

Maciej Karpiński

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Work experience

Freelancer

August 2003 – now

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

Mebleca.com – webstore

January 2011 – July 2011

Design of logo and corporate id. Planning and design of functionality, graphics and usability of web site. E-marketing consulting. www.mebleca.com

BinaBella.com – social network for woman

March 2010 - now

Branding, web design, functionality and user experience. This web site is a startup in which I am also responsible for marketing and advertising. www.binabella.com

Creative Wrocław – culture web site

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. www.kreatywnywroclaw.pl

Yammi Wraps – product web site

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

Inspiner Ltd., Wrocław

CEO, co-founder

December 2010 - now

Responsibilities:

I represent and promote this small company and its products (BinaBella.com). Also I am responsible for web design and usability.

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. Additionally I was responsible for creating LINET brand (logo, corporate id, visual communication, website, texts).

PROFES, Wrocław

Webmaster

August 2004 – February 2010

Responsibilities:

Updating PROFES website.

Education

Wrocław University of Technology

October 2004 – August 2009

Faculty of Electronics

Specialization	Electronics and Telecommunication
Subspecialization	Applied Computer Science
Master Degree	Title of master paper „Cell recognition based on motion tracking methods”

Wrocław University of Technology

October 2008 – July 2010

Faculty of Computer Science and Management

Specialization	Management
Bachelor Degree	Title of paper “Methods to increase new users visits on interactive agency’s web site”

Language skills

English	Intermediate
Russian	Basic

Training

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

Skills

- 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 Adboe 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

Internet, marketing, branding, advertising, graphic design, cycling, snowboard, fantasy, kitesurfing, sociology, fishkeeping, stock exchange, men fashion .



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