

Piotr Dubiel

Graphic
Designer

Concepteur
graphique

Portfolio
2026

(438) 507-1087
piotr.dubiel@gmail.com
www.piotrdubiel.me

City of Poznań – Transit Diagram Redesign (2025)

This is a personal project that reflects a personal interest in public transit and transit maps. I spent a decade of my life in Poznań, Poland, and since I knew the city well, it was a natural choice for this project, inspired by transit map designs in cities such as Paris and Berlin.

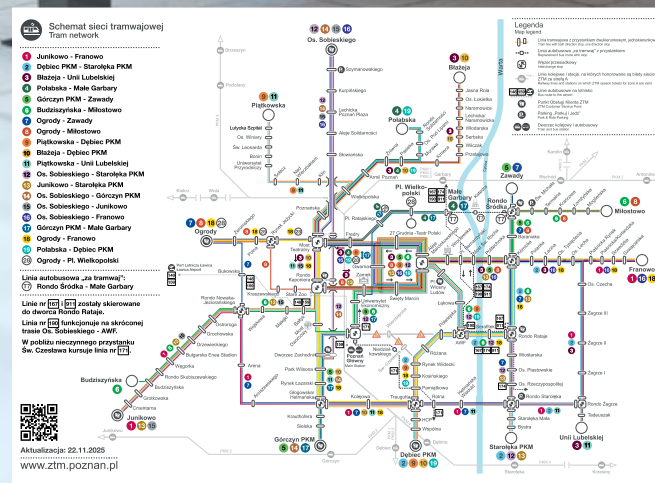
The official map uses elements of the city's new signage strategy, but is often overwhelming and cluttered. It also overly reductive in its representation of the east half of the city. My primary goals were to increase legibility and to more closely match the city's geography.

One of the greatest challenges was to represent the multi-line loop in the city centre without egregiously distorting the scale. There is also added complexity in the form of regional trains within the urban transit network, bus routes that extend the tram network, and buses that replace sections of tram routes during construction.

When redesigning the map, I removed some superfluous elements, but took great care to not change the information presented in the original, and to eliminate the need for a magnified inset of the central loop. Additionally, I sought to keep all type horizontal unless it couldn't be avoided, and use only 45°/90° angles, as in the original. Bodies of water were added, and the framing around the diagram is not merely decorative—it is an approximation of the urban fare zone where commuter trains can be accessed with a transit ticket. Wherever possible, I preserved the original icons, typography, and round elements, as these are part of the city's official visual identity. I also ensured all messaging was consistently bilingual.

This is an early version of a work in progress, so it will continue to be improved and revised.

Role: All research, art direction, design and production work.



This is the original transit diagram.



Redesigned for legibility and accuracy.

Poznań

Schemat sieci tramwajowej
Tram network map

- 1 Junikowo - Franowo
- 2 Dębiec PKM - Starołęka PKM
- 3 Błażeja - Unii Lubelskiej
- 4 Połabska - Małe Garbary
- 5 Górczyn PKM - Zawady
- 6 Budziszyska - Miłostowo
- 7 Ogrody - Zawady
- 8 Ogrody - Miłostowo
- 9 Piątkowska - Dębiec PKM
- 10 Błażeja - Dębiec PKM
- 11 Piątkowska - Unii Lubelskiej
- 12 Os. Sobieskiego - Starołęka PKM
- 13 Junikowo - Starołęka PKM
- 14 Os. Sobieskiego - Górczyn PKM
- 15 Os. Sobieskiego - Junikowo
- 16 Os. Sobieskiego - Franowo
- 17 Górczyn PKM - Małe Garbary
- 18 Ogrody - Franowo
- 19 Połabska - Dębiec PKM
- 28 Ogrody - Plac Wielkopolski

Linia autobusowa „za tramwaj”:
Replacement bus line for tram:

17 Rondo Śródka - Małe Garbary

Linie nr 167 i 811 zostały skierowane do dworca Rondo Rataje.

Linia nr 190 funkcjonuje na skróconej trasie Os. Sobieskiego - AWF.

W pobliżu nieczynnego przystanku Św. Czesława kursuje linia 171.

Lines 167 and 811 have been redirected to Rondo Rataje station.

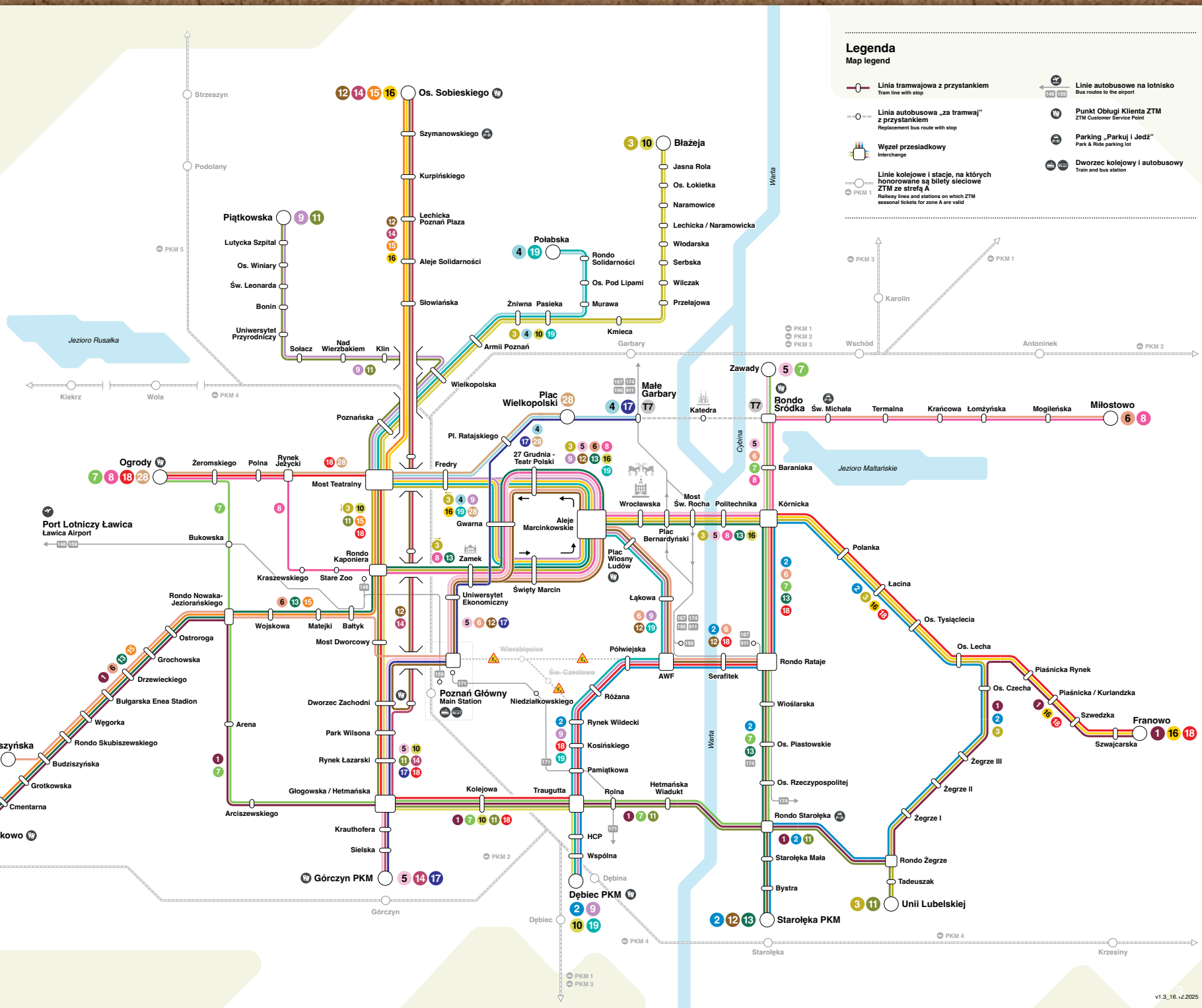
Line 190 is operating on a shortened route between Os. Sobieskiego and AWF.

Line 171 is running near the Św. Czesława tram stop, which is temporarily out of service.



