

Jacek Kuczynski

MEDIA, PR AND IT SUPPORT OFFICER, GRAPHIC AND WEB DESIGNER,
PUBLISHER, BRAND ASSISTANT AND PHOTOGRAPHER



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Would welcome an opportunity to offer his skills as Media, PR and IT Support Officer, Graphic and Web Designer, Publisher, Brand Assistant and Photographer. Competent, reliable, innovative, very eager to take on new challenges, fully committed with excellent communication skills. Experienced in using social media and digital tools to promote and build a strong brand or company. Well-versed in administrating and developing websites, creating advertising campaigns and organising large events. Practiced and skilled in e-commerce and web analytics. Technically aware, learns new applications quickly and always prepared to undertake further training and continue self-development to maintain the highest level of skills.

KEY ACHIEVEMENTS

- RECRUITED THE TEAM FOR A NEW “METRO” NEWSPAPER (800,000 ISSUES A DAY). WAS IN CHARGE OF DESIGNING, MARKETING AND PRODUCTION LAUNCHING. THE EDITION SUCCESSFULLY REACHED 1 MILLION READERS IN THE FIRST MONTH ONLY BECOMING THE SECOND BIGGEST NEWSPAPER IN POLAND.
- AWARDED THREE TIMES BY XEROX DCLS FOR GREAT LEADERSHIP OF PROJECTS FOR PEUGEOT, ISUZU AND SUMITOMO. REGARDED AS SPECIALIST FOR ALL XEROX INDESIGN PROJECTS. ACHIEVED YELLOW BELT LEVEL IN THE SIX SIGMA PROGRAMME.
- FOR THREE YEARS SUCCESSFULLY MANAGED THE DESIGN AND PRODUCTION OF POLAND’S LARGEST DAILY NEWSPAPER “GAZETA WYBORCZA”. DESIGNED PAGES FOR A MILLION ISSUES A DAY NEWSPAPER AND WAS REQUIRED TO MEET A TOTAL OF 17 DEADLINES A DAY.
- CREATED THE LAYOUT OF A WEEKLY MAGAZINE “POLISH EXPRESS” – THE LEADING POLISH MAGAZINE IN THE UK (45,000 ISSUES A WEEK). RECRUITED THE DTP TEAM.
- PHOTOGRAPHED THE PERFORMANCE ACT OF COS PLAY ZOKU, THE FEMINIST GROUP IN TOKYO. THE 17-PAGE ARTICLE WITH PHOTOS WAS PUBLISHED AS A COVER STORY IN THE BIGGEST FASHION MAGAZINE IN POLAND CALLED “HI MAGAZINE”.
- INTERVIEWED PIER PAULO CITO (PHOTOGRAPHER OF JOHN PAUL II), JUAN VELASCO (ART DIRECTOR OF NEW YORK TIMES), SCOTT KELBY (EDITOR-IN-CHIEF OF PHOTOSHOP USER), MAX ROSSI (PHOTOGRAPHER OF REUTERS).
- ESTABLISHED AND MANAGED THE PRESS CENTRE DURING A VISIT OF JOHN PAUL II IN POLAND IN 1999. RECEIVED A PRESS ASSOCIATION AWARD FOR DESIGNING A COVER ON JOHN PAUL II IN 2003.

