

KINGA DYTRYCH

Visual Designer (SaaS / Digital Products)

I design scalable systems that connect brand and product vision, to create consistent digital experience over all touchpoints. Working from ground up, to production ready systems used by development and marketing teams.

ferza.eu

Experience

2025 OppHunt | Visual & Brand Designer

- No brand existed, I translated product docs into a complete visual identity
- Designed logo, visual system, UI components, and investor-facing app flow

2024 FinCity | Visual & Brand Designer

- Joined during pivot, built full brand from zero identity, pitch decks, landing pages
- Designed UX/UI for a Telegram based mobile game targeting crypto communities
- Grew an engaged community pre-launch; contributed to investor traction

2022 Gdańsk Tech | Visual & Brand Designer

- Led visual design for FME, maintaining consistent branding
- Designed visual materials for EU research projects across multiple initiatives
- Edited videos, created motion design for video intros

2019 Creative Heads | Visual & Brand Designer

- Introduced client workshops and approval workflows, reducing revision cycles
- Led end-to-end brand projects for 30+ clients across marine, automotive and more

Education

2023 Academy of Fine Arts | MA | Graphics

2019 Academy of Fine Arts | BA | Intermedia

2016 Technical School | Advertising

Courses

2024 Framer course

2023 Brand & Digital Design

2021 HTML5 / JS+React

Skills / Software

Figma Framer CapCut After Effects Adobe Premiere Photoshop Jitter AI Tools

Illustrator Motion Design Basics of Web HTML5, CSS3, JavaScript Interaction Design UX/UI