Reimagined by: Piotr Dubiel, 16.12.2025 - Not an official diagram.
Based on the official 25.11.2025 update from www.stm.poznan.pl

www.piotrdubiel.me



Legenda Map legend

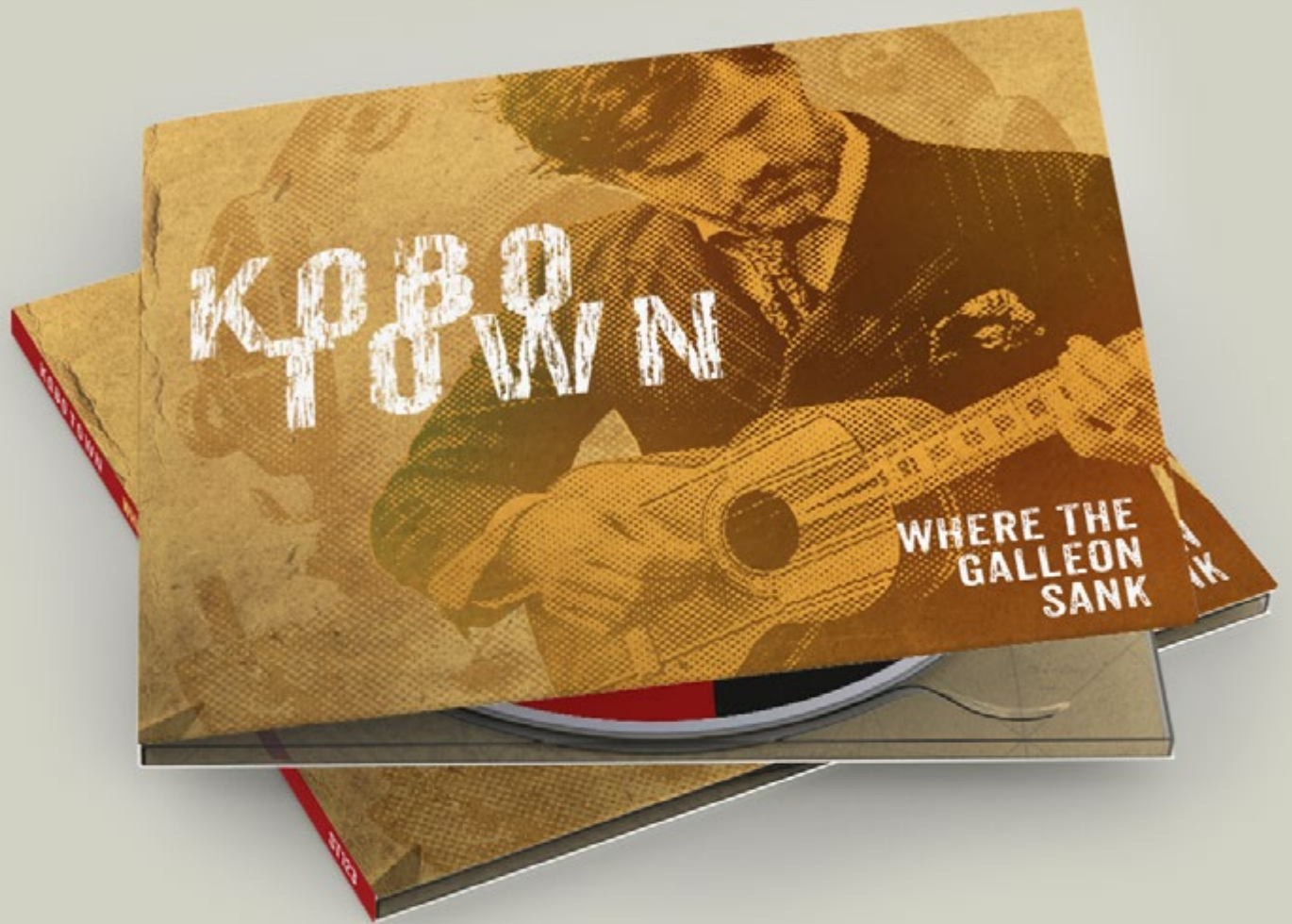
- Linia tramwajowa z przystankiem
Tram line with stop
- Linia autobusowa „za tramwaj” z przystankiem
Replacement bus route with stop
- Węzeł przesiadkowy
Interchange
- Linie kolejowe i stacje, na których honorowane są bilety sieciowe ZTM ze strefą A
Railway lines and stations on which ZTM seasonal tickets for zone A are valid
- Linie autobusowe na lotnisko
Bus routes to the airport
- Punkt Obsługi Klienta ZTM
ZTM Customer Service Point
- Parking „Parkuj i Jedź”
Park & Ride parking lot
- Dworzec kolejowy i autobusowy
Train and bus station

Kobo Town “Where the Galleon Sank” – CD packaging (2016)

I was commissioned to design the sleeve for the latest recording by the award-winning Canadian calypso/roots band Kobo Town. The band and their management wanted a visual style reminiscent of faded, distressed old concert handbills. While an image of the artist was an eventual requirement, a graphical nod to the themes of Caribbean maritime history invoked in the album title are also components of the artwork.

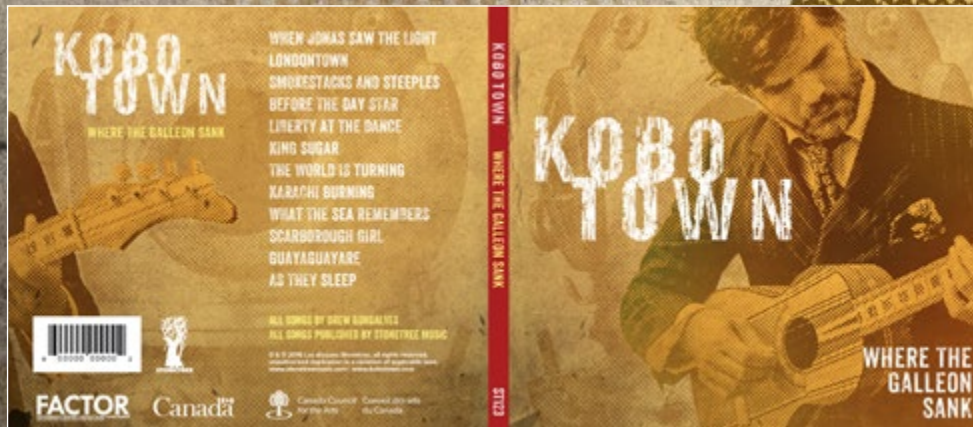
Role: Art direction, all design and typography, packaging design.

Alternative designs:



KOBO TOWN

WHERE THE
GALLEON
SANK



**KOBO
TOWN**
WHERE THE GALLEON SANK

WHEN JONAS SAW THE LIGHT
LONDONTOWN
SMOKSTACKS AND STEEPLES
BEFORE THE DAY STAR
LIBERTY AT THE DANCE
KING SUGAR
THE WORLD IS TURNING
KARACHI BURNING
WHAT THE SEA REMEMBERS
SCARBOROUGH GIRL
GUAYAGUAYARE
AS THEY SLEEP

ALL SONGS BY BREW BOMALIES
ALL SONGS PRODUCED BY STONEYBEE MUSIC

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www.kobotown.com www.stoneybeemusic.com

FACTOR Canada
Canada Council - Conseil canadien
du arts

STEEZ

Poznań City Guide for IT Grads (2022)

In 2022, I was given complete creative control over a publication my employer and the city of Poznań (Poland) produced in order to attract young tech talent to the city. The guide promotes the city as a technology hub and an attractive place to live, and is full of interesting and relevant data and information. I created map illustrations and graphs and charts in addition to custom typography and the layout of the e-book itself.

Role: Art direction, illustration, visualization design, layout, custom typography.



Knajpy

1 Teatrka –
Stare Miasto

Kulowa budka z zapiekankami na Moście Teatralnym, która istnieje już od 25 lat. W czasach swojej świetności ustawiali się do niej długie kolejki, a szczególnym zainteresowaniem cieszyła się wśród studentów.

2 Na Winklu –
Śródka

Mala restauracja serwująca pierogi domowej roboty oraz słodkie wypieki.

3 Vandal Cafe –
Łazarz

Klimatyczna, ołdschołowa kawiarnia serwująca ciasta, kawę i herbatę, a także piwa, wina i koktajle.

4 A nóż widelec –
Górczyn

Restauracja serwująca połączenie kuchni regionalnej z europejską. Jest to nowoczesne miejsce charakteryzujące się dużym poczuciem estetyki i dbałością o szczegóły.

5 Kim Chi Ken –
Jeżyce

Restauracja serwująca koreańskie smażone kurczaki oraz pyszny streetfood w różnych wariantach.

6 Ramen-Ya –
Jeżyce

Klimatyczna japońska restauracja serwująca różne rodzaje ramenu.

7 WYPAS –
Jeżyce

Restauracja serwująca roślinną kuchnię inspirowaną potrawami z różnych zakątków świata – od przystawek aż po desery.

8 Happa to Mame –
Jeżyce

Pierwsza w Polsce japońska herbariarnia specjalista serwująca tradycyjne japońskie siodłce. Lokal ma niepowtarzalny klimat.



Poznań – nasze miasto

Poznań jest jednym z największych miast Polski, znanym jako duży ośrodek akademicki, biznesowy i targowy. Mieszka tu około 530 000 osób, co daje stolicy Wielkopolski piąte miejsce w kraju pod względem liczby ludności. Aglomeracja poznańska liczy około 1 000 000 mieszkańców.

Poznań leży w połowie drogi pomiędzy Warszawą a Berlinem. Sprawną dojazd do obu stolic zapewnia autostrada A2, a także atrakcyjne połączenia kolejowe.

Poznań to potężne centrum akademickie i naukowe – miasto należy do ścisłej czołówki

w Polsce. Działają tu 24 szkoły wyższe, w tym 8 publicznych kształcących ponad 105 000 osób. To oznacza, że statystycznie co piąty mieszkaniec Poznania jest studentem.

W mieście działa ponad 123 000 podmiotów gospodarczych, a liczba firm z udziałem kapitału zagranicznego jest jedną z największych w Polsce. Większość pochodzi z Niemiec, Francji, Japonii, Wielkiej Brytanii i USA. Stolica Wielkopolski jest jednym z głównych ośrodków lokalizacji inwestycji zagranicznych w kraju.