- **August 2007 – Present**
Freelance Graphic and Web Designer, Desktop Publisher and Photographer for Merrill Brink International, DCLS Xerox (Language Services) and other individual clients.
Experienced in all aspects of DTP projects coordination, creation and formatting of documents translated into 25 languages for clients like Toyota, Sony, Jaguar, Scania, Nikon, LandRover, Hitachi, Makino, Cisco, Peugeot, Isuzu, Sumitomo and more.
- **March 2010 – June 2010**
Interactive Learning and Design Coordinator, University of New South Wales in Sydney, Australia.
Managing all aspects of designing (interactive presentations, online courses layouts) as well as administrating e-learning platform Blackboard 9.1 and Moodle.
- **October 2008 – February 2009**
DTP Publisher and Photographer, University of New South Wales in Sydney, Australia.
Member of the team responsible for preparing promotional and course materials. The role also required a vast knowledge of all aspects of DTP as well as preparing photo sessions and photo stories from academic events.
- **August 2005 – August 2008**
Bilingual DTP Specialist, Graphic Designer, Slough, England.
Project Leader, Xerox DCLS (Language Services)
Project leader responsible for entire DTP process for clients like Peugeot, Isuzu and Sumitomo.
Also in charge of creating and formatting documents in 25 languages for Toyota, Sony, Jaguar, Scania, Nikon, LandRover, Hitachi, Makino, Cisco and more. Achieved Yellow Belt level in the Six Sigma programme.
- **October 2005 – April 2006**
Freelance position as Art Director, Fortis Media Ltd., London.
Responsible for designing the layout for the weekly newspaper “Polish Express”. Recruited the DTP team.
- **October 2004 – July 2005**
Graphic Designer, monthly magazine “Zbuduj dom” (Build Your Own House), Warsaw, Poland.
Designed the layout and organised the production line starting from preparing graphics and photos to the end stage in the printing house. Responsible for a print quality check using tools such as: cromalins, matchprints, densitometers and spectrophotometers.
- **September 2004 – January 2006**
Freelance work: Photo Editor, Journalist, Brand Manager of the top magazines: Foto-Kurier, Digit magazine, PCWorld Komputer, Zoom, Computerworld, CXO, GameStar, LifeStyle, People, Warsaw, Poland.
Organised photo sessions of members of business elite for cover stories across six magazines.
Wrote features about techniques employed by photo reporters and graphic designers. Interviewed Huan Velasco (New York Times), Leszek Mazurczyk (Newsweek), Pier Paulo Cito (Photographer of John Paul II), Scott Kelby (Photoshop User) and Max Rossi (Reuters).
- **September 2003 – August 2004**
Manager of the Graphic Department, Agora Media House, “Metro” – daily newspaper, Warsaw, Poland.
Recruited the team and established the department. Prepared the production line from creating libraries, macros and styles, to the final product published on paper and online. Ran the campaign of promoting the new daily newspaper in close cooperation with departments such as Campaign Development, Marketing, Programmers, Online Content, IT systems and Business Development.
- **February 2000 – August 2003**
Graphic Designer, Agora Media House, “Gazeta Wyborcza” – the foremost daily newspaper in Poland, Warsaw.
Responsible for designing the pages for 1 million issues a day newspaper.
Successfully met 17 deadlines a day.
- **July 1996 – January 2000**
Self-employed – ran a small publishing house, Lowicz, Poland.
Published books, maps and tourist guidebooks.

EDUCATION

- **1998-2000**
2-year. Postgraduate Journalism Studies. Kazimierz Wielki University, Bydgoszcz, Poland.
Major Subject: Press Law. Postgraduate Diploma in Journalism
- **1997-1998**
1-year Postgraduate IT Studies. Department of Information Technology, Mathematics and Applied Physics – The Technical University, Lodz, Poland.
Major Subject: Teaching IT to adults. Postgraduate Diploma in IT
- **1993-1998**
5-year full time studies. Mazovian School of Humanities and Pedagogy, Lowicz, Poland.
Major Subject: Methodology of Teaching Adults. Master Degree in Pedagogy

IT SOFTWARE

- **MAC and PC:**
Proficient in Dreamweaver, InDesign, FrameMaker, QuickSilver, QuarkXpress, Page Maker, Illustrator, Photoshop, Corel Draw, Freehand, Flash, FotoStation, Faststone, Total Commander, MS Office, BlackBoard 9, Edutech (Open Source Learning Management Systems) and WebCT 6. Operates hundreds of shortcuts.

LANGUAGES SKILLS

- **English** – advanced
- **Polish** – native language

GENERAL SKILLS

- **Organisation:** Meets tight deadlines, able to manage large scale projects and prioritise own workflow. Plans and directs complex projects from initial to end phase. The greatest organisational achievement was the establishment of a press centre during the visit of Pope John Paul II in Poland in 1998.
- **Speed:** Always chooses the most efficient ways of accomplishing a task using the newest methods and optimal solutions, e.g. creating macros, actions and shortcuts to minimise the turnaround time.
- **Creativity:** Exceptional inventive flair and ability to create something out of nothing. Has an excellent eye for details.
- **Management:** Works well in a team and on his own initiative. Manages and coordinates projects in a calm and efficient manner even in highly stressful situations. Outstanding analytical, planning and interpersonal skills. Good team leader.
- **Flexibility:** Adapts quickly to new situations and successfully copes with arising tasks and challenges. Excellent troubleshooting skills.

COURSES ATTENDED

- **Blackboard 9. E-learning platform for administrators**
- **Dreamweaver**
- **Six Sigma Yellow Belt**
- **QuarkXpress for professionals**
- **Studio Portrait Photography**

WORKSHOPS ATTENDED

- **“Marketing Newspapers” with Gerald Abramczyk, former advisor to President Ronald Reagan**
- **Photoshop Creation Workshops organised by Adobe Training Centre in Warsaw, Poland (Retouch and Photo-montage)**
- **“Infographics in Newspapers” with Huan Velasco “New York Times”**
- **“How to capture the perfect image” with Krzysztof Zanussi, Polish film director**

PHOTOS EXHIBITED

- **London, UK: “Cos Play Zoku – Women or Girls?” – 20 portraits from Tokyo.**
- **Marlow, UK: “Keep an eye on her eye” – 15 studio portraits of models.**
- **London, UK: “New York – Culture – Part of the Weather” – 24 photos of NYC.**
- **Marlow, UK: “Untypical Britain” – 60 photos of beautiful Great Britain.**

HOBBIES

- **Cycling, photography, graphic arts, sports, web design, travelling, good books and music.**