



Professional Resume

Arek Vaz
Arkadiusz Bączyk

fashion art director, visual designer, producer

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PROFESSIONAL PROFILE

Experienced Fashion Art Director with a demonstrated history of working in the fashion and digital advertising industry. Skilled in art direction, creative ideas, graphics, branding and typography. Strong arts and design professional with a Bachelor of Graphic Design, in New Media Art.


Works with passion in fashion as creative director and producer - has several publications for fashion magazines such as L'Officiel, Elle, Marie Claire or Cosmopolitan. Winner of X Art & Fashion Forum Festival by Grazyna Kulczyk - Fashion Illustration, 2016. Recently, finished a course at Central Saint Martins in Art Direction for Fashion, 2017. Calligraphy handwriting artist and fashion illustrator in his free time.




EDUCATION & CERTIFICATES

 **Central Saint Martins, London, UK** 2017
University of the Arts London
Art Direction for Fashion course

 **Bachelor of Graphics, New Media Art - Graphic Design** 2008 - 2013
Polish-Japanese Academy of Information Technology
Warsaw, Poland

 **Secondary School** 2005 - 2008
math/software engineering & advanced english profile
II Secondary School C.K. Norwid in Ostroleka, Poland

 **Creating fashion brand strategy** 2016
Fashion PR Talks. Warsaw, Poland

 **Europass Mobility document** 2014
A document to record work experience, knowledge and skills acquired in another European country.
National Europass Centres. EU



PROFESSIONAL SKILLS

SOFTWARE

Adobe Photoshop, Illustrator, InDesign
Microsoft Office, system: Mac OS X / Windows 10

LANGUAGES

English (C1/B2), Portuguese (basic), Polish (native)

DRIVING LICENSE CATEGORY B



AWARDS



Bronze KTR Award
2017
Audio Video Workshop category
client: Zywiec 160-lecie commercial



X Art & Fashion Forum Festival by Grazyna Kulczyk
October 2016
Fashion Illustration
Grand Prize




Cannes Lions, Bronze
June 2015
client: Twingo Stiletto, Renault
agency: Publicis Lisbon
pr / practices & specialisms / launch or re-launch



CCP - Clube de Criativos de Portugal
Apr 2015
7 x SILVER award
client: Twingo Stiletto, Renault
PR Category, Media, Design,
Promo & Activation, Advertising

WORK EXPERIENCE



 **Arek Vaz** www.arekvaz.com from 2014
Creative Director, Producer in Fashion


- art directing and overseeing art direction for fashion, editorial, beauty, still life shoots and video, ensuring visuals are on-brand, diverse, contemporary and desirable within agreed budgets
- multiple editorials: L'Officiel Ukraine, L'Officiel Kazakhstan, Elle Indonesia, Viva! MODA, Marie Claire Indonesia, Cosmopolitan
- Bronze Cannes Lion awarded project: Lisbon VOGUE Fashion's Night Out with Renault '15
- campaigns, e.g. Paprocki & Brzozowski 2017
- working with photographers, editors, stylists, makeup & hair
- planning and producing photoshoots, preparing mood boards

SYZYGY & Ars Thanea

 www.syzygy.pl, www.arsthanea.com June 2014 - June 2017

Art Director, Senior Digital Designer in Warsaw, Poland

- working with photographers, artists, film directors
- developing a creative strategy and artistic vision
- understanding all forms of design and recognize new methods, creating new ideas for any form of design communication
- digital design (interaction, mobile first, RWD, UI/UX)
- responsibility for the final form of the graphic design
- analysing trends, looking at new data

 **Publicis Lisbon** www.publicis.pt Mar 2014 - July 2014

Art Director in Lisbon, Portugal

- supervising the photoshoot/production
- design (digital & print)

 **Emarketing Experts.** Feb 2012 - Sep 2013

Digital Art Director in Warsaw, Poland

 **The Digitals** Dec 2008 - Oct 2011

Senior Graphic Designer in Warsaw, Poland

PERSONAL SKILLS



- experience in supervising and organizing the photoshoot for fashion magazines, lookbooks or campaigns
- conceptualize, develop and execute digital creative campaigns and initiatives
- ability to define the creative vision and drive concepts to craft innovative experiences,
- ability to take decisions on final design, final artwork, and finished materials depending upon deadline and set targets,
- knowledge of the rules of composition, typography, color theory, drawing and painting acquired in university education