

# Adrian Tomaszewski

tel. +48 504 179 065  
AutorAdrianTomaszewski@gmail.com  
www.AdrianTomaszewski.pl  
Bielsko-Biala, Poland



**Ai & "Human Touch" Designer • Graphic/UX/UI Designer • Ai Creative Trainer • Design Trainer & Lecturer • Sound & Visual Artist**

## Professional Summary

**Specialization:** graphic design, design, Ai in creative work, UX/UI, creativity.

**I combine creative work with the power of Ai technology.** I create graphics, illustrations, scripts, strategies, creative concepts, and music. I conduct creativity workshops in marketing and advertising (including for companies such as Payback, Satel, Wiśniowski).

**I enjoy learning new things and sharing my experience.** I value good relationships and am a good listener. Empathy, a positive attitude, and good energy are my trademarks.

**Brand communication building:** I have co-created communication strategy mechanisms for brands and companies such as Philip Morris, Królewskie, MPWiK Kraków, Kraft Foods.

**Creative team leadership experience:** I have worked as a creative director.

**Charisma, courage** – backed by empathy, openness, experience, self-distance, and a desire to understand others.

## Education

**Postgraduate Studies:** University of Vocational Education in Wrocław.  
Field: Computer Graphics

**Postgraduate Studies:** University of Vocational Education in Wrocław.  
Field: Pedagogical Preparation for Teaching Vocational Subjects

**Master's Degree:** Higher School of Marketing Management and Foreign Languages in Katowice.  
Field: Management and Marketing, Specialization: Advertising

**Post-secondary** IT College NOVUM, Katowice  
Field: Computer Advertising and Publishing Graphics

**Certified Course:** Google & Warsaw School of Economics (SGH), 2025  
"Google Skills of Tomorrow 2025 – AI in Business Development"

**Business Trainers School** MERITUM, Katowice  
One-year training completed with EQF 5 trainer certificate

## Languages

English – professional working proficiency

Spanish – basic

Russian – basic



## Achievements

**Golden Eagles Award** for music for the "Mastercook – Sets the Tone" advertising campaign. Collaboration with Euro RSCG agency and Banana Split production house as an independent composer.

**Boomerang Award** and distinction in the Golden Arrow competition for "Kraft Top 100" for Kraft Foods Polska. Teamwork in the creative team at Ogilvy One Poland.

**Nomination for the Golden Eagles Festival Award** for work for IBM Polska "This is What Success Tastes Like." Teamwork in the creative team at Ogilvy One Poland.

**Award from the trade magazine Alcohol Markets** for print ads for Bols vodka. Awarded to the team creating print ads for retailers, where I was responsible for copy and advertising concepts. Teamwork in the creative team at Ogilvy One Poland.

**Direct acquisition of clients** – including: Allegro.pl, Philips, Wiśniowski, Makita, Intermarche, Thalgo.

## Workshops, Lectures, and Training

I teach courses at universities: **WSIZ Bielsko-Biała** – graphics, 2D animation, AI in design, and professional personal skills. **WSTI Katowice** – editorial design. **WSKZ Wrocław** – usability of graphical interfaces. **SGH Warsaw** – copywriting. **WSB/Merito Wrocław** – design.

**I conduct original training in:** UI/UX/usability, AI in creative work, graphic design, creativity in marketing and advertising, Adobe/Figma software, Canva.

**I collaborate with training companies:** High 5, Langas Group, Akademia KFK, Eskadra, KDK Info, AP Edukacja, Brief Akademia.

**I have led workshops** for managers, executives, PR and marketing staff from companies such as: WFOŚ, Payback, Intermarche, PKO BP, Orlen Oil, P4, Eurobank, mBank, Axa, Pracuj.pl, Makita, PGNIG, TNS OBOP, Totalizator Sportowy, Bankier.pl, Eskadra, TVN, Mediarun, Telepizza, SKOK Stefczyka, Kraków Airport, SPEC S.A., Ministry of Infrastructure, Ministry of Environment, and many others.

## Publications

Book: "Copywriter's Health Book", OnePress.

Book: "Advertising Wordplay", Legal Support.

## My websites

**Designer:** [www.AdrianTomaszewski.pl](http://www.AdrianTomaszewski.pl)

**Sound designer:** <https://soundcloud.com/adi-zainer>



## Career Path

Current:

### **AUTOR | Founder / Creative Strategist / Designer / AI Creative Trainer**

Deliver creative strategy, designing and supervising marketing and promotional materials, UX/UI, preparing sales presentations, design concepts and communication solutions for brands and organizations.

Lead workshops, brainstorming sessions and training programs in AI, creativity, design and marketing communication.

Develop brand communication, presentations, campaigns, social media content and digital creative materials.

Use AI tools to support ideation, content development and creative workflows while maintaining strong human-centered quality standards.

### **ArtGroup Advertising Agency – Creative Director**

Led the creative team and supervised development of advertising campaigns and communication concepts.

Presented creative concepts and campaign ideas to clients and stakeholders.

Managed creative direction, quality standards and team collaboration across projects.

### **SKOFF – Graphic Designer**

Responsibilities: designing and supervising marketing and promotional materials, preparing sales presentations, collaborating with service providers (printers, graphic studios, advertising agencies).

### **Polymus – Senior Copywriter, Content Creator**

Developed advertising campaigns, copy, scripts and creative concepts for multiple brands.

Co-created communication strategies and event concepts. Worked across brand, promotional and content formats.

Clients: Heyah, Królewskie, 4FunTv, Diageo, M1, Premium Club, Masterfoods.

### **V&P – Senior Copywriter**

Created campaign concepts, promotional mechanisms, scripts and advertising copy. Co-developed communication strategies for major consumer brands. Collaborated with clients and creative teams in a fast-paced agency environment.

Clients: Era GSM, AgrosNOVA, Nivea, Kompania Piwowarska, Coty, Goodyear.

### **Young & Rubicam – Senior Copywriter**

Developed advertising campaigns, communication concepts, scripts and copy. Worked on brand communication for major international and local clients. Contributed to strategic and creative development of campaigns. Clients: Philip Morris, Wasa Barilla, Idea GSM, Warka.

### **Ogilvy One – Copywriter/Senior Copywriter**

Created campaigns, scripts, advertising copy and communication concepts. Co-created strategic communication solutions for leading brands. Worked as part of a creative team delivering award-winning projects. Clients: BP, Commercial Union, BOLLS, IBM, Mattel, Leroy Merlin, US Pharmacia.

### **Volta – Graphic Designer, Promotion & Advertising Specialist**

Responsibilities: preparing promotional materials, creating and updating the website, cooperation with advertising agencies, overseeing store decor and product displays.

### **Altkom Akademia – IT Trainer**