Dominik Wróblewski

Creative Director with 25+ years of experience crafting brand-defining experiences, driving strategic innovation, and leading cross-functional creative teams.

CORE COMPETENCIES

- Creative Direction and Strategic Vision
- UX/UI Design Leadership
- Brand Development and Positioning
- Design Thinking & User-Centered Strategies
- Digital Marketing and Campaign Strategy
- Video & Motion Design
- Cross-functional Team Leadership
- Stakeholder Engagement and Collaboration

TOOLS:

- Design: Figma, Sketch, Photoshop, Illustrator, InDesign, Adobe Dimension
- Prototyping & Motion: Figma, After Effects, Adobe Premiere
- 3D & AI-Generation: Blender, MidJourney
- Collaboration Platforms: Mural, Microsoft Teams, Jira

Personal milestones

TWF

1000 ideas

3 Conferences, Hackathons, Meetups - A Journey of Innovation

Founded and scaled from 100 to 700+ participants, hosted 52 speakers, delivered a keynote presentation, organized 36 talks, and managed a global hackathon resulting in 9 innovative applications. Strengthened skills in public speaking, strategic leadership, event planning, and community building.

This is more than an event— it's a movement driving the way forward.

AIR CANADA

12 000 miles

Crossing Oceans, Connecting Ideas, Creating Impact

Led UX/UI design for Air Canada's digital ecosystem—used by millions globally—prioritizing accessibility and usability to ensure inclusive experiences. This marked a milestone, shifting my role from executing design tasks to making strategic decisions with tangible global impact.

Where else would you find such a diverse range of users to design for?

BAIN & COMPANY

100% growth

Transformative UX/UI Leadership During Challenging Times

During the challenging pandemic year of 2020, I had the pleasure of collaborating with an exceptional client— intelligent, precise, and deeply aware of their goals.

This experience marked my first major project as a UX designer, where I led the UX/UI stream for several months. It was an incredible learning opportunity, reinforcing the value of hands-on experience through practice, iteration, and collaboration.

I believe in and practice

Design Thinking

Looking Understanding Making

LUMA INSTITUTE℠

I apply the LUMA methodology in my projects, empowering teams to drive impactful design thinking solutions.

Selected projects

avanade

MY ROLE:
Art Direction / Creative Direction

PROJECT LENGTH:
8 years

PROJECT OVERVIEW
Led creative direction and visual execution across internal and global marketing initiatives.

Delivered campaign assets, executive storytelling frameworks, and content systems supporting field enablement and brand consistency.

avanade

Do what matters

Accelerate your AI value wit
stronger data foundati

How to turn your data, analytics and AI ecosystem

AI is revolutionizing the data landscape like never before

In this new era, organizations are using AI to reinvent themselves and create new, lasting business value, and create new experiences that customers love. To achieve their artificial intelligence aspirations, organizations will need to harness even more data and insights from their people, systems, and platforms.

But according to new research from Avanade, just half of surveyed executives report they have taken steps to ensure the data
their AI tools and models is accurate and
concerning that at the same mo
technologies like generati
half of decision-make
would fuel them

Build a more robust data ecosystem with Azure Databricks

Databricks lakehouse helps you carry out deep data science and analytics

While Microsoft Fabric unifies your data to provide easy self-serve access to insights for business users, if you're looking for a platform that can carry out more advanced data science exploration, Avanade can meet these needs as well.

Azure Databricks is frequently used – and long-time championed – by data engineers, data scientists and analysts to carry out deep data science like data ingestion, modeling, transformation and analytics. It delivers best-in-class data engineering workloads, streaming batch and analytics in real-time with lineage, scale with a unified governance plane through its native Unity Catalog offering. With Databricks, you can access a broad range of tools for working with data on its lakehouse data platform.

Our clients can also turn to Avanade's industry-specific brickbuilder solutions to solve their unique challenges.

When considering data platforms, Avanade believes that the combined power of Databricks and Microsoft Fabric can empower your data experts and business users with familiar tools to carry out analytics, and enable AI at scale. Working hand in hand, Microsoft Fabric integrates data from multiple sources as a provides an easy-to-use interface while Databricks delivers advanced data exploration and transformation and machine learning capabilities. With the help of both solutions, more of your people can put more of your data to work. Learn how to harness both together in our guide.

Avanade has the Databricks expertise designed to power innovation

6th year in a row
2024 Databricks Global Partner of the Year, for an unprecedented 6th year in a row

8x
recipient of regional Databricks Partner of the Year awards

Technical Champions
A large and growing number of Databricks Technical Champions with expert knowledge of the platform

Databricks League
Our own community of Databricks enthusiasts and problem-solvers, the Databricks League

Is your data ready to meet th

The AI opportunity is immense. IDC **predicts** that artificial AI will contribute $19.9 trillion to the global economy through 2030 and drive 3.5% of global GDP in 2030.

Rapidly evolving generative AI technologies have only begun to influence how business gets done at most organizations. But it's clear that by 2030, AI will impact nearly everyone in the global workforce, from better ways of working to entire categories of business that don't yet exist.

According to Avanade's own research, nearly every business leader surveyed agrees that AI will be transformative for their employees and customers.

But 98% also said they face challenges to achieving AI at scale, with common hurdles including sprawling, disconnected data estates; a complex stack of tools, platforms and vendors needed to harness value from data; and a lack of a visionary AI strategy for ir data and analytics initiatives.[1]

e the intelligent enterprise will always be powered by nobody but Avanade is better positioned to help man-centric experience in the workplace, where red with better analytics and decision-making. ries in this guide, and let our team show you op or consultation.

98%
of business l
challenges i
the followin

- Sprawling, dis
- Complex stac
- Lack of a visio

Explore Avanade's data and AI solutions

The era of AI is here. When everyone and everything in your organization is connected by data, Avanade can help turn your data, analytics and AI ecosystem into your biggest advantage.

In this guide, explore our data and AI portfolio of solutions, services and accelerators that our clients around the globe are using to embrace the transformative potential of AI.

ters,
nade

Sources:
1. Avanade and Vanson Bourne, "AI Readiness Report 2024"
2. Avanade and McGuire, "Trendlines Research 2024"

a methodology to
esponsible AI, secure data
actices and trustable AI outcomes?

Would you benefit from strategic guidance, ready-made frameworks, processes and tools to help you put responsible AI into practice?

06

What strategies are you considering to enhance your workplace automation and AI?

Are you interested in scaling automation across your organization to reduce operating costs and empower your people to do more important work?

11

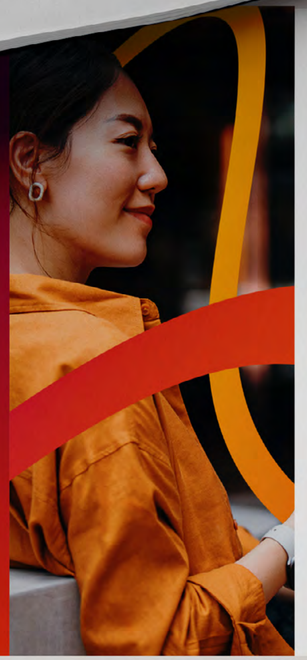
ith
n data
dation

lock data value and
ccelerate your AI readiness

Are legacy data systems and processes holding you back from your AI ambitions? With sprawling data footprints across multiple clouds, companies struggle to innovate with AI when disconnected or ungoverned data stretches across multiple vendor software stacks and analytics tools. Too many bottlenecks in the data supply chain can also prevent your teams from harnessing the insights they need.

If your organization is struggling with data complexity, Avanade can help you simplify and unify your data and analytics workloads with an intelligent data platform like Microsoft Fabric. We help you build a stronger data foundation to fuel AI that transforms customer and employee experiences.

With organized, governed data and a stronger digital core, you can empower more of your people to make better, data-driven decisions while reducing risk, controlling costs and unlocking new value with trusted data that's easy to access.



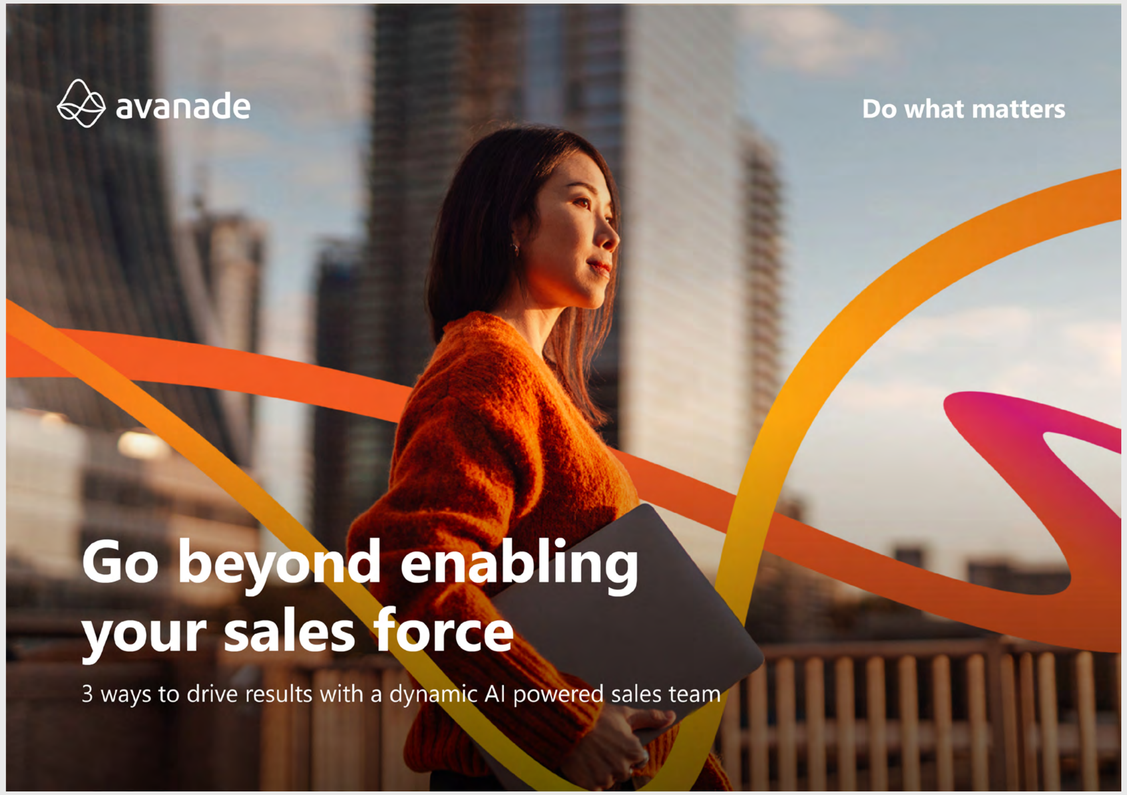
Leading global food manufacturer unlocks insights with Microsoft Fabric

