

# Maciej Karpiński

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birth date: 01.01.1985



## Work Experience

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### Freelancer

August 2003 – now

#### Responsibilities:

Consulting in areas of web marketing and promotion, full-service for startup companies including corporate id design. Designing websites, social-network portals, creating flash product sites. As a freelancer I work alone or in project/marketing teams.

#### Four Selected Projects:

##### Research Engineering Center

January 2008 – now

Designing corporate id for startup company entering global market. Creation of brochures and flyers, selecting photos for communication strategy, designing layout and functionality of website (graphic and HTML/CSS).

[www.rec-global.com](http://www.rec-global.com)

##### Kreatywny Wrocław

July 2009 – January 2010

As a member of project team I was responsible for designing functionality, usability and layout of social-informational city portal. Also for designing flash microsites for selected organizations (Wrocław Philharmonic, Grotowski Institute etc.). I was hired as subcontractor of REC. Project is still in beta-stage.

beta: [kreatywnywrocla.pl](http://kreatywnywrocla.pl)

project: [www.maciejkarpinski.com/projects/kreatywnywroclaw/www/](http://www.maciejkarpinski.com/projects/kreatywnywroclaw/www/)

##### Yammi Wraps

August 2007 – December 2009

I was responsible for designing and support web site promoting products of Yammi. Also I worked with management on marketing strategy.

[www.yammi.pl](http://www.yammi.pl)

##### LocoMe

June 2009 – August 2009

Layout redesign and usability improvement of LocoMe.pl website.

[www.locome.pl](http://www.locome.pl)

## **LINET – Interactive Agency, Wrocław**

*Web designer*

August 2003 – now

### **Responsibilities:**

Analyzing client needs, working with briefs, designing web sites (layouts, usability, functionality), creating flash animations and multimedia presentations. Designing logos and corporate ids. Additional I was responsible for creating LINET brand (logo, corporate id, visual communication, website, texts).

## **PROFES, Wrocław**

*Web developer*

August 2004 – February 2010

### **Responsibilities:**

Updating website.

## **Education**

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### **Wroclaw University of Technology**

October 2004 – August 2009

**Faculty o Electronics**

Specialization: Electronics and Telecommunication

Subspecialization: Applied Computer Science

Master Degree (title of master paper „ Cell recognition based on motion tracking methods”)

### **Wroclaw University of Technology**

October 2008 – now

**Faculty of Computer Science and Management**

Specialization: Management

## **Languages skills**

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English	upper-intermediate (2004 - FCE)
Russian	basic

## **Training**

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2008, 2009	Advertising Workshops „Wizualia” on Wroclaw University of Economics
2007	Cisco CCNA2 – 2 <sup>nd</sup> semester - routing
2007	KAIZEN Basic – introduction to KAIZEN philosophy
2006	Cisco CCNA 1 – 1 <sup>st</sup> semester – introduction to Cisco networks
2006	Akademia Żaka – training for students entering labour market

## Skills

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Creativity, ability to work in task-based system, analytic approach to problem solving

Very good knowledge of web marketing, web sites design rules and web usability, accessibility and functionality. Good familiarity with internet and mobile technologies.

Good understanding of social-network design rules.

Good knowledge of SEO

Sense of esthetics and experience in web design and advertising.

Perfect knowledge of Adobe Photoshop, Flash, Illustrator. Good knowledge of InDesign and Corel.

Ability to work in interdisciplinary teams on complex projects. Also ability to work remotely.

Very good knowledge of MS Office and good knowledge of operating systems

Very good knowledge of HTML/CSS, good knowledge of MatLab

- Driving license B

## Interests

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Internet, marketing, branding, advertising, graphic design, cycling, snowboard, fantasy, kitesurfing, sociology, fishkeeping, since recently - stock exchange.