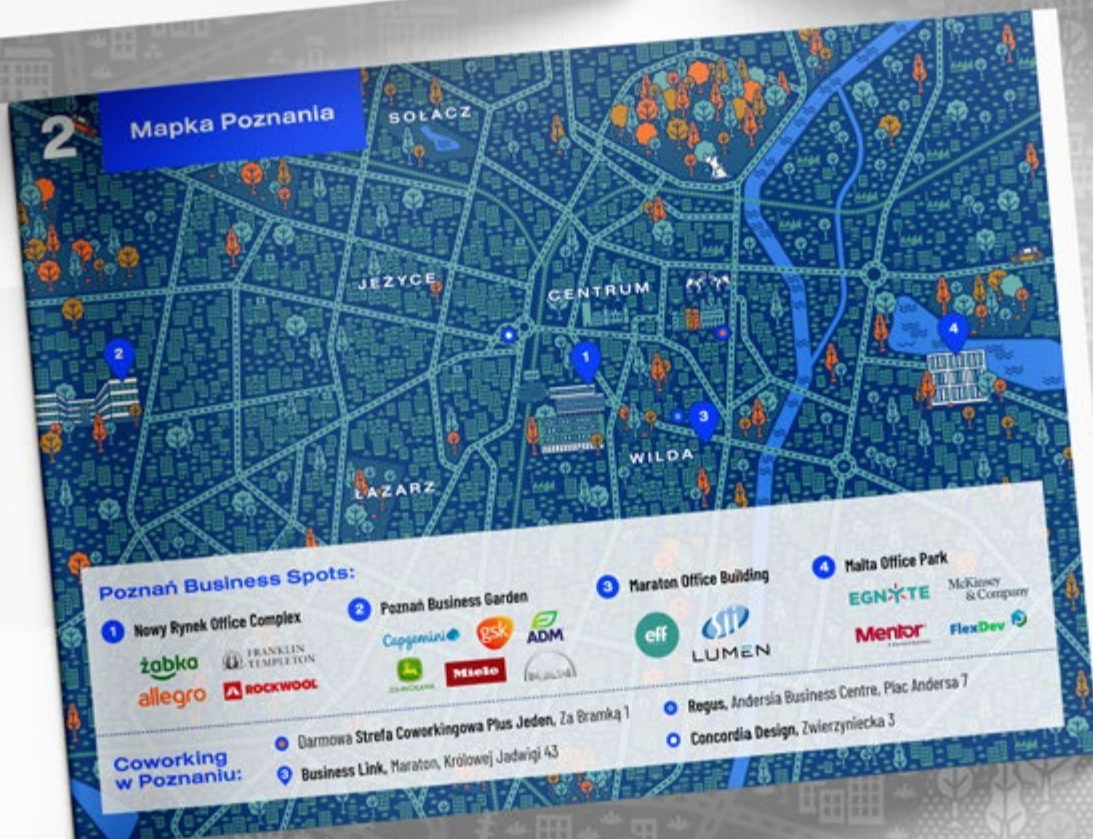
Stopy bezrobocia w Poznaniu wynosi około 1,2% i od lat należy do najniższych w Polsce.



Dlaczego Poznań?

Niezależnie od tego, na jakim etapie życia jesteś, Poznań może Ci zaoferować nagrodę wiele. To tętniące życiem miasto, które jednocześnie jest jednym z najwzrostających ośrodków akademickich w Polsce, obszarem o najwyższej stopie bezrobocia w całej Unii Europejskiej i dynamicznie rozwijającym się rynkiem pracy. Stolica Wielkopolski jest też przyjaznym miejscem do życia – z bogatą ofertą kulturalną i częstymi akcjami społecznymi.

Mapka Poznania



Poznań Business Spots:

1 Nowy Rynek Office Complex



2 Poznań Business Garden



3 Maraton Office Building



4 Malta Office Park



Coworking w Poznaniu:

- 1 Darmowa Strefa Coworkingowa Plus Jeden, Za Bramką 1
- 2 Business Link, Maraton, Królowej Jadwigi 43

- 3 Regus, Andersia Business Centre, Plac Andersa 7
- 4 Concordia Design, Zwierzyniecka 3



Pracodawcy IT w Poznaniu kontynuują rozwój, powiększają zespoły i realizują nowe projekty. Dostrzegając znaczenie nowoczesnych technologii, w Strategii Rozwoju Miasta 2020+ postawiliśmy sobie za cel ich rozwój, ponieważ wiemy jak ogromne znaczenie mają dla innowacyjnej gospodarki. Niezmiennie cieszy nas, iż Poznań jest wyróżniany przez inwestorów z sektora IT, a kolejne projekty stanowią dowód na to, że warto tutaj inwestować. – mówi Jacek Jaśkowiak, Prezydent Miasta Poznania.

Zapraszamy do zapoznania się z informatorem, który przybliży klimat poznańskiego rynku IT, wskaże jego atuty oraz przedstawi powody, dla których warto zamieszkać oraz pracować w Poznaniu.

Znani związani z Poznaniem

Pisarze, ludzie filmu i teatru, naukowcy oraz muzycy – Poznań może poszczycić się niejednym z nich. Tuż obok przedstawiamy tylko kilka osób, które na pewno znać i ich dokonania są znane za granicą.



Hanna Suchocka – polityczka, prawniczka. Studiowała, doktoryzowała się, a następnie zrobiła habilitację na Uniwersytecie im. Adama Mickiewicza. W 1992 roku jako pierwsza kobieta w historii Polski objęła funkcję Prezesa Rady Ministrów. W 1997 roku została ministrem sprawiedliwości i prokuratorem generalnym. Wykładała m.in. na Uniwersytecie Georgetown w Waszyngtonie.



Krzysztof Zimowski – wybitny muzyk, oprawca m.in. d. Roman Skomski. Kołysankę do filmu Dziecko, którą otrzymał Złoty Glob, istotny wpływ na rozwój jazzu i międzynarodowej scenie m. i studiował w Poznaniu.



Janusz Głowacki – dramaturg, prozaik i felietonista urodzony w Poznaniu. Stworzył m.in. scenariusz do filmu Polowanie na muchy w reżyserii A. Wajdy oraz współpracował przy filmie Rejs w reżyserii Marka Piwońskiego.



Stanisław Zimowski – lekkoatleta, mistrz olimpijski i zdobywca złotego medalu w Sydney (2000 rok).

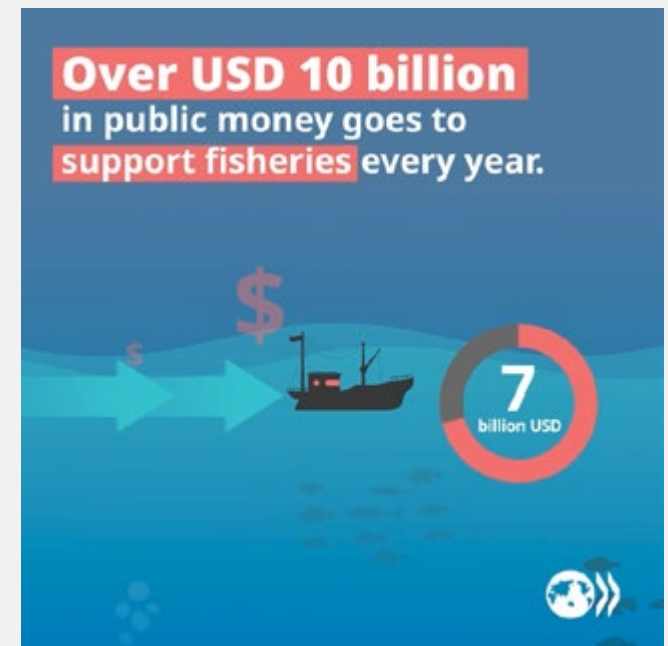
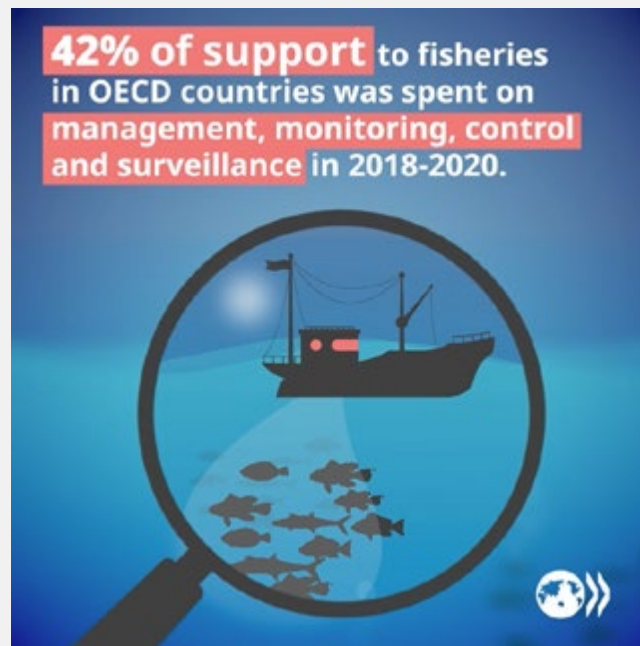
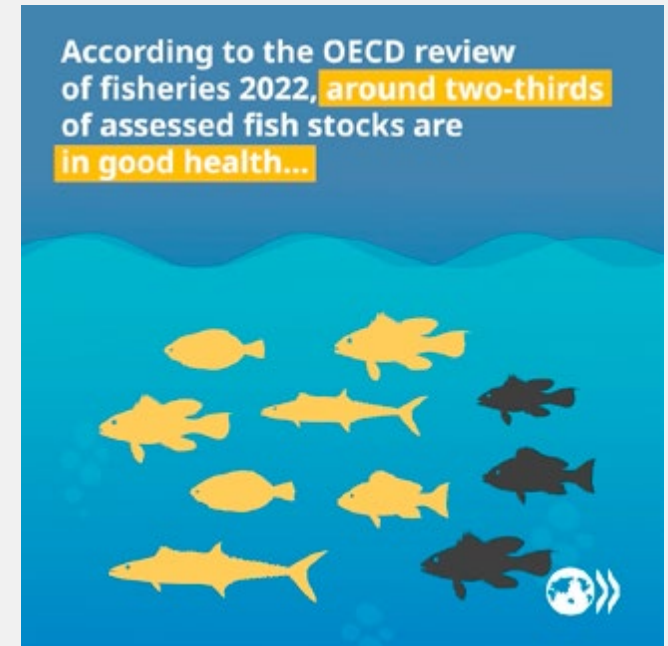
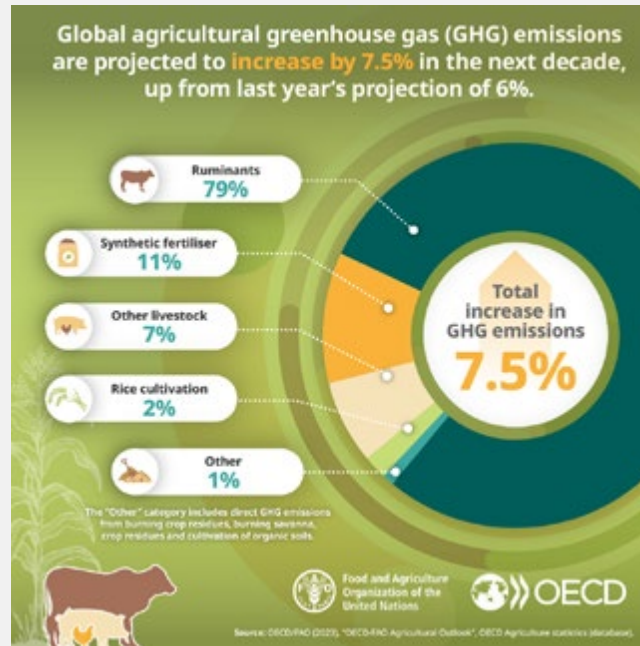
OECD – Charts and Infographics (2022-2024)