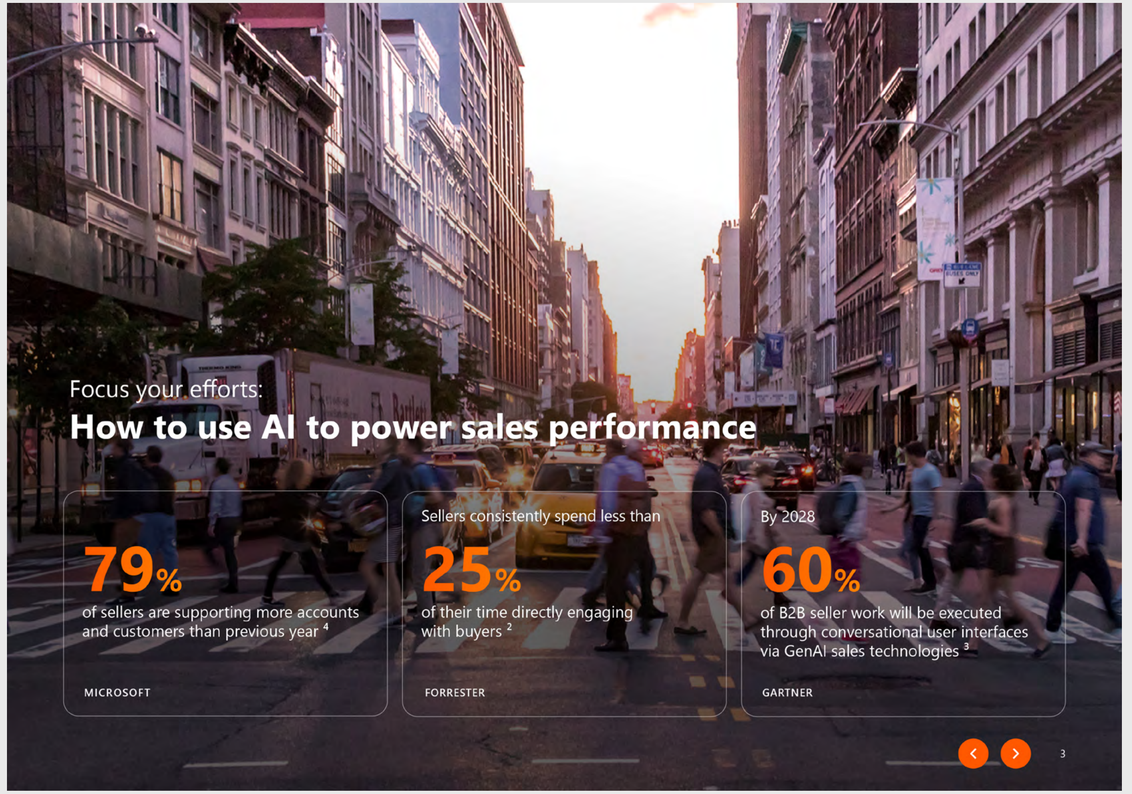
A top international food manufacturer wanted to unlock new insights from its existing customer data platform and simplify its data infrastructure, which included SAP, Informatica, Azure Data Lake, Databricks, Power BI and others.

We brought these existing Microsoft and non-Microsoft investments into the solution, avoiding the time and cost of a rip-and-replace project. Working alongside the client, we helped assign the target MVP architecture and roadmap to overcome pain points for business users. We also prioritized a backlog to test and implement in an eight-week delivery phase.

Based on the early success of this program, the company wants to reengineer its SAP data flow using Microsoft Fabric to implement a faster, less complex and more efficient data platform.

6





To ensure you don't get left behind, **take a look at our 3 recommendations**, designed to help you create maximum impact from your approach to AI for your sales organization:

1.
Put the "R" back into CRM

CRM is often seen as a burden by sales teams – a data repository where they have to spend time inputting data and searching for information with no return of value to them. It's time to shift that perception.

With AI powered assistance, tools such as Microsoft Copilot and Dynamics 365 can create new records, update leads and opportunities, capture conversation notes and store messages from customers, automatically or in just a few clicks.

Show your sales teams that their AI assistant

2.
Help sellers spend their newfound time wisely

Once you've freed your sales team, you can help them to achieve their numbers. Sellers are supporting more and more customers, but with the right insights, you can help them spend their time on the right deals and ensure every customer interaction is meaningful.

We recommend helping your sales team with opportunity and customer insights. With detailed deal insights, sellers can ask which deals to work on, and their AI powered assistant can tell them which high value, high probability opportunities have the highest potential to close, suggest next steps and

3.
Move at speed with out of the box AI capabilities

For many mid-market organizations, the complexity of integrating AI can represent a major challenge. To move at speed and scale, we recommend looking to CRM platforms with AI natively embedded. Solutions such as Dynamics 365 and Microsoft Copilots bring the power of AI directly to your sellers and their workflows, helping you to drive significant value quickly.

Alongside a clear vision and a set of use cases prioritized by value, you can focus your efforts on educating sales teams on the best ways to work with their new digital assistants. In some

Helping our clients realize the power of Unify Threat Protection

Enhancing cyber defenses through 24/7 security monitoring

This diagnostic service provider was looking to deploy and support a comprehensive SOC framework to enhance its security posture and capabilities to monitor, mitigate and respond to threats against its business. Avanade is helping the client set up and onboard 24/7 security monitoring of its full IT environment, leveraging Microsoft Azure Sentinel as a key building block to improve its threat hunting and incident response.

Modernizing security operations with gen AI

After enrolling in the Security Copilot early access program, this energy company decided it needed a partner to provide Copilot expertise to help maximize value for its security operations. We helped modernize its SOC, identifying the top manual processes and use cases in order to replace manual steps with Security Copilot prompts and skills – enabling 60% faster time to execute on incidents.

avanade

Do what matters

When it really matters, people talk to Avanade

AIR CANADA

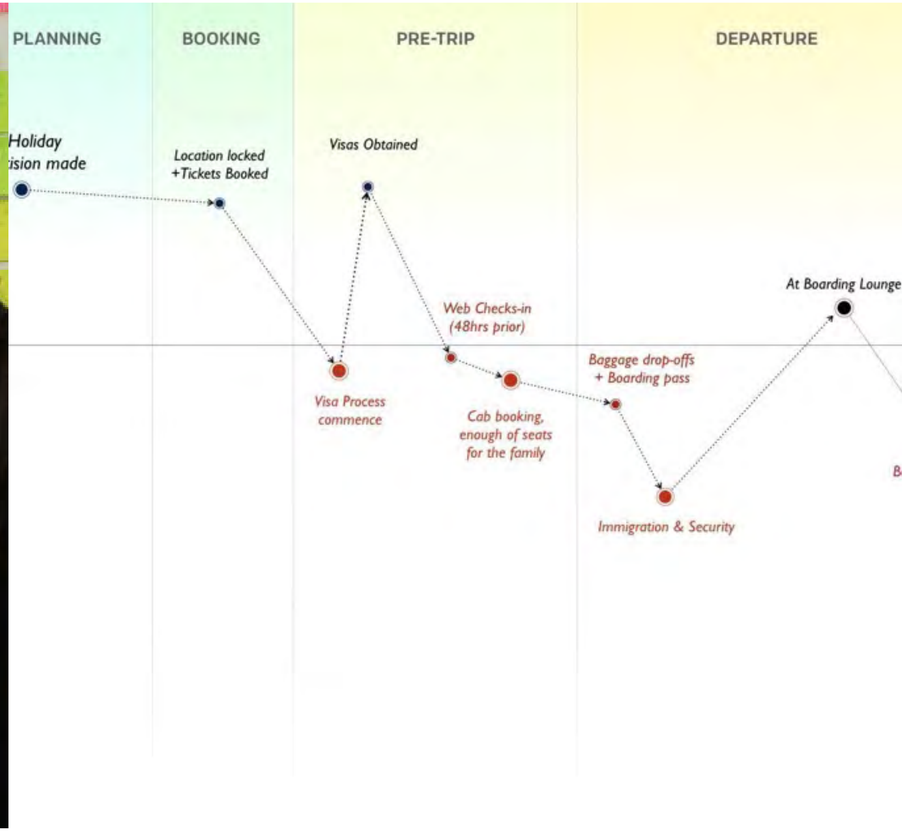
MY ROLE:
Art Direction, Wireframing, Interface Design, Interactive Design, UX, Accessibility

PROJECT LENGTH:
1,5 year

PROJECT OVERVIEW
Led UX/UI design and visual execution for Air Canada's complete digital ecosystem (Android, iOS, Apple Watch), significantly increasing user engagement and improving accessibility.

AIR CANADA

From dreaming about a destination to landing safely and beyond



STRATEGY WORKSHOP

IDEATION WORKSHOP

PERSONAS DEVELOPMENT

CUSTOMER JOURNEY MAPPING

STYLE-GUIDE DESIGN

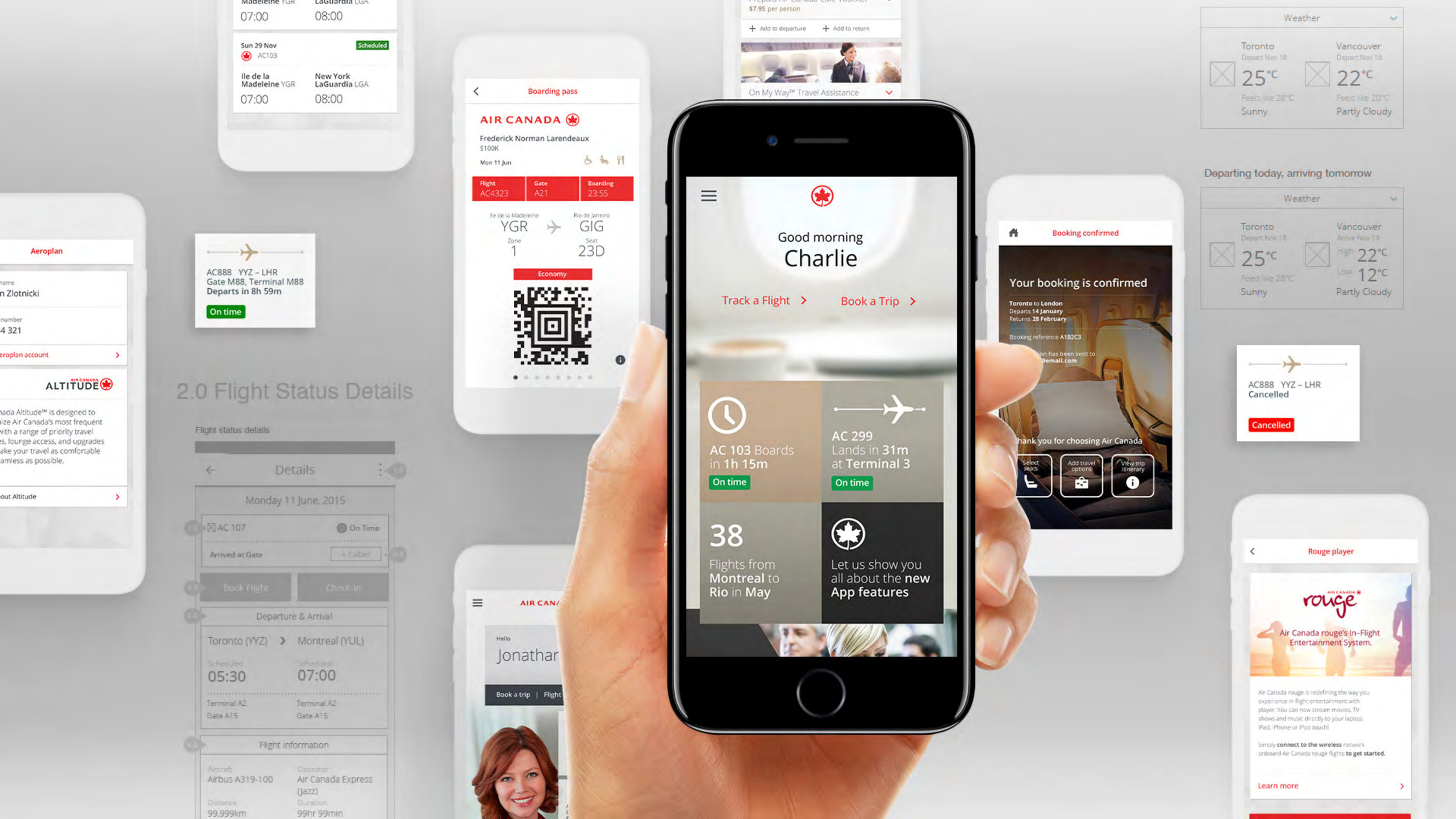
UI/UX DESIGN

PROTOTYPING

ACCESSIBILITY TESTING

INTERACTION DESIGN

10:09
YYZ - SFO
Delayed
AC759
Gate B55 (Term. INT)
Boarding at 22:00
9:58:07
Flight Delay
AIR CANADA
AIR CANADA
AC74311
Gate B55
Departs In
99hr 99min
AIR CANADA
Flight Delay
Flight AC74311
Rescheduled for 10pm
Manage On App
12:02
Flight: AC74311
TORONTO
Arrive: 5:30 On Time
JFK
Depart: 22:10 On Time
Status: On Time

