



staś obrebski
Visual Communications

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OBJECTIVE

Executing exceptional solutions to complex communication challenges, continuing to grow as a designer and art director across media.

PERSONAL STATEMENT

A highly driven thinker and problem solver, my talents and passions converge at visual communication street. Deep roots in the arts feed my creative drive, strengthened by mastery of design principles, unwavering focus on concept, keen sensitivity to typography, and love of the written word. Thriving both in dynamic team projects and independent initiatives, I am a valuable, multifaceted, consistent performer under pressure with a proven track record of making a difference as a leader and a team member.

EDUCATION

- 2006 – Graduated Summa Cum Laude, Towson University Honors College, Bachelor of Science in Fine Arts with concentration in Visual Communications
- Recipient, Towson Honors College Scholarship and Towson Presidential Scholarship
- Member, National Society of Collegiate Scholars
- Spring 2003 – studied abroad at Brunel University, United Kingdom

PROFESSIONAL EXPERIENCE

2010 – Present: Creative Manager, BTE

- Lead visual and written communications for medical device manufacturing business and employer productivity enhancement services.
- Perform creative direction, messaging, and copywriting in print, web, environmental, and interactive for both Rehabilitation Equipment and Workforce Solutions divisions.
- Art direct and design print collateral, ad campaigns, direct mail, web, email, video, and technical writing pieces.
- Hire, mentor, supervise, and develop Graphic Designer in a fast-paced environment, where nimble, efficient service of the roster of internal clients is a must.
- Established Creative Department, and grew web presence and marketing reach.
- Work with all departments, building and fostering meaningful relationships in Sales, Software, Mechanical Engineering, Training, Customer Service, and Production, to lead strategic initiatives and provide support .
- Acquired and continue to deepen market insights into the multiple target audiences of each side of the business, and craft marketing efforts and tone accordingly.
- Head up product development creative – working closely with Engineering on software user interface, product labeling, and industrial design.
- Led Brand Strategy initiative, distilling complex two-pronged business to single, clear, message and identity, through to Corporate Style Guide and implementation.
- Manage marketing campaigns – including negotiating, booking, and designing ad placements. Execute directmail, email, and fax campaigns. Vet, hire, and manage consultants and vendors.
- Lead and manage product photography from concept to execution.



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- Work with business unit heads to architect and shape BTE's tradeshow presence, including art direction and design of environmental signage, motion graphics, in-show and pre-show promotional campaigns, and product demonstrations.
- Plan and execute product demo and training video projects.

2006 – Present: Freelance Visual Communications

- Execute and deliver solutions to a number of clients, spanning logo and visual identity, web presence, e-commerce, web application user interface, and print design.

2003 – 2010: Graphic Designer, BTE

- Interfaced with multiple departments – Software, Mechanical Engineering, Sales, Customer Service, Training, and Production – to manage and execute print collateral, ad, web, multimedia, illustration, software user interface, product labeling, photo, video, and environmental design, as well as technical writing projects.
- Applied sensitivity to usability and user experience – going beyond iconography illustration and strict delivery of custom graphics – to establishing deep involvement in optimizing hierarchy and process flows throughout softwares to make UX more intuitive and more consistent across the product family.
- Evolved into primary voice driving copywriting and messaging of customer-facing written and visual communications.
- Designed and built new corporate website combining formerly disparate entities joined through merger. Executed code, art, and copy – with strong SEO for enhanced brand visibility.

TECHNICAL SKILLS

Extensive experience using Adobe Creative Suite and related industry apps to design and author for print, screen, web, and video – on both OS X and Windows.

Expert

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat Pro
Adobe DreamWeaver

Proficient

Adobe Flash
Adobe Fireworks

Capable

Apple FinalCut
Adobe AfterEffects
Adobe Premiere Pro
Adobe Encore
Adobe Media Encoder
Adobe SoundBooth

REFERENCES

Available upon request