During my time at the OECD, I produced a significant amount of charts, diagrams and infographics to showcase data produced by the Trade and Agriculture Directorate for both technical and broad audiences.

Because of the natural complexity of the data presented, figures that were used outside of publications destined for expert audiences, messages and stories were streamlined and simplified as much as possible. When this was not possible, I aimed for visual clarity and organization.

The following is a sampling of visualizations of both quantitative and qualitative data, infographics, charts and diagrams that promoted and amplified the stories and narratives in the Directorate's work. These were published in reports and policy papers, used in social media messaging and some were produced in animated video form for online distribution.

Click on the red buttons under the images to watch the videos.



Trade Facilitation Indicators, 2022

Most improvements are in areas relating to co-operation, transparency and automation, reflecting efforts to address global supply chain challenges.

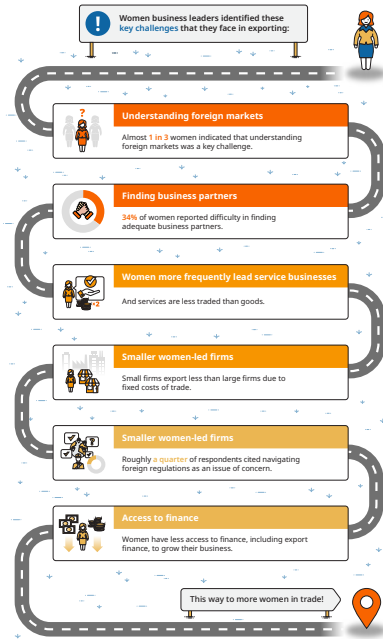
Percentage change (%) by TFI area, 2020-22



Source: OECD TFI database



Challenges to exporting faced by women-led firms



This way to more women in trade!

Source: OECD World Bank Asia Survey of Business Survey

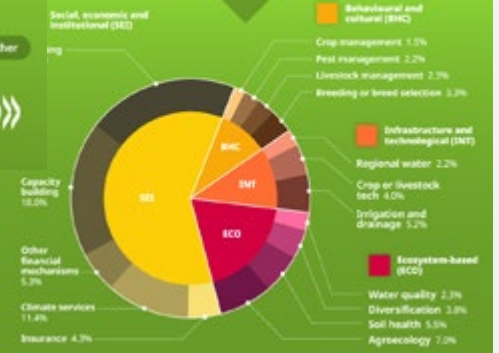
Only 12.5% of government support to agriculture goes to general services



Source: OECD (2023), Agricultural Policy Monitoring and Evaluation 2023, OECD Publishing, Paris.

Today, governments in 54 countries have adopted close to 600 measures for climate change adaptation in agriculture.

Agricultural adaptation actions and programmes by category and subcategory:



Source: OECD (2023), Agricultural Policy Monitoring and Evaluation 2023, OECD Publishing, Paris.

...were the **most liberal service sectors** in 2022.

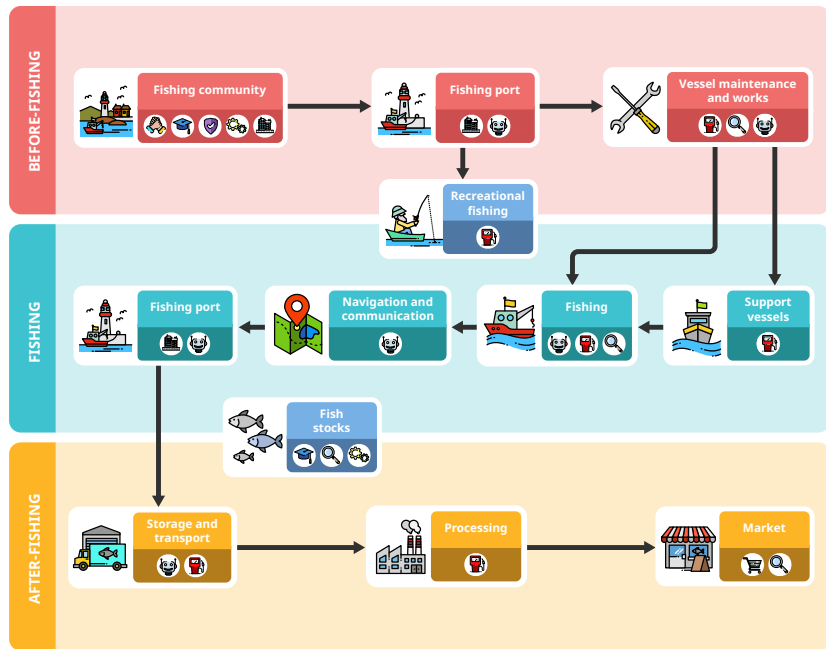
USD 150 billion in annual trade costs **could be saved** if services domestic regulation disciplines were **fully implemented** across all sectors.

Source: OECD and WTO

...were the **most restrictive service sectors** in 2022.