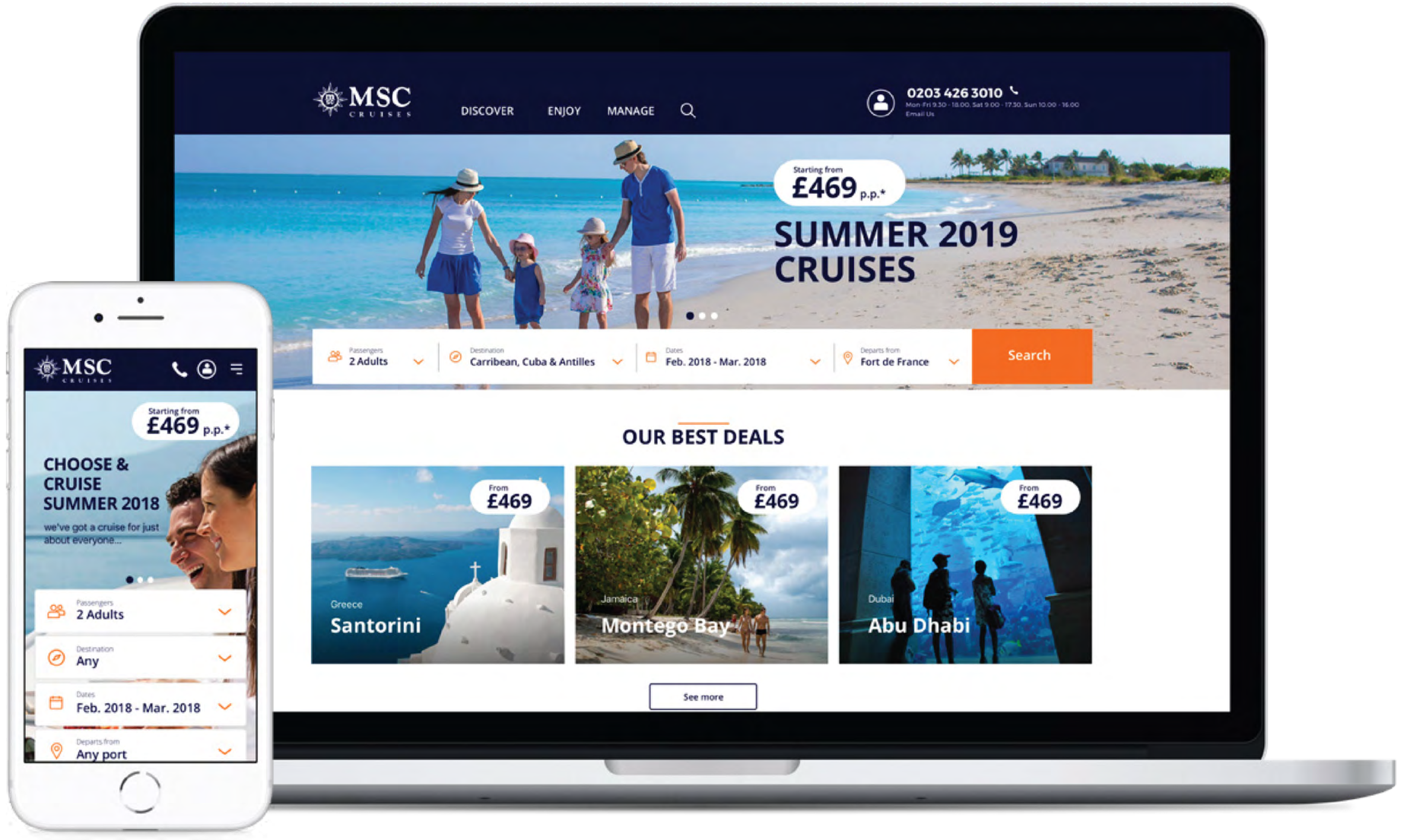

07:00
08:00
Sun 29 Nov
Scheduled
AC103
Ile de la Madeleine YGR
New York LaGuardia LGA
07:00
08:00
Boarding pass
AIR CANADA
Frederick Norman Larendeaux
S100K
Mon 11 Jun
Flight AC4323
Gate A21
Boarding 23:55
Ile de la Madeleine YGR
Rio de Janeiro GIG
Zone 1
Seat 23D
Economy
$7.95 per person
Add to departure
Add to return
On My Way™ Travel Assistance
Weather
Toronto
Depart Nov 18
25°C
Feels like 28°C
Sunny
Vancouver
Depart Nov 18
22°C
Feels like 20°C
Partly Cloudy
Departing today, arriving tomorrow
Weather
Toronto
Depart Nov 18
25°C
Feels like 28°C
Sunny
Vancouver
Arrive Nov 19
High 22°C
Low 12°C
Partly Cloudy
Aeroplan
ALTITUDE
AC888 YYZ – LHR
Gate M88, Terminal M88
Departs in 8h 59m
On time
2.0 Flight Status Details
Flight status details
Details
Monday 11 June, 2015
AC 107
On Time
Arrived at Gate
+ Label
Book Flight
Check-in
Departure & Arrival
Toronto (YYZ)
Montreal (YUL)
Scheduled
05:30
Scheduled
07:00
Terminal A2
Gate A15
Terminal A2
Gate A15
Flight Information
Aircraft
Airbus A319-100
Operator
Air Canada Express (Jazz)
Distance
99,999km
Duration
99hr 99min
Good morning
Charlie
Track a Flight
Book a Trip
AC 103 Boards in 1h 15m
On time
AC 299 Lands in 31m at Terminal 3
On time
38
Flights from Montreal to Rio in May
Let us show you all about the new App features
Booking confirmed
Your booking is confirmed
Toronto to London
Departs 14 January
Returns 28 February
Booking reference A1B2C3
Thank you for choosing Air Canada
Select seats
Add travel options
View trip itinerary
AC888 YYZ – LHR
Cancelled
Cancelled
Hello
Jonathan
Book a trip
Flight
Rouge player
rouge
Air Canada rouge's In-Flight Entertainment System.
Air Canada rouge is redefining the way you experience in-flight entertainment with player. You can now stream movies, TV shows and music directly to your laptop, iPad, iPhone or iPod touch!
Simply connect to the wireless network onboard Air Canada rouge flights to get started.
Learn more

MSC

MY ROLE:
Art Direction, Wireframing, Interface Design

PROJECT LENGTH:
6 months

PROJECT OVERVIEW
Redesigned MSC Cruises' global B2C digital experience—including web and mobile—resulting in increased user satisfaction, smoother customer journeys, and higher online bookings.



STAKEHOLDER WORKSHOPS

INTERACTION DESIGN

STYLE-GUIDE DESIGN

UI/UX DESIGN

PROTOTYPING

CABIN 1
Select the deck plan
10
Tormalina Deck
REAR
MIDDLE
Start: Abu Dhabi
MSC Preziosa
7 nights
£1,190*
PP Adult
*The price shown include port taxes
Book
Cruise
Cruise and flight
Special offer
Select dates
Dubai, Abu Dhabi & India
Start: Abu Dhabi
MSC Preziosa
9 nights
£2,750*
PP Adult
*The price shown include port taxes
Book
Cruise
Cruise and flight
Special offer
MSC Opera
7 nights
Book
Special offer
MSC Preziosa
7 nights
Book
Special offer
MSC Preziosa
7 nights
Book
Special offer
Abu Dhabi & India
MSC Preziosa
9 nights
Book
Cruise and flight
Special offer
EXCURSIONS
Make your holiday a truly memorab
Already booked?
Your cruises:
Dubai Abu Dhabi & India
Your itinerary
Sir Bani Yas Is
Our best selection for Mus
Panoramic tour of Muscat & Nakhl
Recommended for you
£ 83 PP
Adult
+ Add
£ 368 PP
Adult
Mystical Muscat
Jeep adventure to Wadi Arbayeen
See details
£ 250 PP
Adult
+ Add
£ 140 PP
Adult
+ Add
Minivan with guide
£ 589 PP
Adult
+ Add
£ 203 PP
Adult
+ Add
Muscat sightseeing
Car with guide
Muscat cultural tour
Beach relaxation at grand hyatt hotel
MSC
DISCOVER
ENJOY
MANAGE
0203 426 3010
Summer 2019 cruises
Starting from £469 p.p.*
2 Adults
Any
OUR BEST DEALS
Deal
From £469
Deal
From £469
See all deals
MSC
DISCOVER
ENJOY
MANAGE
Plan my cruise
Cruise details
Web check-in
Cabins
Payment and price details
Passengers data
Passengers data
John Smith
Mary Smith
Profile information
First Name* John
Last name* Smith
Gender* Male
Date of birth* 11-06-1974
MSC Voyagers Club Number* 324894532
Address information
Address* 112-116 New Oxford St
City* London
Country of residence* United Kingdom
Profession* John
Nationality* British
Document
Document* Passport
Number* WW73738
Passport issued by* Placeholder
Passport issued date* 12/01/2010
Contact information
Email address* john.smith@gmail.com
Phone number* 808-592-3878
Emergency information
Name* Birdie Walsh
Phone number* 659-041-5037
INSTITUTIONAL INFO
Contact us
About us
Mice & Charters
Media Room
MSC Book
Careers
TERMS & TRAVEL INFO
Terms & conditions
Passengers bill of rights
Terms of use
Important travel advice
Fares
NEWS & MEDIA
News
Blog
DOWNLOAD OUR APPS
Google play
App Store
ABTA
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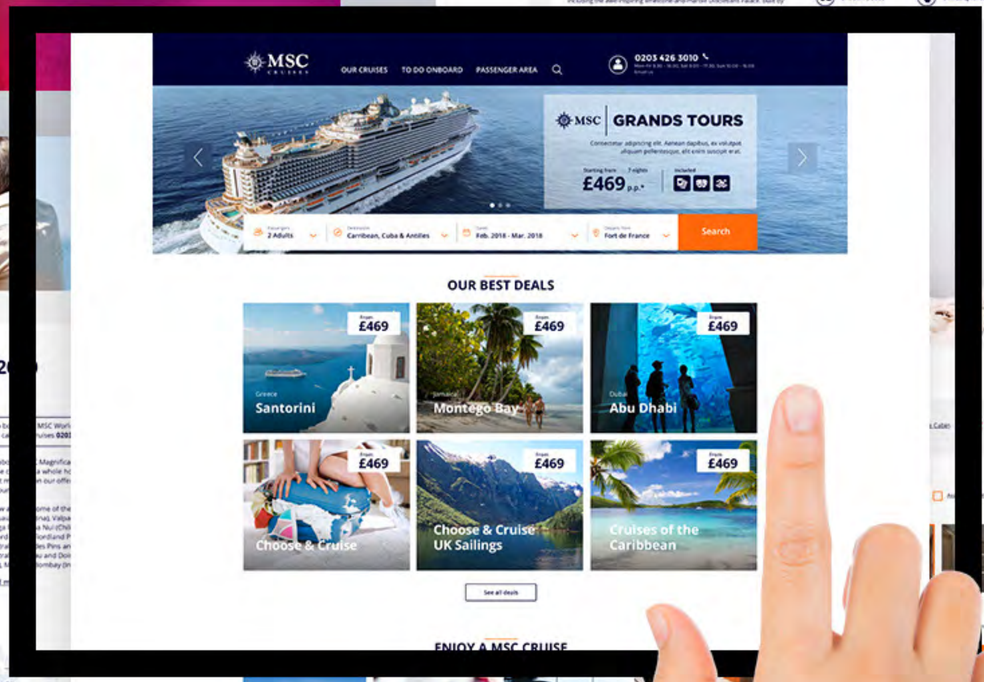
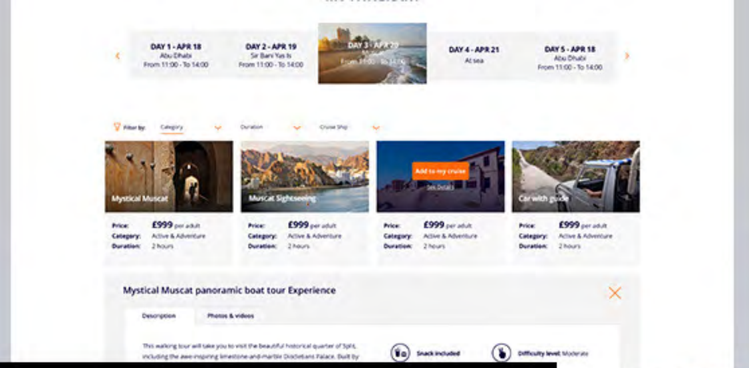
KOOZA
CIRQUE DU SOLEIL.

