
EXECUTIVE SUMMARY

UX Designer & educator with a culturally-sensitive, ethnographic approach to developing targeted communication programs that deeply engage with audiences on print and digital. Successfully implemented tactical and strategic marketing initiatives by leveraging both a traditional design education in analogue formats and a strong professional background in web and app development. Proven track record in the public and private sphere with multinational experience spanning Australia, China, Poland and the UK.

Currently studying nursing to gain deeper insight of back end operations in healthcare workflow environments and hospital systems. Active member of the **Medical University of Warsaw Nursing** student community including nursing groups focused on patient care as well as organ transplant surgery. Aiming to achieve a different approach to designing for the medical field by drawing on personal experience from the crossroads of design and nursing.

Based in Warsaw or London, for **portfolio page** see: www.radoslawsosinski.com

PROFESSIONAL HISTORY

National Bank of Poland (NBP)

UX Designer - Public Relations & Marketing Department

Warsaw
2016-2018

Given full responsibility VIP projects including brand integrity in visual communication channels for print, digital and special events.

- Created and implemented quality control methods to ensure internal brand consistency in digital media
- Streamlined flow of website use and via simplification and elimination of unnecessary elements
- Co-organized event branding ranging from small VIP events (300 attendees) to large concerts (over 3000 attendees)
- Creation and implementation of user risk scenarios aimed at increasing efficiency and minimizing navigation issues

Vauxhall Print

Managing Director

London
2013-2016

Given full responsibility for production and design, sales, training staff and quality control.

- Created and implemented quality control methods including POS protocols which reduced error rate by 90% to an overall 1% rate
- Trained all incoming production staff members in use of Adobe CC, DTG (Direct to garment) machinery, large format print machinery and all print techniques
- Obtained and maintained new high-profile clients for the business resulting in a 20% increase in annual revenues
- Negotiated new machinery and supplier deals, which resulted in a 30% reduction in costs.

National Bank of Poland (NBP)

Senior Designer - Public Relations & Marketing Department

Warsaw
2009-2014

Responsible for all digital design and 80% printed design for the National Bank of Poland PR department. Directly reported to President of the Bank and the Department Director and regarding app projects and digital informational campaigns. Served as new technology advisor to Monetary Policy Council.

- Conceptualized, designed and published the digital publication for the Financial Observer portal with over 4000 unique readers in its first few months, created workflow and team to continue work on the publication
- Lead the design development of NBP Open Days with over 40,000 unique visitors- responsible for all digital media including design, testing and implementation of motion controlled educational games, interactive educational iPad applications, Drone Racing contests
- Developed iOS, Android and Windows Phone app, featured in the App Store Top 10 Apps in the Finance category
- Founded and headed PR and Marketing Department Design team, overseeing all design projects
- Designed and implemented re-designed website and intranet
- Wrote app and device reviews for internal print publication and intranet
- Oversaw corporate re-branding – advising on new logo, brand book and implementation procedures

Future Center Co.

Teacher, Consultant - IT Branches

Warsaw
2007-2009

Technical proofreading, language training and internal publication consultant. Focus on digital security projects, leveraging key connections with new technology and people driving the field of security. Intimate understanding of new digital platforms to execute efficient communications across departments in multiple global locations.

- Main client RBS – language aid to technical IT team during ABN Amro & RBS merger
- Language training for groups at various financial institutions as well as **Quintiles**, Unilever
- Language training for senior IT management- Shell, Warta, Agora

Soho Print

Junior Graphic Designer

London

2006

- Designed print ads for multiple London magazines – maintained client accounts for advertisers
- DTP (Desk Top Publishing), design and layout of promotional materials for exclusive London clubs

Pricewaterhouse & Coopers Poland

Language Coach

Warsaw

2005

- Business English language training, email proofreading, working with PWC team to improve communication skills.

EDUCATION**Nursing** (Currently First Year Student 2017/2018)

Warsaw Medical University

Master of Fine Arts (Graphic Design)

European Academy of Arts, Warsaw

SWPS Cross-cultural Psychology

Warsaw School of Social Psychology

PISM Academy Graduate (Diplomatic protocol and etiquette)

Polish Institute of International Affairs, Post-graduate Course

Certified Professional Personal Trainer and Gym Instructor (REPS & ACE American Council of Exercise Accredited Certificate)

ProFi Fitness School, Warsaw

Trinity Cert TESOL

Rose of York Language School, London UK

INTERNSHIPS**Polish Ministry of Foreign Affairs** - Polish Consulate in Guangzhou, China (aid to Consul)**Warsaw City Central District Office** - Warsaw, Poland (PR and Internet Department)

LANGUAGES**English** - Native**Polish** - Native**Chinese** - Elementary

OTHER**BeLivers** – Transplant Surgery Group**Canal & River Trust** - Volunteer team, Taskforce London**Camberwell Arts Festival** - Volunteer team, London**Adobe Max Conference** - Government attendee, Los Angeles**TEDx** - Event attendee, Warsaw