Paweł Skupień

Senior Visual Designer & Art Director

Independent Creative Partner · Focus Hocus

PORTFOLIO

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Ideas first. Visual impact.

Senior hands-on creative with 19 years across art direction, visual identities, campaigns and digital experiences. I shape the visual concept, build cohesive systems and take work through to polished execution — using AI where it strengthens the process, never as a substitute for creative judgment.

SELECTED EXPERIENCE

2025–2026

DRUTEX

Senior Digital Designer · Contract

Art direction and execution for campaigns, key visuals, web and print. Developed coherent creative directions and adapted them across formats, channels and markets.

2023–2026

CoinW

Senior Designer · Contract

Visual identities and campaigns spanning international events and digital channels: key visuals, exhibition design, merchandising and social creative.

2019–2026

Sygnisoft

Senior Web / UI Designer · Contract

Designed websites and digital experiences, combining visual direction, interface design, responsive systems and production-ready delivery.

2019–2023

Legend Fintech / TinyTrader / CipherBC / Hyperpay

Senior Brand & Visual Designer · Contract

Brand identities, campaigns, key visuals and digital design for fintech and blockchain products — from concept through multi-channel execution.

CORE EXPERTISE

ART DIRECTION

VISUAL DESIGN

BRAND SYSTEMS

CAMPAIGNS & KEY VISUALS

DIGITAL EXPERIENCES

CREATIVE PRODUCTION

AI-ASSISTED WORKFLOWS

PRINT & ARTWORK

HOW I WORK

From concept and creative direction to visual systems and final production.

Independent in execution. Collaborative by choice.

PORTFOLIO / SELECTED WORK

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PREVIOUS EXPERIENCE

2017–2019

BITWIN CASINO

UI / UX Designer · Visual Designer

Led the visual redesign of an online gaming platform, including navigation, user journeys, interface design and supporting campaign assets.

2015–2017

AQOMI STUDIOS

Senior Brand & Visual Designer

Art direction and visual design for international agency clients: key visuals, identity concepts, presentations and digital experiences.

2014–2015

NEW AMSTERDAM

Art Director

Art direction for interactive installations and large-format museum experiences, including Hydropolis and the Katyń Museum, in collaboration with Unity developers.

2012–2014

DRIIM INTERACTIVE

Senior Web Designer

Web design and digital creative production for commercial clients.

2012

CHARIOT INTERACTIVE AGENCY

Graphic Designer

Brand identities and communication design.

2010–2012

SOINTERACTIVE / COMARCH

Graphic Designer

Web, campaigns and digital communication design.

2007–2010

Nazwa.pl

Senior Web Designer

Web design and digital visual systems.

SELECTED TOOLS

DESIGN & PRODUCTION

Figma · Photoshop

Illustrator · InDesign

After Effects · Premiere Pro

Blender · Cinema 4D

AI-ASSISTED CREATIVE

ChatGPT · Claude

Leonardo AI · Adobe Firefly

Recraft · Kling AI

Seedance · Nano Banana Pro

DIGITAL & WORKFLOW

Cursor · GitHub

Design systems

Prototyping

Creative AI workflows

PORTFOLIO / SELECTED WORK

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