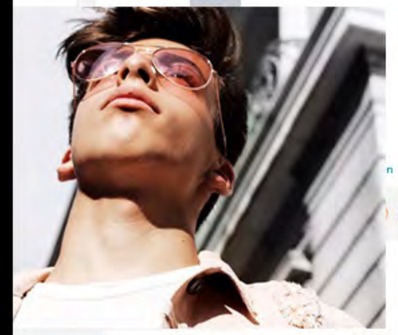
MSC WORLD CRUISE

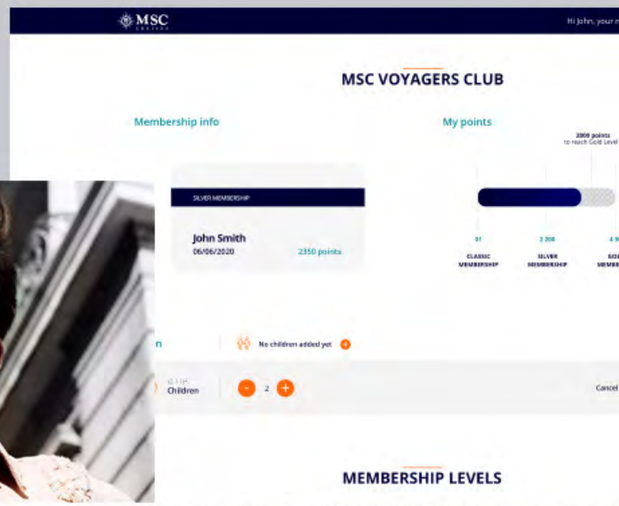
MSC Magnifica
5 January - 30 April 2020
Genoa

ITINERARY
WEEK 1 & 2
WEEK 3 & 4
WEEK 5 & 6
WEEK 7 & 8
WEEK 9 & 10
WEEK 11 & 12
WEEK 13 & 14
WEEK 15 & 16

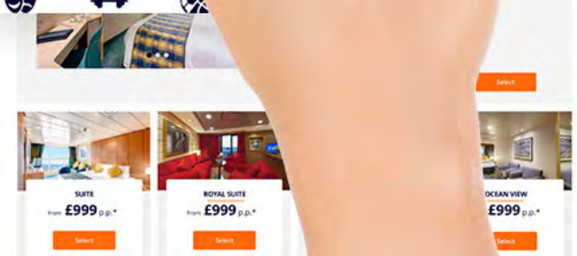

MSC
OUR CRUISES
TO DO ONBOARD
PASSENGER AREA
0203 426 3010
MSC GRANDS TOURS
£469 p.p.*
Search
OUR BEST DEALS
Santorini
Montego Bay
Abu Dhabi
Choose & Cruise
Choose & Cruise UK Sailings
Cruises of the Caribbean
GET THE BEST FOR FREE

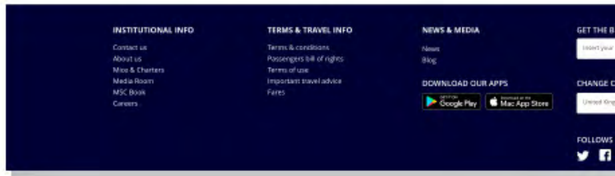

DAY 1 - APR 18
DAY 2 - APR 19
DAY 4 - APR 21
DAY 5 - APR 18
Mystical Muscat
Muscat Sightseeing
Mystical Muscat panoramic boat tour Experience




MSC VOYAGERS CLUB
Membership info
My points
John Smith
2350 points
MEMBERSHIP LEVELS
CLASSIC MEMBERSHIP
SILVER MEMBERSHIP
GOLD MEMBERSHIP

BALCONY
£999 p.p.*


SUITE
ROYAL SUITE
OCEAN VIEW
£999 p.p.*


INSTITUTIONAL INFO
TERMS & TRAVEL INFO
NEWS & MEDIA
DOWNLOAD OUR APPS

BELLA EXPERIENCE
Go back to search result
SUMMARY
Your cruise
£1,190
COMPLETE YOUR BOOKING
Add e-coupon discount code
Pay full price
£ 98.00
Pay deposit
£ 212.00
Please remember to pay the remaining balance of £ 4,027.00 by June,3rd 2018
Clicking on Next button you accept the Term & Conditions
$7.95 per person
Add to departure
Add to return
On My Way™ Travel Assistance
An all-inclusive sanctuary of refinement
ai, Abu Dhabi & India
ary: United Arab Emirates, Oman,
n, Qatar
Dhabi Dhabi
From £1,050
£990 p.p.*
SELECT YOUR DATE
Cruise and flight
FROM 12 APR TO 19 APR
FROM 18 APR TO 25 APR
£1,250
£2,350
MSC VOYAGERS CLUB
Membership info
Silver membership
John Smith
06/06/2020
2350 points
My points
2000 points
to reach Gold Level
MSC CRUISES
SAVE 50% WITH 2 FOR 1 CRUISE DEALS
we've got a cruise for just about everyone...
Starting from
£469 p.p.*
CIRQUE DU SOLEIL AT SEA
Passengers
2 Adults
Destination
Any
Dates
Feb. 2018 - Mar. 2018
Go back to search result
CABIN
Your cruise
£1,190
1 cabin
2 Adults, 1 child, 1 infant
Modify Passengers
CABIN 1 SELECT YOUR CABIN TYPE
From
£469 p.p.*
SUITE
Selected
BIN 1 CHOOSE YOUR EXPERIENCE
FANTASTICA EXPERIENCE
BELLA BENEFITS +
Member name
Bogdan Zlotnicki
Aeroplan number
987 654 321
Unlink Aeroplan account
ALT
Add to cart
Fascinating forts:
Nizwa and Jabrin castle
All passangers eligible
John Smith
£83

MetLife® infinity™

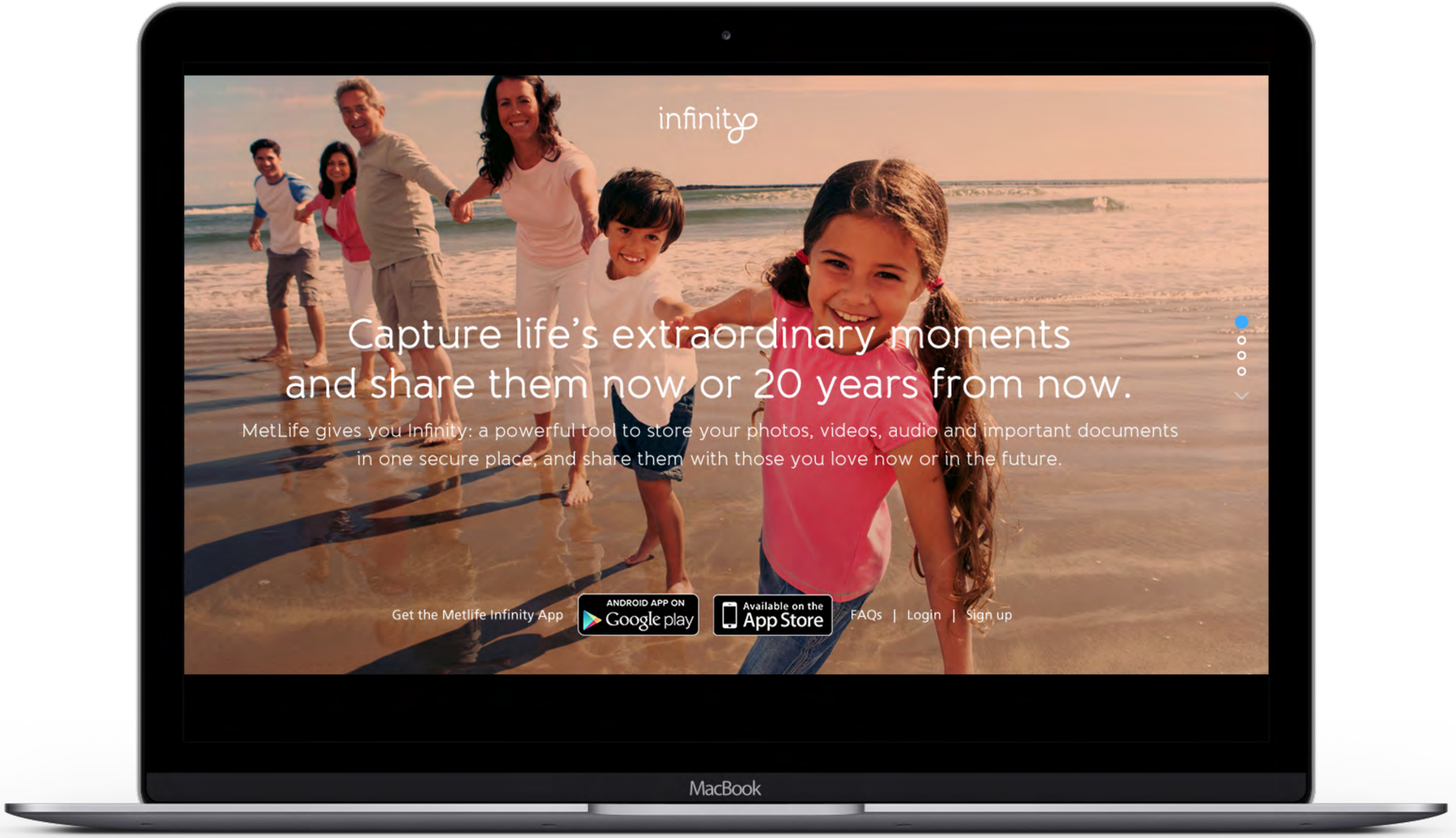
MY ROLE:
Art Direction, UX, Motion Design

PROJECT LENGTH:
2 Years

PROJECT OVERVIEW
Infinity was a pioneering brand and global service by MetLife, designed to allow users to record important memories on the fly while securely storing critical digital assets and documents.