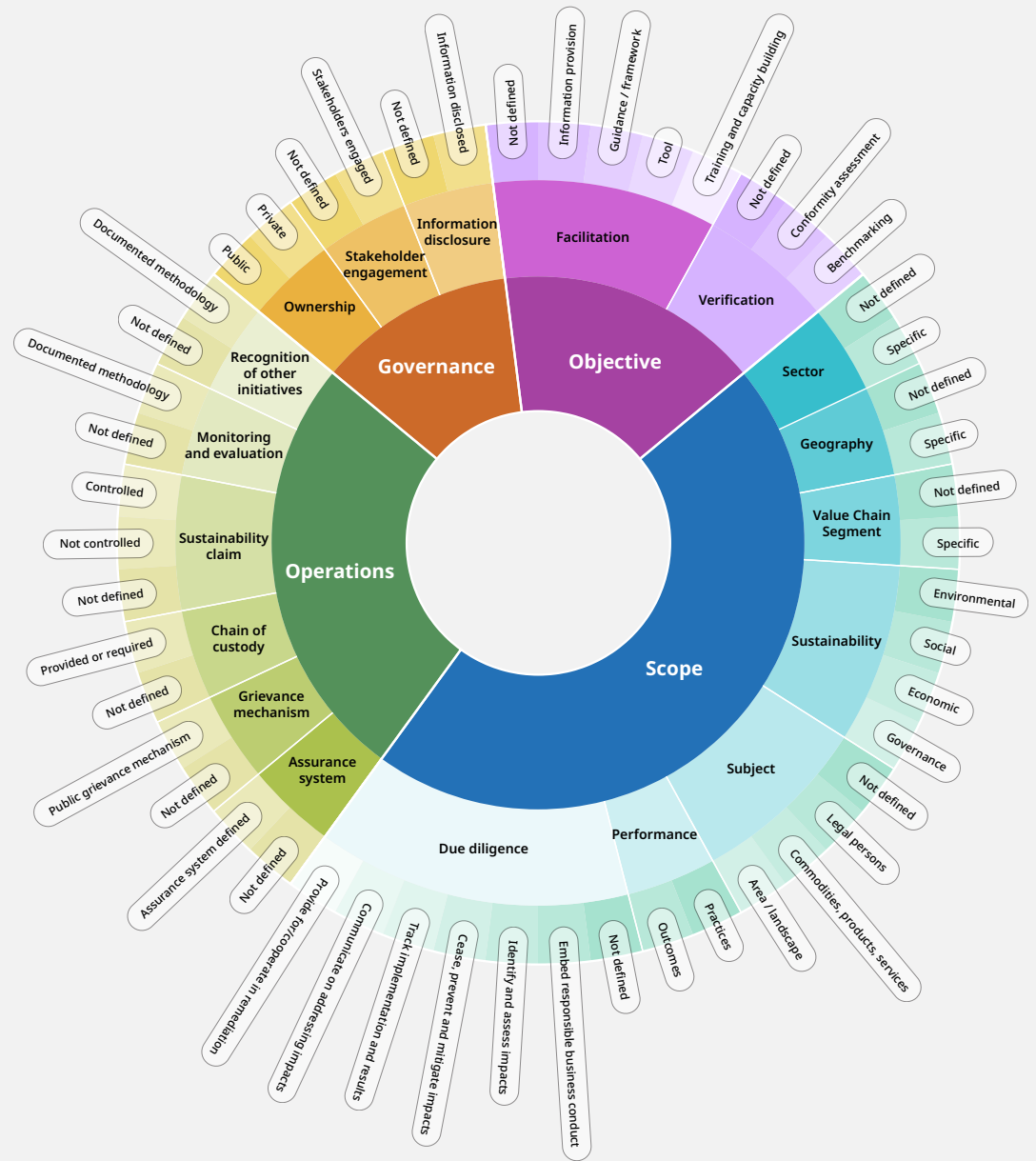
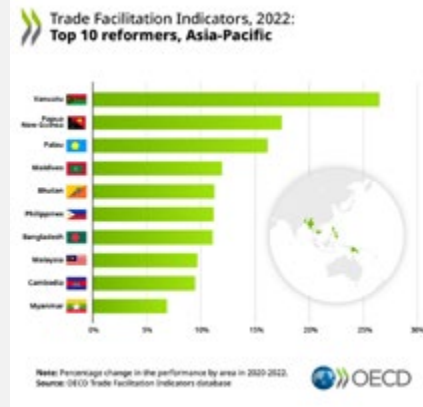
OECD countries account for about **70%** of China's import dependencies on strategic products.

Source: Other OECD are all the OECD countries except the United States, Japan and OECD members of the EU.
Source: OECD calculations based on OECD data.



Types of non-specific support to fisheries

- Fossil fuel support
- Marketing and promotion
- Support to fishing community
- Education and training support
- Provision of infrastructure
- Support to modernisation
- Management of resources
- Research and development
- Special insurance systems



OECD — Signage System and Identity for the OECD Meeting of Agriculture Ministers (2022)

My first task at the OECD was to design all signage and collateral for a ministerial conference. The following is a small subset of the body of material that was produced.

A comprehensive signage and wayfinding system was developed to guide the delegates around the conference centre and allow them to easily find the sessions they were attending. This consisted of a mix of physical signage as well as digital signage prominently displayed on screens throughout the conference centre.

Printed collateral was also produced, from agendas and reference sheets of attendees to cards with QR codes that allowed participants to access resources and media related to the conference.



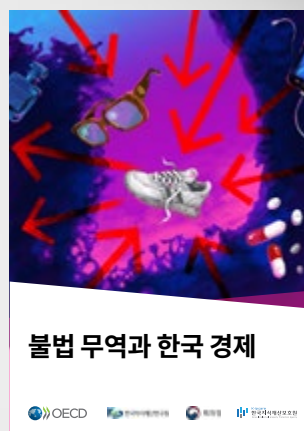


OECD — Publications (2022-2024)

Working closely with colleagues at the Trade and Agriculture directorate of the OECD, I was tasked with the preparation of publications such as reports and policy papers, as well as the authors themselves, I ensured the effectiveness and visibility of the Directorate's printed and electronic publications through engaging and relevant visuals for the covers of the publications, as well as internal elements such as charts and diagrams, and corresponding promotional materials.

In addition to designing covers and internal elements for policy papers and reports, I also developed several custom formats to support the Directorate's standard publications. These ranged from custom brochures to promote events and flagship publications, to multilingual documents meant to promote reports and papers in additional languages in a succinct, digestible and attractive manner.

Finally, I consulted on a regular basis with analysts and statisticians in order to ensure that all of the Directorate's outputs were visually consistent and on-brand.



This special report on illicit trade in South Korea was produced in conjunction with several Korean agencies and required both a cover design that worked in both languages and a cover image, which was a digital painting I produced expressly for this publication.



stri@10

In addition to designing the key visual for this report cover and corresponding promotional material, I also designed a logo for the 10th anniversary of the OECD Services Trade Restrictiveness Index (STRI).





Keys to resilient supply chains

Increasing supply chain resilience:
OECD policy toolkit

Strengthen international co-operation: Keeping markets open

Building resilience of international supply chains requires co-operation and co-ordination at an international level.

International economic co-operation can boost supply chain resilience through fostering collaboration, improving regulatory harmonisation and facilitating cross-border trade. It can help to create a more stable and predictable environment through strengthening the rules-based multilateral trade framework.

This can involve a full range of international economic tools, from multilateral, plurilateral and bilateral agreements, to softer forms of policy co-ordination and harmonisation.

These actions represent an investment that is likely to have long-term benefits extending well beyond the time of a crisis.

Ensure predictability and transparency within the multilateral trading system

Predictability

Global supply chains do not operate in a vacuum but against the backdrop of international trade rules and regulations. Departure from rules-based trade, in the form of new, unanticipated trade barriers, can have a knock-on effect leading to further unilateral actions, regulatory trade wars and increased support for protectionist measures. This can threaten access to inputs and markets and undermine confidence in global trade. It can also put an excessive strain on global supply chains making them less agile to respond to other external events.

Stable, transparent and predictable rules-based international trade and investment regimes reduce uncertainty and costs for businesses. This strengthens global supply chains allowing them to spend less time responding to changing and uncertain regulations. Open and rules-based trade also facilitates supply chain diversification choices by firms, helping them to boost supply chain resilience. The World Trade Organization (WTO), as the cornerstone of the multilateral trading system, needs to be able to ensure the continuity of rules-based trade.

Transparency

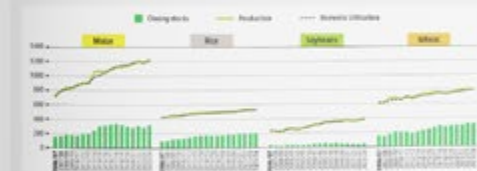
Transparency is essential for well-functioning global markets. International organisations have the ability and capacity to collect information on trade-related measures and restrictions beyond the national level. They play a pivotal role in promoting transparency of trade-related rules.

This can take the form of international obligations and regulations, as well as monitoring activities. An example of such activity would be the WTO Trade Monitoring Database or the WTO along with Sanitary and Phytosanitary (SPS) measures and Technical Barriers to Trade (TBT) measures notification platform. These databases, however, face the challenge of being kept up to date. Another example of international efforts to improve transparency on trade measures is the OECD Export Restrictions Database on Industrial Raw Materials. This database contains information on export regulations in the non-minerals sector, namely minerals, metals and wood, and shows the importance of international tools to enhance transparency on specific issues.

