

CONTACT

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Date of birth: 27.08.1980

LANGUAGES

Polish native
English fluent, professional
German spoken

INTERESTS

Long backpacking treks through the mountains, with nights in mountain huts. Gravel escapades of up to 100 km a day, where the asphalt ends. In my workshop I give a second life to PRL-era furniture: for a born tinkerer, it is the best kind of meditation.

Tomasz Marcin Zawisny

depantero

Creative Technology Strategist

Digital Experience & UX/UI · Brand Strategy · AI & Innovation · Storytelling & Media

20 yrs	10 yrs	2,500+ h	850+ h	3 yrs
UX/UI design	Web development & smart dashboards	Teaching graphic design	Hosting live events	Graphic team leader, supervisor & coach

PROFILE

Multidisciplinary creative technology strategist with 20 years in UX/UI and digital product design, 10 years in web development and smart dashboards, and hands-on experience in branding, video production and live events. I connect business goals, technology and people: from strategy and design thinking to building, presenting and measuring the result. I work comfortably with developers, data specialists, business stakeholders and executives, lead and coach creative teams, and host live events in English for hundreds of people. A manager who can still do the work: when it counts, I roll up my sleeves and build it myself.

EXPERIENCE

Owner · Creative Technology Strategist

Jan 2012 – present

depantero · Poland

- Run a digital experience studio: business management panels, integrations, smart widgets and decision-intelligence dashboards.
- Design and build web applications end to end: UX/UI, front end and back end (Laravel), data and reporting (Power BI, Microsoft Fabric).
- Deliver brand identity, creative direction, video and multimedia for clients; use AI to prototype and produce faster.

Digital Expert & Senior UX/UI Designer

Nov 2017 – Sep 2026

C&F · Warsaw · AI Art · UX/UI · Video Production · Events

- Designed UX/UI for analytics and data solutions for global pharma, animal-health and FMCG clients, incl. Pfizer, Boehringer Ingelheim, GSK, Zoetis, Mars and Royal Canin.
- Designed learning management systems (LMS) from scratch, e.g. for Zoetis, working closely with developers and data teams.
- Hosted and moderated C&F Online, company-wide live meetings in English for ~400 specialists, managers and executives.
- Produced marketing and instructional videos; used AI to turn technical documentation into tutorials and to create AI art.
- Responsible for the company's branding and for creating every version of its website.
- Co-created internal events and company anniversaries; supported internal communication.

TOOLS

Design & creative

Adobe Creative Cloud · Photoshop · Illustrator · InDesign · Lightroom · Figma

Video & audio

Premiere Pro · After Effects · DaVinci Resolve · Audition · OBS Studio · Sound mastering

Development

Laravel · PHP · JavaScript · TypeScript · HTML5 / CSS3 · Tailwind CSS · Vue.js · React · Node.js · MySQL · REST APIs · Git / GitHub · Visual Studio · VS Code · WordPress · Docker

Data & dashboards

Power BI · Microsoft Fabric · Power Apps · Looker Studio · Excel · Google Analytics

AI & automation

n8n · Make · OpenAI API · Claude API · GitHub Copilot · Midjourney · Runway · ElevenLabs · HeyGen

EARLIER ROLES

Creative Art Director
Jun 2016 – Sep 2017

Blue Ocean Media · Warsaw

- Led creative direction and visual communication for real-estate marketing.

Creative Art Director
Aug 2014 – Mar 2015

Number One · Łódź

- Creative direction and design of campaigns and visual materials.

Senior Graphic Designer
Mar 2012 – Apr 2016

Fashion Week Poland · Łódź

- Designed the visual communication of fashion events across print and digital channels.

Computer Graphics Coach
Sep 2012 – Jun 2014

Instytut Postępowania Twórczego · Łódź

- Taught computer graphics and design software to adult learners.

DTP Operator
Mar 2007 – Dec 2011

The Institute of Creative Activity · Łódź

- Prepress, layout and print production.

EDUCATION, CERTIFICATION & TEACHING

University of Humanities and Economics in Lodz
Master of Arts (MA), specialisation: Computer Graphic Design

University of Łódź
Bachelor's degree (BA), Urban and Tourism Geography

Adobe Certified Expert (ACE)
since 2012

Lecturer in graphic design
2,500+ hours at universities, private schools and EU-funded (Human Capital) training programmes

CORE SKILLS

- Creative technology strategy
- UX/UI & digital product design
- Revenue-driven marketing
- Web development & integrations
- AI prototyping & automation
- Live event hosting (EN / PL)
- Design thinking & UX research
- Brand strategy & art direction
- Team leadership & coaching
- Data visualisation & dashboards
- Video production & storytelling

I hereby consent to the processing of my personal data for the purposes of the recruitment process in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (GDPR).