The mobile user experience and platform were meticulously defined alongside the brand and the back-end technology that powered it. The crossplatform app was successfully launched in the US, Asia, and South America.

infinity



PERSONAS DEVELOPMENT

STAKEHOLDER WORKSHOPS

CUSTOMER JOURNEY MAPPING

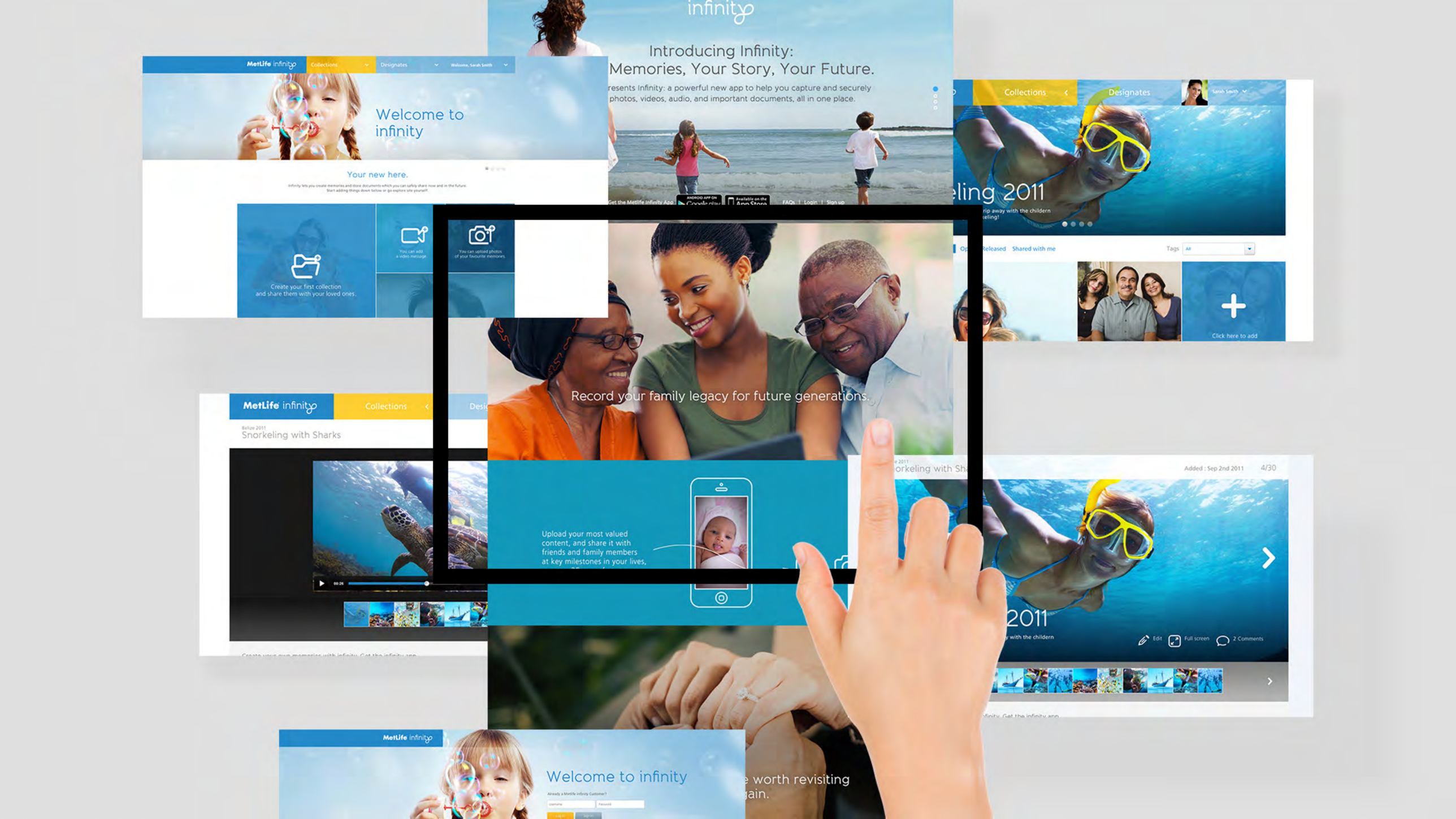
INTERACTION DESIGN

STYLE-GUIDE DESIGN

UI/UX DESIGN

PROTOTYPING

MetLife infinity
hosted by
Windows Azure
Welcome to infinity
my collections
released
Getting you started
Tap + down below to add your first collection.
shared collections
Snorkeling 2011
Our first holiday with the boys together...
Released: 10.06.2013
Naples 2009
I'll never forget when you proposed to me...
Released: 21.07.2013
Daniel's first Christmas
Everything went perfectly, the tree was fan...
Released: 15.07.2013
Add it to your collections:
Important Documents
Settings
Uploads (10)
Contacts Us
Report Misuse
Replay Tutorial
FAQ's
Terms & Conditions
Privacy Policy
Logout
Recording voice
00:15
STOP
Add photos
Naples Summer 201
Tags: #Birthday #Vacation #Marriage #Summer

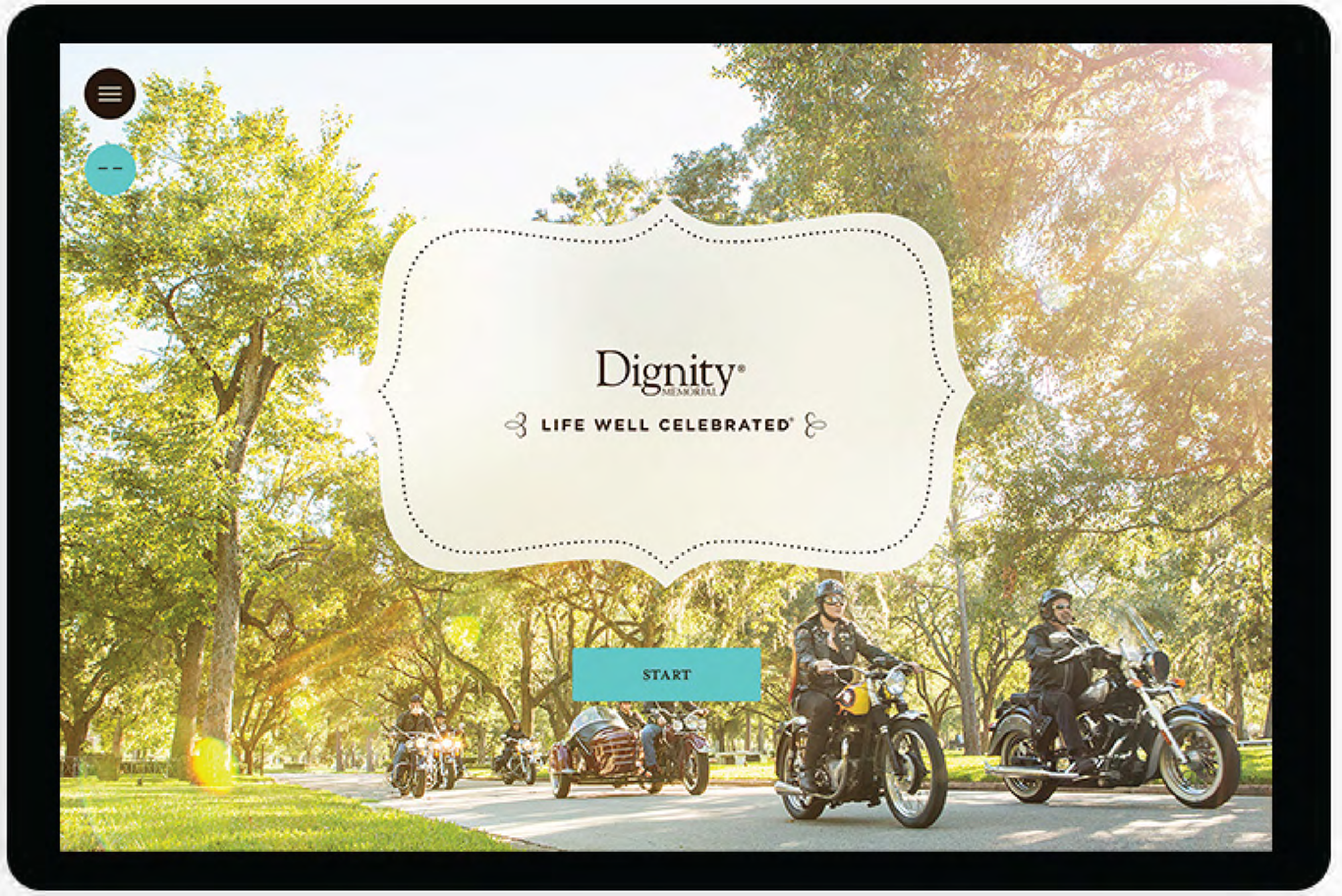

Introducing Infinity:
Memories, Your Story, Your Future.
Welcome to infinity
Your new here.
Create your first collection and share them with your loved ones.
Record your family legacy for future generations.
Upload your most valued content, and share it with friends and family members at key milestones in your lives,
Collections
Designates
Snorkeling with Sharks
Click here to add
Edit
Full screen
2 Comments
Welcome to infinity

MY ROLE:
Art Direction, UX, Motion Design

PROJECT LENGTH:
6 Months

PROJECT OVERVIEW
SCI was looking to streamline a slow and outdated paper-based pre-need sales engagement to boost revenue and improve customer experience.

We created a new mobile platform that leads sales agents and clients through the pre-need funeral planning process.



PERSONAS DEVELOPMENT

STAKEHOLDER WORKSHOPS

CUSTOMER JOURNEY MAPPING

INTERACTION DESIGN

STYLE-GUIDE DESIGN

UI/UX DESIGN

PROTOTYPING

NO. 1

Reflect

on what's most important in life.

CASKETS (23)

COMPARE FILTER

Lorem Ipsum Dolor

Lorem Ipsum Dolor Sit Amet

JT

Golden Rose

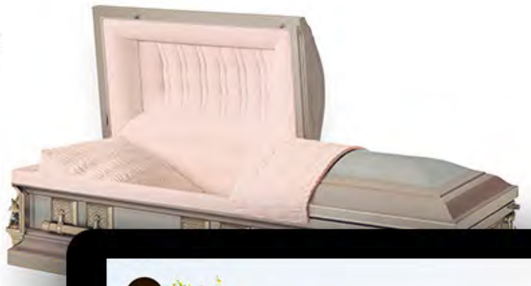
$4,100

Stainless steel casket with a rose brushed exterior and rose velvet interior.

Highlights and Available Options:
- Memory Drawer
- Memory Panel
- Memory Corners

REMOVE

PERSONALIZE



OSCWBLJST

Lorem ipsum dolor sit amet, consectetur adipiscing elit

GALILEE 2

T1

PEACE 1

T4

VALOR HILL 1

T5

FUNERAL HOME
2673 - Memorial Oaks Funeral Home

CEMETERY
0702 - Memorial Oaks Cemetery

SERVICE OPTIONS

PACKAGE OVERVIEW

OPENING / CLOSING

CASKET

FLOWERS

CATERING

MARKERS

CASH ADVANCES

JT

Golden Rose

$4,100

Stainless steel casket with a rose brushed exterior and rose velvet interior.