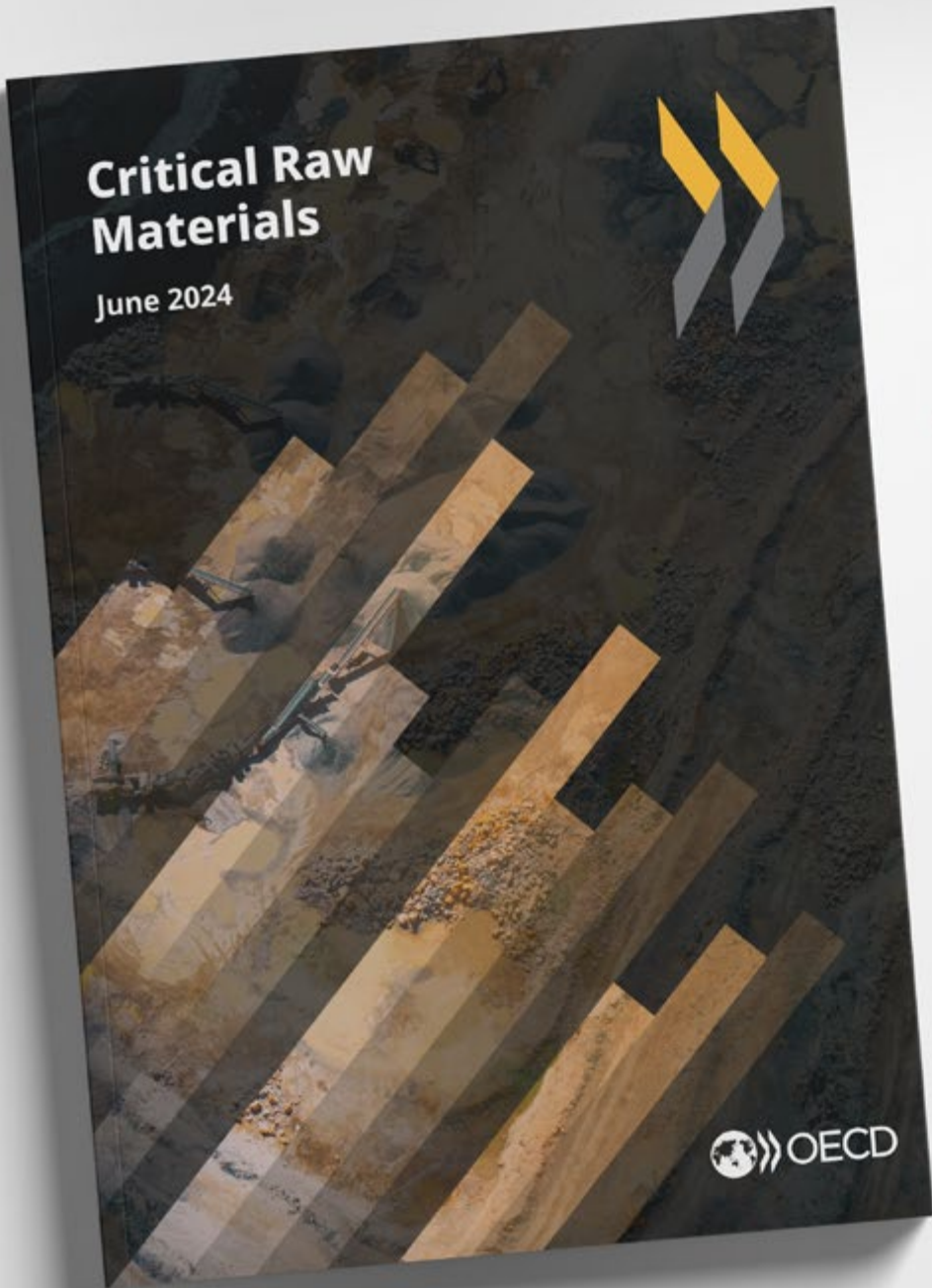
Transparency mechanisms can also play an important role once a crisis emerges. This includes informing trading partners in a timely manner of any new regulations or trade restrictions resulting from emergency measures as well as exchanging information on the state of supply chains and stocks. Such co-operation on an international level can help to avoid harmful policy choices such as panic buying or hoarding.

Example of transparency mechanism on stocks for key commodities

The Agricultural Market Information System (AMIS), created in the wake of the 2007-2008 food price crisis, allowed governments to share information on markets, policies and stocks for key commodities. AMIS has underscored the value of timely information and transparency in governing crisis induced by panic buying, hoarding, or export restrictions. It is based on cooperation amongst major exporting and importing countries, with a commitment to providing timely information.



Note: Production, stocks and utilization of wheat, rice, soybeans and cotton. Source: Data for 2000-2013 and 2014-2020 from the AMIS. Source: Agricultural Market Information System (AMIS).



Critical Raw Materials

June 2024



قرار تعليق فرض الرسوم الجمركية على التجارة الإلكترونية: النطاق والتعريف والآثار

OECD

4 مع دخول حيز التنفيذ فرض الرسوم الجمركية على التجارة الإلكترونية نطاق الحدود. طاقن المرسوم الجديد الثالث عشر لنظام الفوق الإلكتروني من يوليو عام 2024. وتعلقت أسعار الفوق بتلك الأداة بصورة مؤقتة.

4 القرار الجديد لنظام الفوق فرض الرسوم الجمركية بصورة مؤقتة على الفوق الإلكتروني. الفوق الإلكتروني هو الفوق الإلكتروني الذي يتم إرساله عبر الإنترنت.

4 مع دخول حيز التنفيذ قرار تعليق فرض الرسوم الجمركية على التجارة الإلكترونية على نطاق الحدود. طاقن المرسوم الجديد الثالث عشر لنظام الفوق الإلكتروني من يوليو عام 2024. وتعلقت أسعار الفوق بتلك الأداة بصورة مؤقتة.

Measuring industrial subsidies

December 2023

OECD

Key messages

- 1. More subsidies are being targeted at advanced economies and digital industries. They are also being targeted at high-tech industries in emerging economies. The majority of countries' largest firms receive subsidies, but the majority of countries' smallest firms do not.
- 2. The OECD estimates that the total amount of subsidies granted to firms in advanced economies in 2022 was around 1.5% of GDP. This is a significant increase from 0.8% in 2010.
- 3. Subsidies are being used to support a wide range of activities, including research and development, capital expenditure, and employment. They are also being used to support the transition to a low-carbon economy.
- 4. The OECD estimates that the total amount of subsidies granted to firms in advanced economies in 2022 was around 1.5% of GDP. This is a significant increase from 0.8% in 2010.

Why do subsidies matter?

Subsidies are a key tool for governments to support economic growth and innovation. They can be used to support a wide range of activities, including research and development, capital expenditure, and employment. They are also being used to support the transition to a low-carbon economy.

من المقرر تجديد قرار تعليق فرض رسوم جمركية على التجارة الإلكترونية في المؤتمر الوزاري الثالث عشر لنظام التجارة العالمية عام 2024

المقرر تجديد قرار تعليق فرض الرسوم الجمركية على التجارة الإلكترونية في المؤتمر الوزاري الثالث عشر لنظام التجارة العالمية عام 2024. القرار الجديد لنظام الفوق فرض الرسوم الجمركية بصورة مؤقتة على الفوق الإلكتروني. الفوق الإلكتروني هو الفوق الإلكتروني الذي يتم إرساله عبر الإنترنت.

نظر المنظمات التجارية الإلكترونية بزيادة معدل التخليص الجمركي لتفادي دفع الرسوم الجمركية وتعرفة

نظر المنظمات التجارية الإلكترونية بزيادة معدل التخليص الجمركي لتفادي دفع الرسوم الجمركية وتعرفة. القرار الجديد لنظام الفوق فرض الرسوم الجمركية بصورة مؤقتة على الفوق الإلكتروني. الفوق الإلكتروني هو الفوق الإلكتروني الذي يتم إرساله عبر الإنترنت.

at your fingertips

OECD

What data does the FSI contain?

The FSI contains data on the following:

- Public payments to individuals and companies in the form of cash and non-cash benefits.
- Public payments to non-profit organisations, such as charities and religious organisations.
- Public payments to foreign residents in the form of cash and non-cash benefits.
- Public payments to foreign residents in the form of cash and non-cash benefits.

How many countries are in the FSI database (2020)?

Year	Number of Countries
2010	10
2011	12
2012	14
2013	16
2014	18
2015	20
2016	22
2017	24
2018	25
2019	25
2020	25

OECD — Trade and Agriculture Explainer Video Series (2023-2024)

I developed and produced a series of explainer videos to explain some key concepts in the work being done at the Trade and Agriculture Directorate at the OECD. Aside from the communication manager's strategic overview of the project and the experts contributing their own answers I single-handedly storyboarded, shot and edited the videos, including developing all motion graphics from the opening intro to animated graphs and elements in the explainers themselves. Stock video was used for B-roll.

The subjects were filmed speaking against a green screen with a consistent lighting setup. Some were filmed in almost a single continuous take, while others had to be edited together from several. Many of the elements created for these videos were put into an image library and re-purposed in other figures as needed, forming a visual language we could draw upon in the future.

As some subjects improvised their takes more than others, motion graphics production was done at the end, so as to be able to adapt the graphics to any last-minute changes. The titling, visual style and opening sequence were kept consistent throughout the series, with only the presenter changing in each intro.

Role: Storyboarding, videography, sound and video editing, motion graphics, titling.

Click on the red buttons under the images to watch the videos.

Episode 1 — Services Trade



Watch video ▶

Episode 2 — Digital Trade



Watch video ▶

Episode 3 — Food Systems



Watch video ▶

OECD – Interview Videos (2022-2023)

The first of these was a 20-minute interview that was also edited into shorter YouTube videos. Shot spontaneously with natural light, it was an exercise in overcoming technical issues. The second was a series of short interviews shot in the OECD Conference Centre between sessions. Because of the spontaneous nature of the videos, I used a single light along with ambient lighting along with colour correction to closely match the style and quality of previous footage shot by a videographer with a full lighting setup.

Role: Videography, sound and video editing, motion graphics, titling.

Inclusive Trade Interview



OECD Fisheries Conference Interviews



Verseo — e-Learning Guides (2022)

While working at an e-marketing and SEO agency, I was tasked with redesigning their popular series of e-publications about various topics related to SEO, web technology and marketing. Using bold colours and dynamic photography of people to replace the prior dark and static designs, I was able to increase the guides' visibility and attractiveness, which in turn drove downloads and client inquiries, translating into increased sales.

Role: Art direction, graphic design, identity.



This was the old design and old mockup used throughout the Verseo website.



