



MAREK MIELNICKI

MANAGER | INNOVATIONS | CREATIVE STRATEGY

PROFESSIONAL SUMMARY

Visionary Strategy & Innovations Leader with 20+ years of experience at the intersection of media, technology, and creative design. Expert in leveraging emerging technologies—including AI, deeptech, and automation—to transform brand narratives and optimize media impact. Proven track record of leading multidisciplinary teams for global brands like Shopee and Philip Morris to deliver high-stakes digital transformations. I bridge the gap between complex engineering, innovative media strategy, and business growth.

GENERAL INFO

year of birth | 1976

phone | 608 499 442

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PROFESSIONAL EXPERIENCE

DeepTech / Audomate | Co-founder, Digital Product | 2024–Present

- Leading creative vision for AI-driven products and platforms
- Managing multidisciplinary design teams
- Defining brand, product and communication strategies

Shopee Poland | Head of Design, Design Team Lead | 2022–2023

- Leading and scaling design teams within large e-commerce organization
- Oversaw creative direction for regional e-commerce initiatives
- Coordinating design output across multiple teams and stakeholders

Veryniceworks Studio | Founder, Strategy, Design Lead | 2006–2025

- Built and led creative studio delivering brand and digital solutions
- Directed creative strategy for global brands and institutions
- Managed long-term client relationships and complex projects
- Creative strategy

Boxme Steel Tailors | Co-founder, Desing Lead | 2012–2020

- Project management
- Creative strategy
- Leading and scaling design teams within organization

Yours, Gudzowaty Foundation | Design Projects Manager | 2006–2016

- Leading creative/art projects for cultural partners and clients
- Designing visual identity systems, websites and marketing materials
- Ensuring high-quality assets delivery aligned with foundation goals

Xnet Communications | Senior UX/UI Designer | 2003–2005

- Delivering complex digital online products
- UX/UI web app design

EDUCATION

2007 | NYC School of Visual Arts

Design | Master class courses

2001–2005 | Poznan University of Art

Multimedia | Bachelor's degree

1996–2001 | Poznan University of Technology

Electronic and Telecommunication | Master degree

PORTFOLIO

www.veryniceworks.com

LANGUAGES

English | fluent in speech and writing | C1

Russian | basic

German | basic

SOFTWARE & TOOLS

Adobe Suite, Figma, 2D/3D design platforms, Microsoft Office Suite, UI/UX software, AI-powered design tools, team working and project managing software (Jira, Monday, Notion, Basecamp, etc)

“ Seeking a senior leadership role as Creative Director or Creative Lead within a technology-driven organization. My core strength lies in shaping creative vision and leading high-performing multidisciplinary teams while aligning brand, product, and business strategy with design excellence. I bring over 20 years of leadership experience, strong aesthetic intuition, and deep understanding of new technologies to deliver impactful, cross-disciplinary work at the highest quality standards.

I have led projects for organizations such as Shopee, Philip Morris, Jungheinrich, Casio, Steinway & Sons, Heineken, PKN Orlen, Grupa Żywiec, Ronson Development, Cisowianka, Agora, ZPAV, as well as cultural institutions and NGOs. ”

CORE SKILLS

NEW TECH DIGITAL PROJECTS

STRATEGIC LEADERSHIP

PRODUCT & BRAND NARRATIVE

STAKEHOLDER MANAGEMENT

PROCESS OPTIMIZATION

INTERESTS

Innovations, New technologies, AI, Deeptech, Rock climbing, Runnig, Design trends, Photography