Highlights and Available Options:
- Memory Drawer
- Memory Panel
- Memory Corners

SELECT

BROWSE MORE

INCLUDE

OSCWBLJST

Lorem ipsum dolor sit amet, consectetur adipiscing elit

CLOSE

SPACES (8)

T2

GALILEE 2

T5

GALILEE 2

T1

PEACE 1

MEMORIAL®

emorial Gardens

E 2 - SECTION T5 - LO

Right of Interment

1

CLOSE

FAMILY SUPPORT OPTIONS (9)

Aftercare® Planner

JT

Aftercare® Planner

- 1 + $245

NO. 2

Record

your wishes and options.

centrica

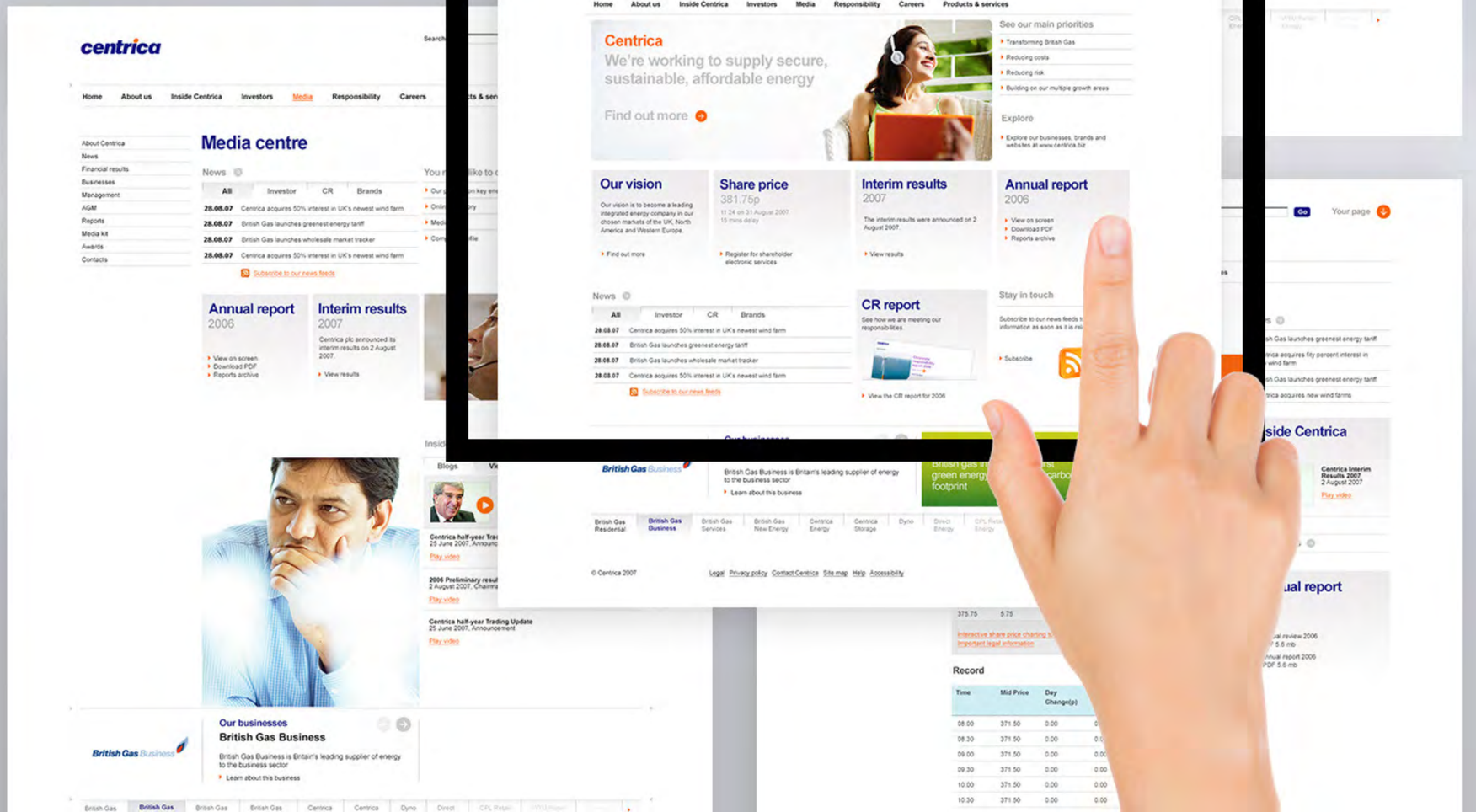
MY ROLE:
Art Direction, UX

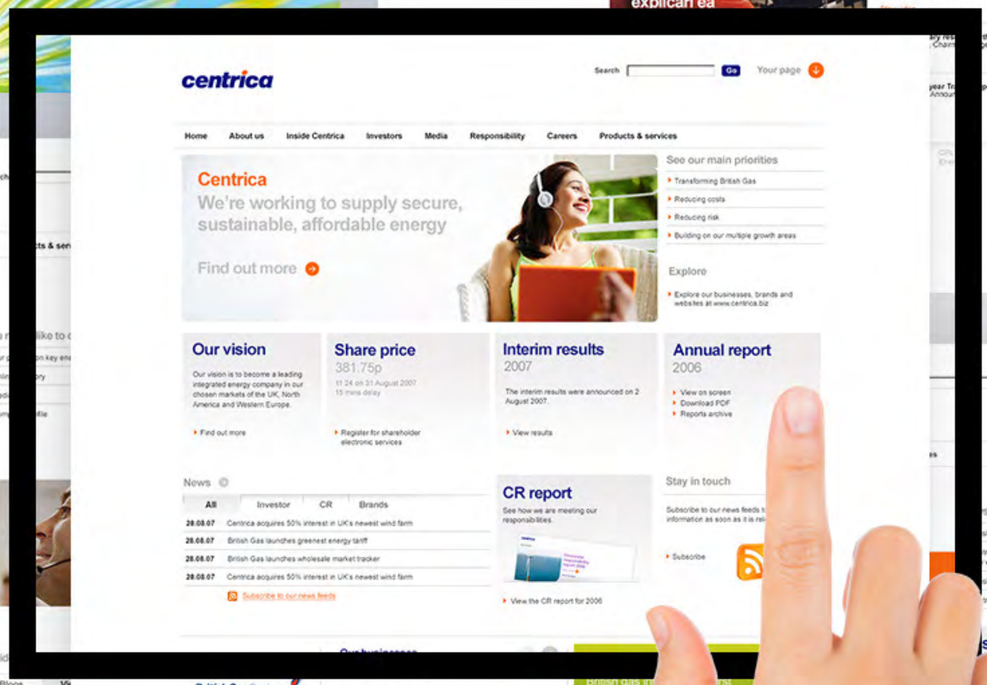
PROJECT LENGTH:
6 Months

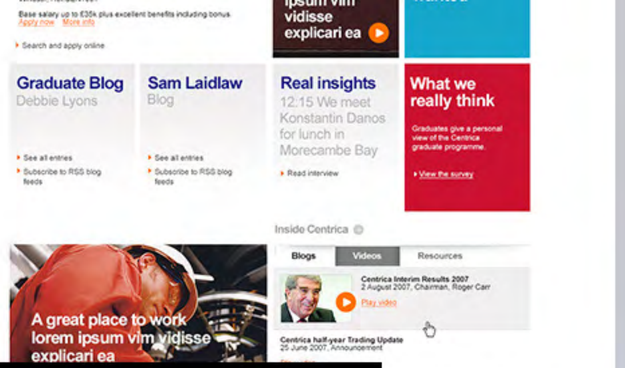
PROJECT OVERVIEW
Our mission was to rethink, redesign, and improve the website for Centrica, a leading British multinational energy and services company.

The project centered around creating a seamless, user-focused digital experience aligned with Centrica's business goals and customer needs.

DELIVERING
NET ZERO


centrica
Media centre
Annual report
2006
Interim results
2007
Our businesses
British Gas Business


centrica
Centrica
We're working to supply secure, sustainable, affordable energy
Find out more
Our vision
Share price
381.75p
Interim results
2007
Annual report
2006
CR report


Graduate Blog
Debbie Lyons
Sam Laidlaw
Blog
Real insights
What we really think
A great place to work
lorem ipsum vim vidisse explicari ea

Record

مصرف الراجحي
alrajhi bank

MY ROLE:
Art Direction, Motion Designer

PROJECT LENGTH:
6 Months

PROJECT OVERVIEW
Creating and animating series of multimedia ki-osks with instructions and tutorials for new Al Rajhi E-branch.

As creating digital experiences like digital walls, touch screen applications for tablets and interactive kiosks.

Why is Ali smiling?

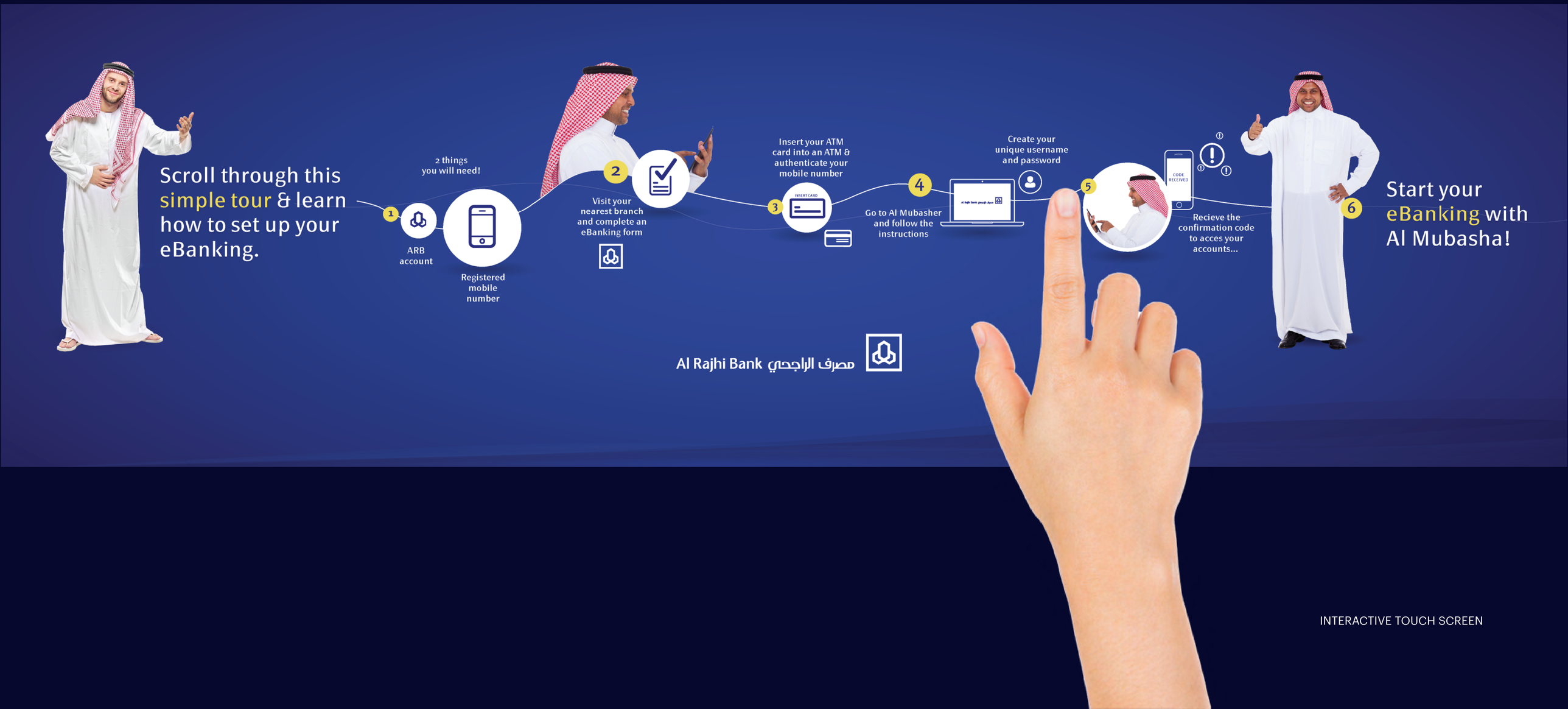
And he's happy his
sons university fees
are paid for

e branch

Giving
you more
reasons to smile

Now he can keep an eye on
his finances even
ile traveling

Al Rajhi Bank مصرف الراجحي


Scroll through this simple tour & learn how to set up your eBanking.
2 things you will need!
1
ARB account
Registered mobile number
2
Visit your nearest branch and complete an eBanking form
Insert your ATM card into an ATM & authenticate your mobile number
3
INSERT CARD
4
Go to Al Mubasher and follow the instructions
Create your unique username and password
5
CODE RECEIVED
Recieve the confirmation code to acces your accounts...
6
Start your eBanking with Al Mubasha!
Al Rajhi Bank مصرف الراجحي
INTERACTIVE TOUCH SCREEN

INTERACTIVE TOUCH SCREEN AND TABLET

MY ROLE:
Art Direction, Motion Designer

PROJECT LENGTH:
1 Month

PROJECT OVERVIEW
Designed and produced a series of dynamic animated films for Burger King's Wszechburger advertising campaign with agency K2, enhancing customer engagement through captivating storytelling and vibrant visual interactions.