Each newly-redesigned guidebook received its own unique colour scheme and character. The mockups were also made more dynamic with a more aggressive angle and a sleeker look.





wply
na pozycjon

Pracownia
Marketingowa
verseo



**Poradnik
Google Analytics**
(Google Analytics – część 2)



**Content
Marketing**
Krok po kroku



LinkedIn
Poradnik
z efektywn
działania



LinkedIn
Poradnik
z efektywnego
działania

Pracownia
Marketingowa
verseo



**123
czynniki**
wpływające
na pozycjonowanie

Pracownia
Marketingowa
verseo



**Przewodnik
po kampaniach
video online**
▶ YouTube

Pracownia
Marketingowa
verseo



**Poradnik
Facebook Ads**
czyli
Reklama na Facebooku

Pracownia
Marketingowa
verseo



Pracownia
Marketingowa
verseo



**7 lekcji
Google Ads**
(AdWords)

Pracownia
Marketingowa
verseo



verseo

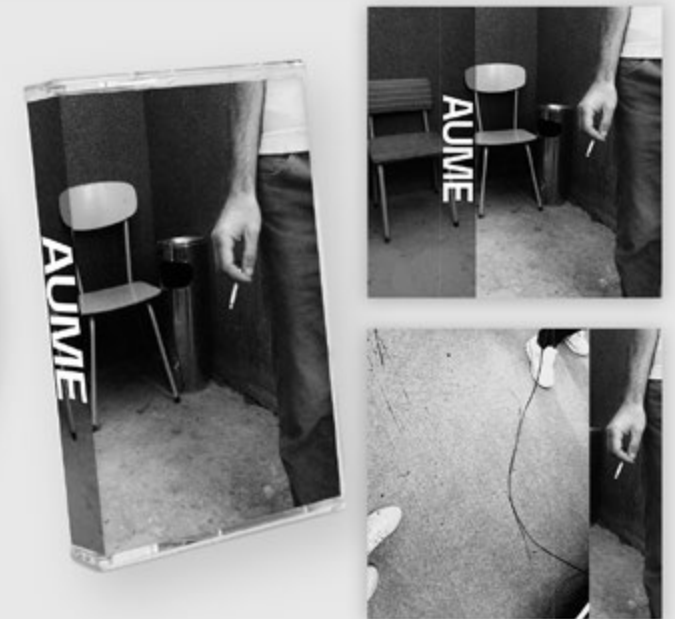


AUME — 8" vinyl record and cassette artwork (2024)

A minimalist design based on two photographs from the recording session of a limited release by the Polish collective AUME, on 8" vinyl and cassette. The client had a strong preference for stark minimalism and several iterations were produced with and without colour until a final, sufficiently unencumbered design was chosen.

Role: Art direction, all design

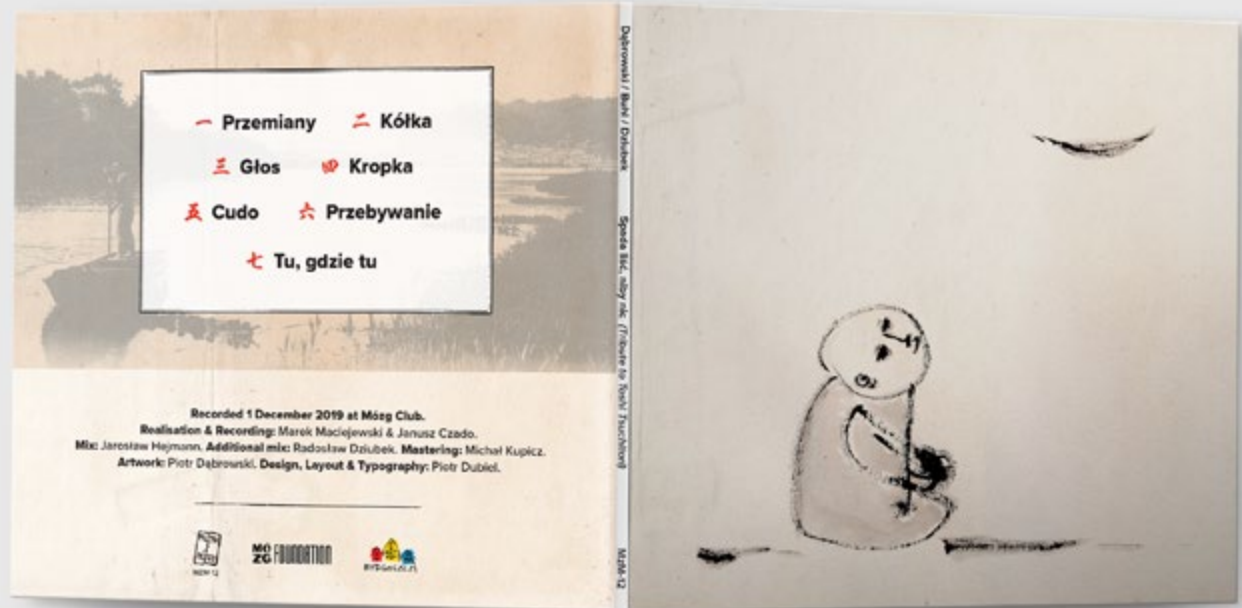
Alternative back sleeve designs:



Dąbrowski/Buhl/Dziubek “Tribute to Toshi Tsuchitori” — CD packaging (2020)

I was asked to design CD packaging for a tribute to the Japanese percussionist Toshi Tsuchitori. I was given some source material, including an ink drawing and two old Japanese postcards. The design reflects the subject matter, with both Western and Japanese typography and an emphasis on weathered, archaic textures.

Role: Art direction, design and typography, packaging design.



CD artwork:

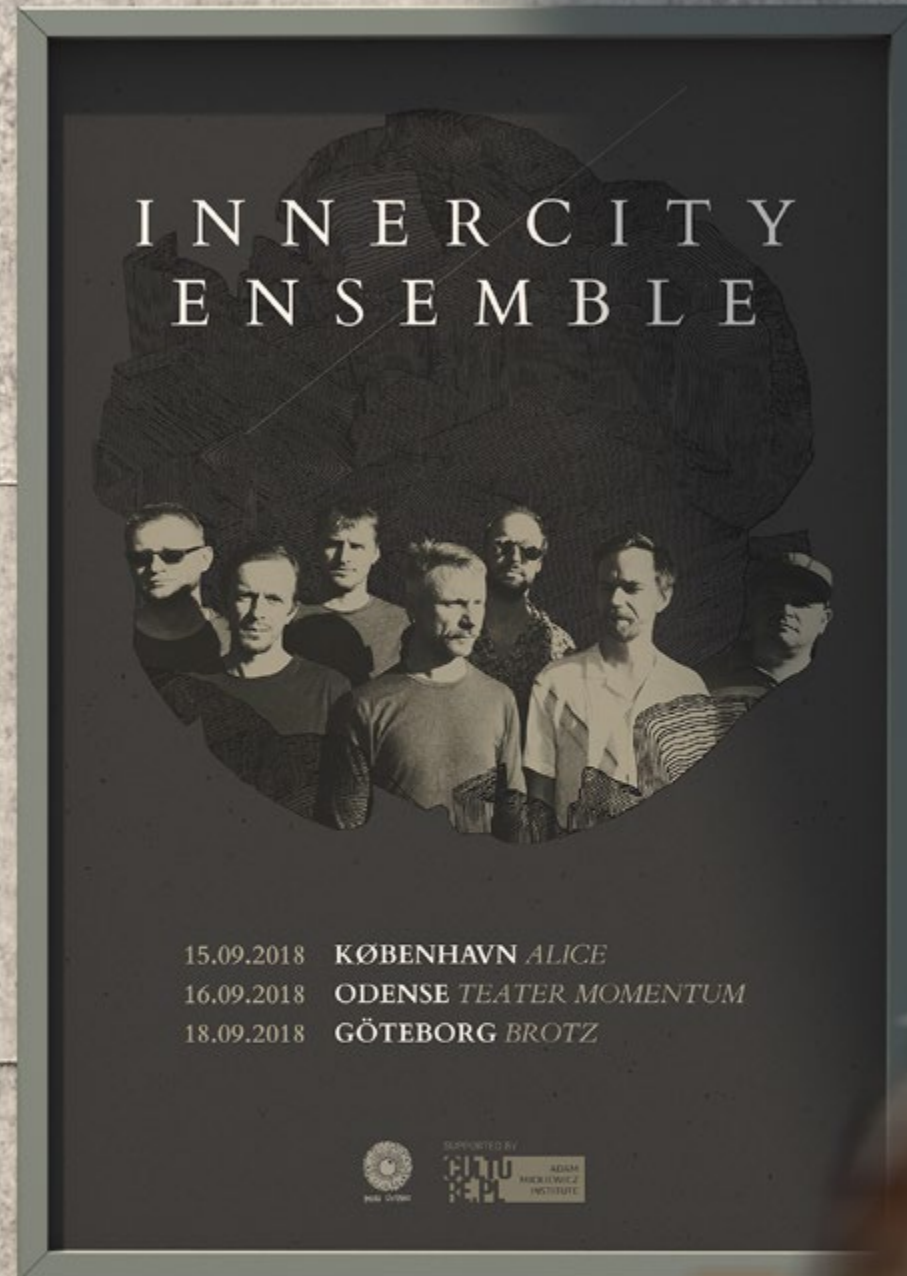


Innercity Ensemble – Scandinavia Tour Poster (2018)

I was commissioned to design a tour poster for the Polish experimental/jazz group Inner City Ensemble for a short Scandinavian tour. Using the group's established visual language as a point of departure, I experimented with various approaches to the design using a variety of techniques before a final design was chosen. Some of these are shown to demonstrate process. Elements are often subtly repeated seven times in order to reflect the seven band members.

