2020

*Edda | Warsaw, Poland*

- Conducted the redesign of brands like Dr Oetker "Słodka Chwila" or Amino instant soups.
- Created new packaging designs for products like Okocim Radler, Dr Oetker "Ristorante Pizza" or Knorr Noodles.
- Created 3D visualizations and packaging designs.
- Designed POS materials and led branding projects.

### Owner

Mar 2011 - Nov 2018

*Kritterz | Warsaw, Poland*

- Founded and designed the brand and led its launch.
- Designed graphics for print and web.
- Product distribution.
- Coordinated various creative projects.
- Managed photo and film production, including editing.
- Oversaw social media management on platforms such as Facebook and Instagram.

### Graphic designer

Mar 2016 - Sep 2017

*No Limits Polska | Warsaw, Poland*

- Produced 3D visualizations and visual identification systems based on brand guidelines.
- Developed and maintained a consistent visual brand identity across all promotional materials for a variety of clients.
- Collaborated with team members to create cohesive brand identities for clients like Carlo Rossi, Sephora, Samsung and more.

## Graphic designer

Nov 2013 - May 2016

*Vershold | Warsaw, Poland*

- Developed new brands and visual identification systems for national and international clients, including the Hoffen brand.
- Created marketing materials for various discount chains.

## Junior graphic designer

Mar 2013 - Nov 2013

*Gruper | Warsaw, Poland*

- Preparing materials for the website and social media platforms.

## Core Skills

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

Languages: English (Proficient), Polish (Native),

Technical Skills: Excellent organization, problem-solving, adaptability to various graphic design styles, supervision of graphic designers or graphic arts technicians, estimation of time for graphic designs and illustrations

## Education

### Warsaw Academy of Advertising, Photography and Film

Sep 2011 - Jun 2013

**Associate** Graphic Design

## Certificates

### ISCED 4 diploma in organization of advertising activities

Jun 2013

*Europass*