WSZECHBURGER

NIECHAJ NAPEŁNI CIĘ DOBRĄ KARMĄ

IN-STORE DISPLAYS

IN-STORE DISPLAYS

NOKIA
Connecting People

MY ROLE:
Art Direction, Motion Designer, Programmer

PROJECT LENGTH:
2 Years

PROJECT OVERVIEW
Designed and implemented interactive multimedia kiosks for Nokia product launches, enhancing customer engagement through innovative digital interactions.

NOKIA
Connecting People

Ekoplast

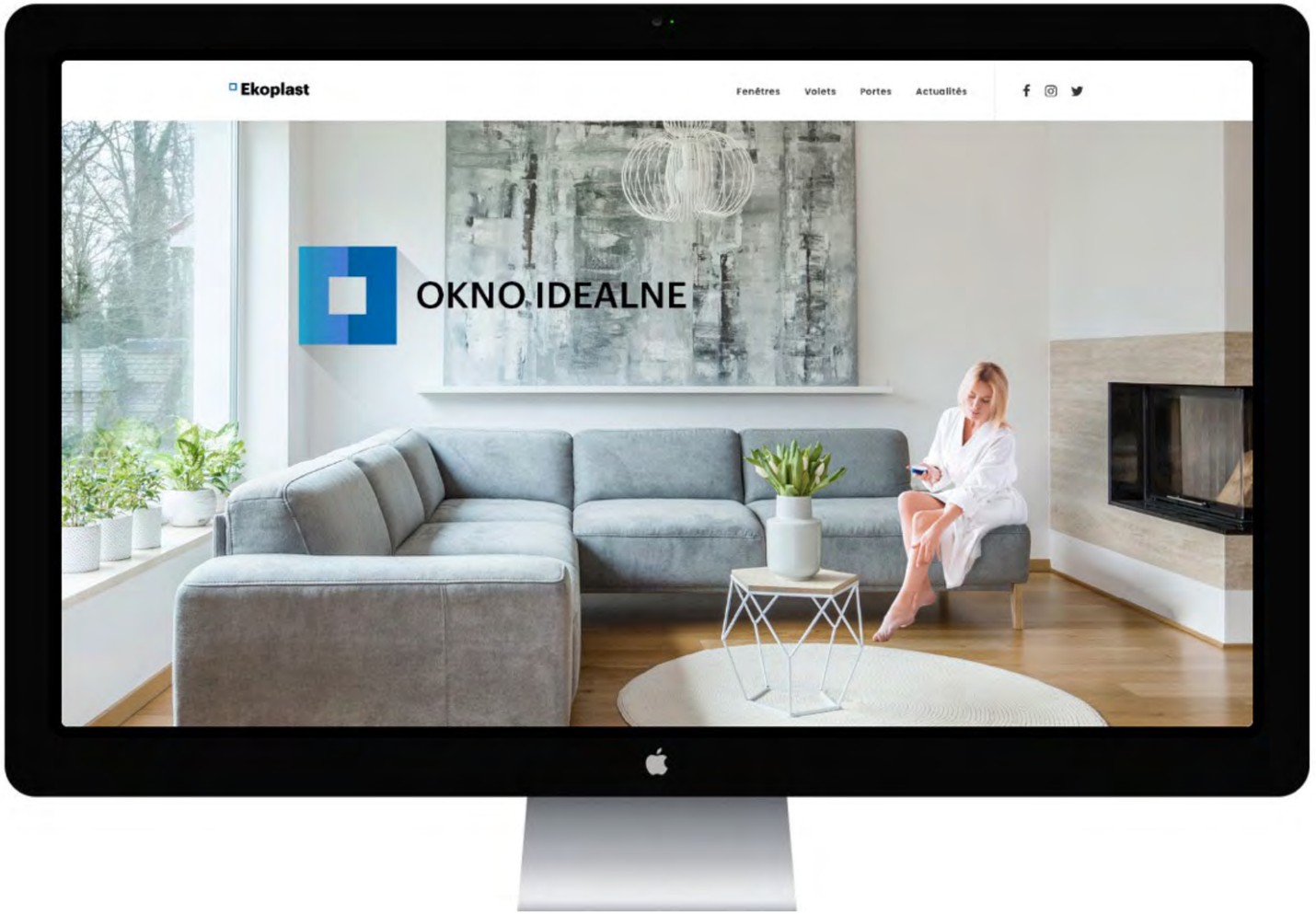
MY ROLE:
Creative Direction

PROJECT LENGTH:
5 years

PROJECT OVERVIEW
Executed comprehensive rebranding and repositioning strategy for Ekoplast, successfully expanding its market presence across France, Germany, Italy, and the Nordics.

Already established on the French market with some brand presence, they needed to start fresh, and strengthen French one, make the impact on the other markets including Germany, England, Italy and the Nordics, with no plan. That's where I came in...

Ekoplast



CREATIVE STRATEGY POSITIONING

QUANTITATIVE RESEARCH

USER INTERVIEWS

PERSONAS DEVELOPMENT

CUSTOMER JOURNEY MAPPING

STYLE-GUIDE DESIGN

UI/UX DESIGN

IDENTITY DESIGN

REBRANDING

INTERACTION DESIGN

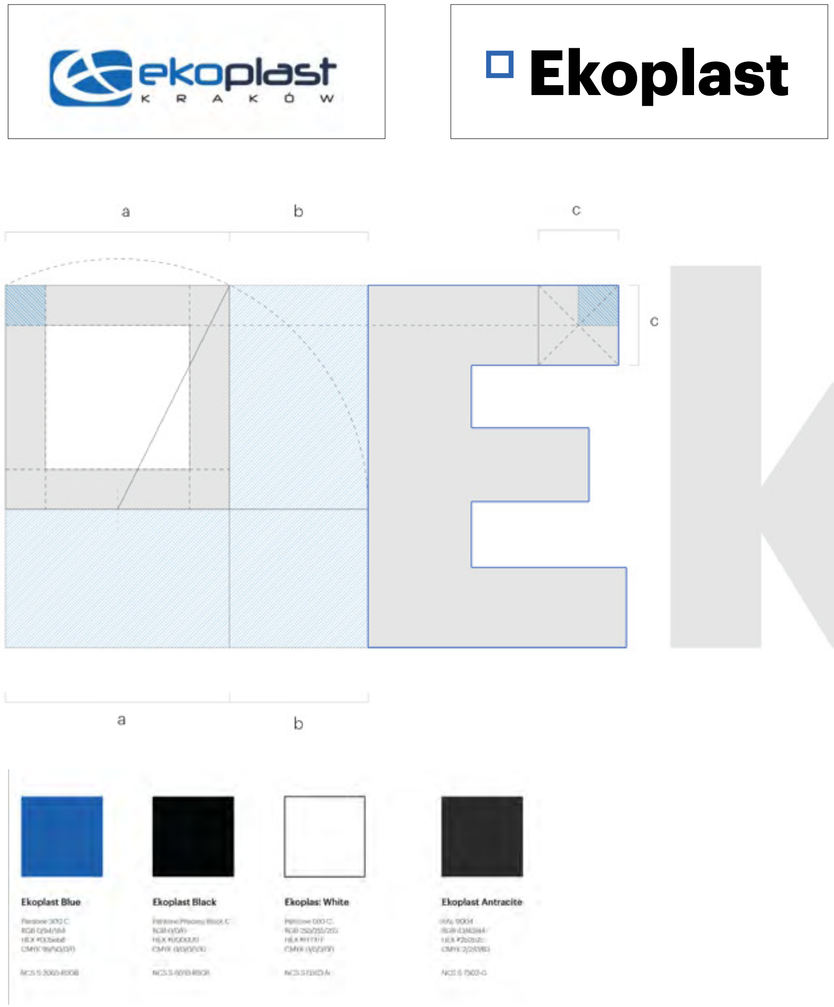
WHY REBRANDING?

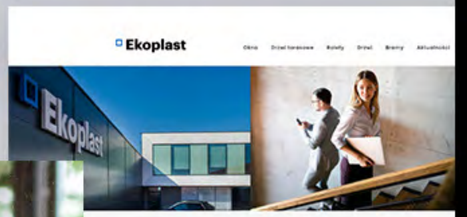
There are many reasons for rebranding,
in our case it was the following:

1. Ekoplast wanted to attract a new audience. With new factory being planned, they needed strategy to go to new markets. Become international brand.

2. Ekoplast needed to strengthen the French, already established presence and differentiate from the rest of the competitors, both local and international, including polish.

3. Ekoplast brand didn't reflect their current offerings, it felt old and outdated, some of the competitors used similar components and names for their products making it difficult to stand out.





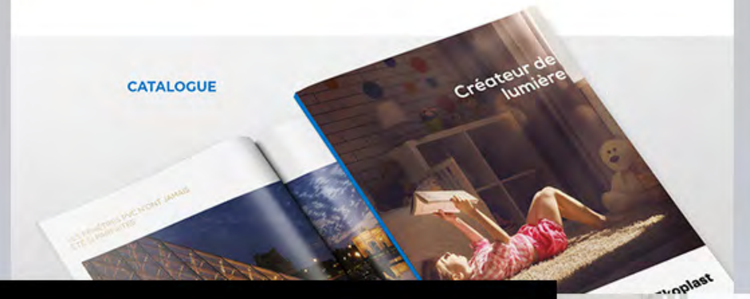
Pasja. Wiedza. Innowacyjność.

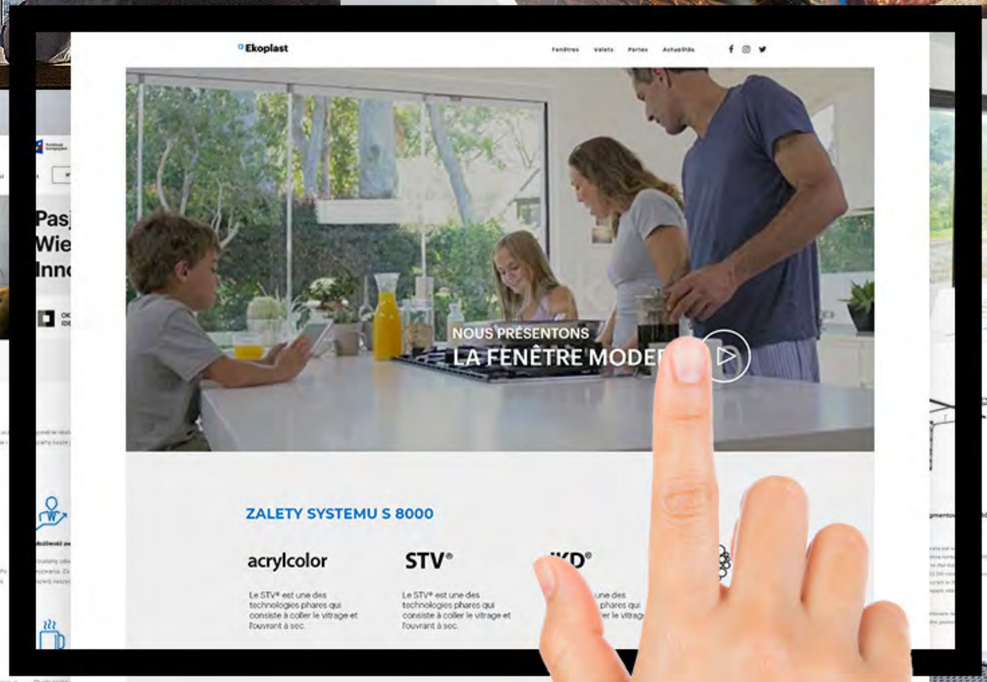
Sprawdź nasze oferty

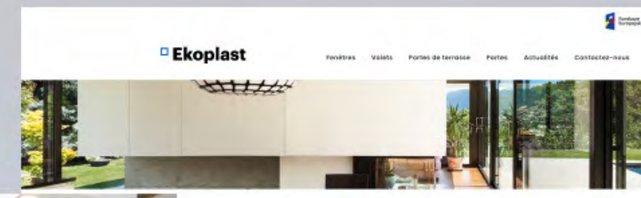
Konstruktor – Technolog stolarki aluminium

Pracownik działu techniczno-handlowego

Pracownik Magazynu







VANTAGES PRINCIPAUX

Menuiseries et surfaces vitrées de grand gabarit.

Grande résistance aux conditions atmosphériques

Dimensions max. de la fenêtre

Coefficient de transmission thermique

Galerie d'inspiration

Windows and Doors Magazine

ORT

on et design intéressant garantissent aux
temps.

Système à 3 joints
Une plus grande étanchéité de toute la construction et une durabilité beaucoup plus longue des mécanismes de quincaillerie.

Joints TGI
disponibles dans une large palette de couleurs.

EN QUETE DE PERF

E
D

Nc
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une
cara
le de
et le
proc

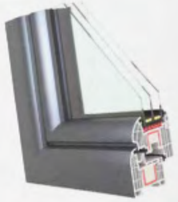
Nous
traitan
Alupla
joints E
qualité

QUALIT

La plus grande
absolue, le choix
la précision d'exé
d'arguments pou
exigences de nos

2

FENÊTRES PERFEKT

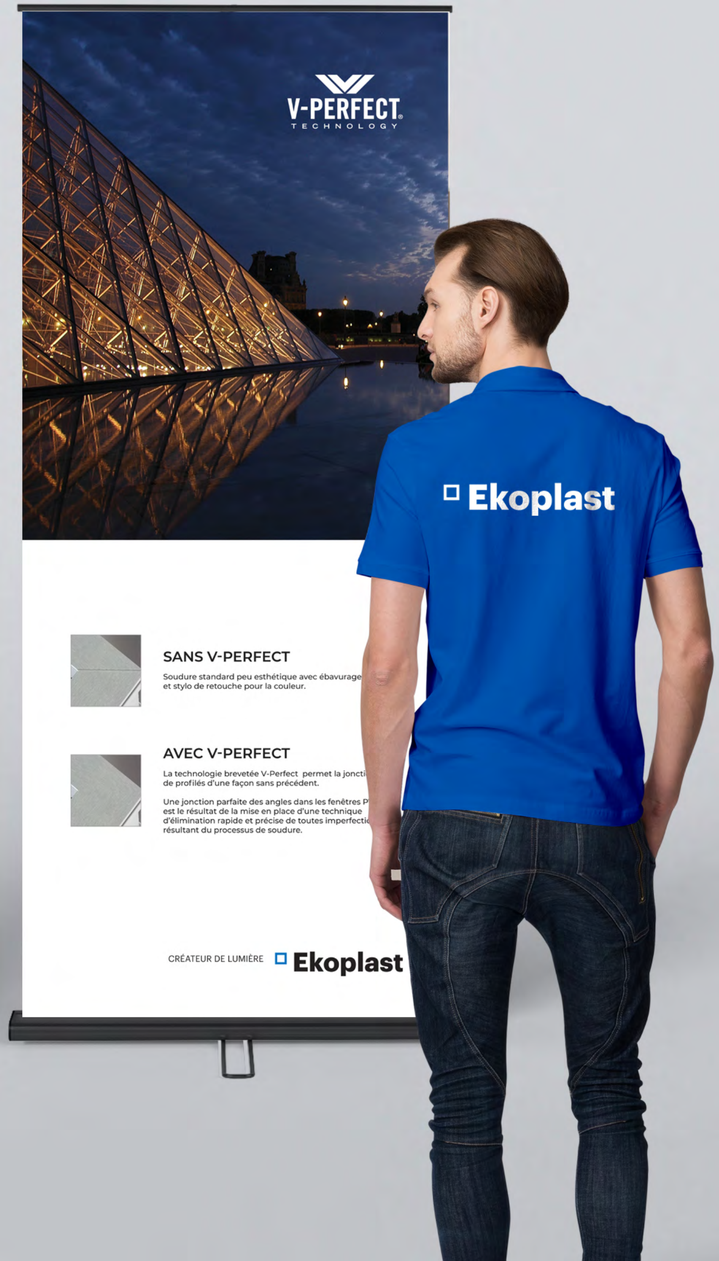


	PERFEKT RL	PERFEKT SL
Coefficient de transmission thermique	$U_w \geq 0,65$ W/m²K (Mousse de polyuréthane + TGI)	$U_w \geq 0,72$ W/m²K (Mousse de polyuréthane + TGI)
Bilan énergétique SW	$S_w \geq 0,44$	$S_w \geq 0,41$
Isolation phonique	34 – 45 dB	33 – 46 dB
Vitrage	$U_g \geq 0,4$ W/m²K	$U_g \geq 0,4$ W/m²K
Sécurité	RC2	RC2
Joints EPDM	Système à 3 joints	Système à 3 joints
Mousse	Option	Option
Aluskin (Plaques aluminium)	Non	Non
Profondeur du profilé	70 mm	70 mm
Poignée centrée	Oui	Oui
Monobloc	Oui	Oui
Fenêtre en rénovation	Oui	Oui

8

FENÊTRE
MODERN
CHOISISSEZ UNE QUALITÉ
ET UNE TECHNOLOGIE MODERN
acrylcolor
UNE SURFACE UNIQUE
L'acrylcolor: éprouvé depuis des décennies, le processus de coloration de référence pour des surfaces en couleur à la longévité exceptionnelle.
STV
STATIQUE ÉLEVÉE
Le STV® est une des technologies phares qui consiste à coller le vitrage et l'ouvrant à sec.
REMPLISSAGE AVEC DE LA MOUSSE
Possibilité de remplissage des profilés de mousse spéciale pour améliorer les paramètres d'isolation jusqu'à 30% en fonction de la taille de la fenêtre.
V-PERFECT
LA TECHNOLOGIE DE JONCTION PARFAITE
CRÉATEUR DE LUMIÈRE
Ekoplast

FENÊTRE
PERFEKT
CHOISISSEZ UNE QUALITÉ
ET UNE TECHNOLOGIE PERFEKT
SYSTÈME À 3 JOINTS D'ÉTANCHÉITÉ
Pour une plus grande étanchéité, amélioration thermique et phonique.
POIGNÉE CENTRÉE DE 112 MM
Avec la possibilité d'avoir une poignée centrée de 112mm, la gamme PERFEKT vous offre 15% de lumière en plus.
REMPLISSAGE AVEC DE LA MOUSSE
Possibilité de remplissage des profilés de mousse spéciale pour améliorer les paramètres d'isolation jusqu'à 30% en fonction de la taille de la fenêtre.
V-PERFECT
LA TECHNOLOGIE DE JONCTION PARFAITE
CRÉATEUR DE LUMIÈRE
Ekoplast


V-PERFECT
TECHNOLOGY
SANS V-PERFECT
Soudure standard peu esthétique avec ébavurage
et stylo de retouche pour la couleur.
AVEC V-PERFECT
La technologie brevetée V-Perfect permet la jonct
de profilés d'une façon sans précédent.
Une jonction parfaite des angles dans les fenêtres P
est le résultat de la mise en place d'une technique
d'élimination rapide et précise de toutes imperfecti
résultant du processus de soudure.
CRÉATEUR DE LUMIÈRE
Ekoplast
Ekoplast

ZEBRA

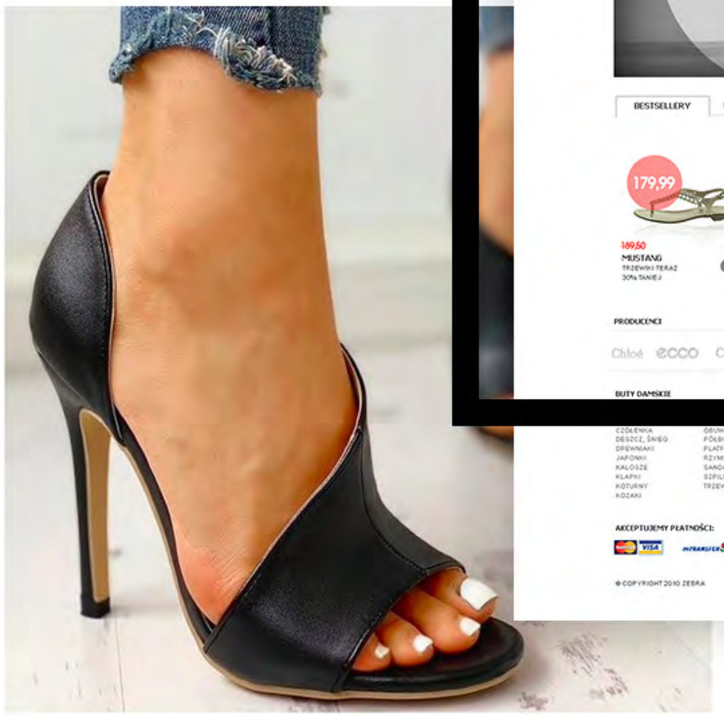
MY ROLE:
Art Direction, UX

PROJECT LENGTH:
3 Months

PROJECT OVERVIEW
Rethinking, redesigning and improving The website of a polish shoe company, zebra.

Zebra is a place where you can find the best shoes created by famous manufacturers from all around the world.

ZEBRA



TWF

MY ROLE:
Founder, Organizer, Speaker, Art Director

PROJECT LENGTH:
5 Years

PROJECT OVERVIEW
Initiated and led a large-scale conference series blending design, technology, and future thinking. Directed one full edition end-to-end and spoke at another.

Gained hands-on experience in program curation, team leadership, public speaking, partnership building, and cross-discipline collaboration—strengthening both creative and strategic skills in a real-world, high-stakes environment.

I worked for...

Presented projects are just a small selection from of all clients I had pleasure to work for for over 25 years now. Here is more detailed list.

Get in Touch

mobile: (+48) 502 123 353

email: mail@dominikwroblewski.com

www.dominikwroblewski.com