Role: Art direction, graphic design, illustration, printmaking, photography.

Alternative artwork:



INNER CITY ENSEM BLE

15.09.2018
KØBENHAVN DK
ALICE

16.09.2018
ODENSE DK
TEATER MOMENTUM

19.09.2018
GÖTEBORG SE
BROTZ



SUPPORTED BY
ADAM
HICKOWICZ
INSTITUTE



SUPPORTED BY
ADAM
HICKOWICZ
INSTITUTE

I N N E
R C I T
Y E N
S E M B
L E

15.08.2018
KØBENHAVN
ALICE

16.08.2018
ODENSE
TEATER MOMENTUM

19.08.2018
GÖTEBORG



These are some of the roughly ten alternate designs that were produced, featuring different typography, and abstract elements in place of the band members. Both are based on using printmaking techniques to create the elements, and manipulating them digitally, photographing them through moving water, etc. These are included to demonstrate the process and various strategies I used to approach the problem.

Orange Garden – Illustrations & Label Design (2021)

One of my freelance clients was introducing a new product to be sold under a different brand name from their core business, and required a label as well as illustrations. I produced illustrations of two characters and a delivery truck, in a light, contemporary style appropriate for the image of the product in question: fresh orange juice.

Role: Packaging design, vector illustration.



Verseo – AdBook 2022 (2021-22)

I created this publication for Verseo to offer as a premium print product as well as an e-book format. Published biannually, the 2022 edition was a complete re-design in order to position the product as a high-end publication, and a guide and reference to the current state of digital marketing. The company colour scheme was carefully adhered to in all illustrations and icons throughout the book. The print version was produced with spot varnish over a matte finish, and printed entirely on recycled paper.

Role: Graphic design, publication design, illustration, infographics, translation.



AD —
BOOK
2022

verseo

verseo

verseo

AD
BOOK
2022

Głodny Niedźwiedź (The Hungry Bear) – Identity & Packaging (2017-2022)

A catering firm in Poland active in several cities needed a playful and eye-catching new identity to promote their business. Central to the concept is a character that can be reused on all materials. The colour scheme stays constant, and the bear can be drawn in different ways as needed, though the primary rendering of the character also constitutes the logo. I created an English version for their UK business, and developed a consistent packaging strategy that built upon the initial designs.

Role: Branding, design, illustration, package design.





OECD – Sahel & West Africa Club – Brochure (2020)

I was asked to design a brochure summarizing an OECD report on violence in West Africa. I was also asked to visually refresh maps and charts used in the report for the purposes of the brochure. The brochure was produced in English and in French.

Role: Graphic design, publication design, maps and infographics.



OECD – Sahel & West Africa Club – Brochure + Totems (2017)

The Sahel & West Africa Club at OECD (Organization for Economic Cooperation and Development) needed bilingual (English and French) publications for a conference in Cotonou, Benin. While the design was new, they had to reuse certain elements from other publications and remain visually consistent. Large vertical totem stands were also produced in addition to the publications above, highlighting some of the key points presented in the data.

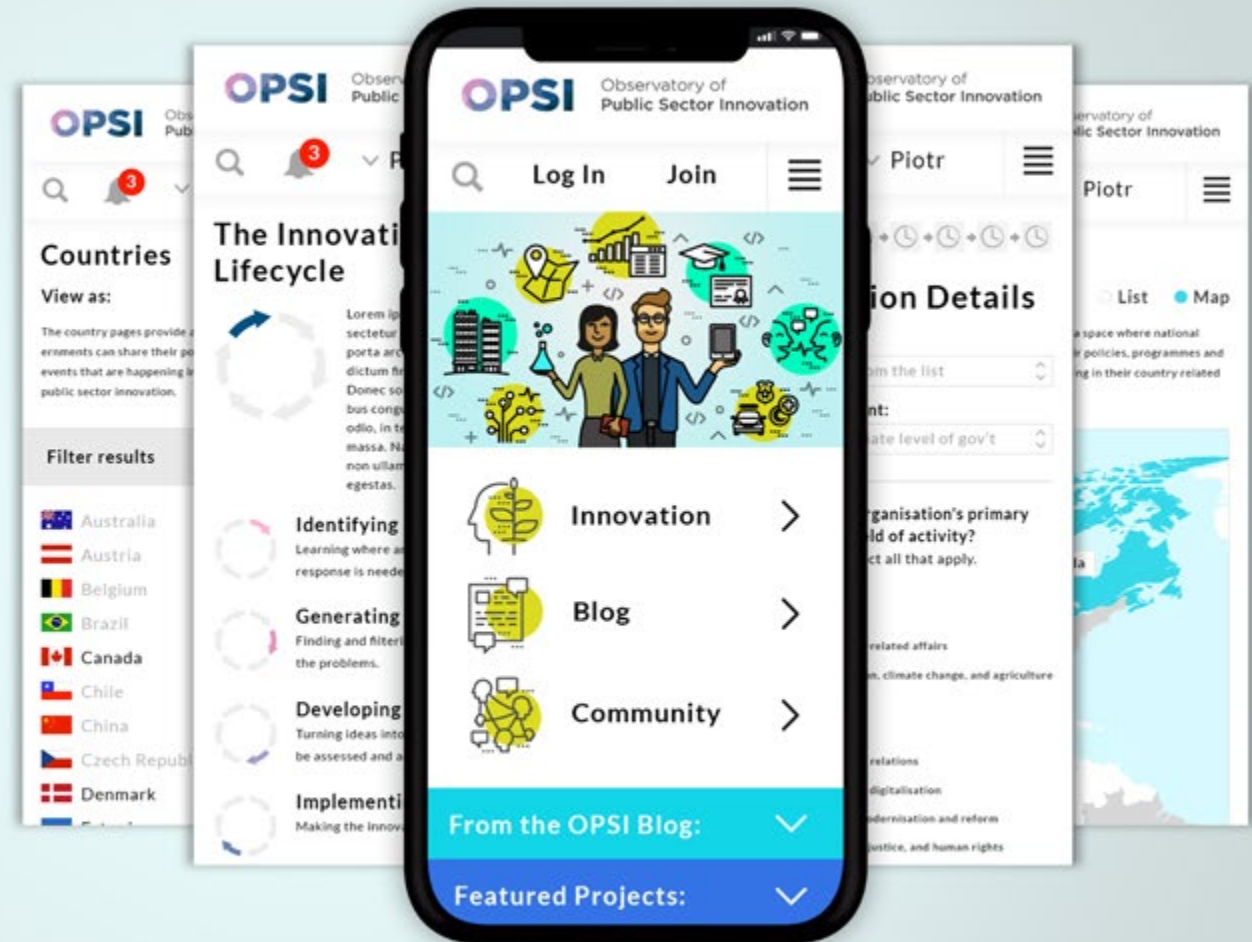
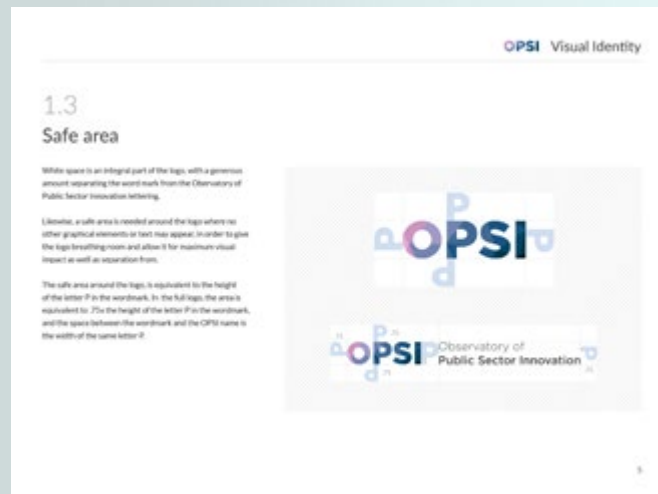
Role: Graphic design, publication design, exhibit design, infographics.



OECD – OPSI – Branding and Website Design (2017)

I was hired as a contractor to produce a website design for the Observatory for Public Sector Innovation (OPSI) at the Organization for Economic Cooperation and Development (OECD) in Paris. Using the redesigned identity as a departure point, a new website was created, along with custom illustrations and a library of icons and badges to be used throughout the site. Both desktop and mobile versions were created.

Role: Branding, web site front-end design (desktop and mobile), illustration and icon design, UI/UX.



PP-Eko – Corporate Brochure Redesign (2014)

Corporate brochure redesign for Warsaw-based environmental engineering firm PP-Eko (now Symbion). Based on the previous format (a square brochure), the design was modernized and brought in line with corporate-level collateral. A somewhat technical approach was replaced with mini-case studies highlighting quantitative data along with diagrams and visualizations.

Role: Art direction, publication design, graphic design, infographics & visualization.

pp•eko PositiveInnovations

Have more questions?
Contact us, and we will estimate profits from your green investment.

PP-EKO S.A.
ul. Białostocka 10
00-267 Warszawa

WARSZAWA
Tel. +48 22 677 04 96
Fax. +48 22 676 34 93

KRAKÓW
Tel. +48 12 233 58 34
Fax. +48 12 233 58 39

WROCŁAW
Tel. +48 71 340 01 00
Fax. +48 71 340 01 01

Wastewater treatment • Organic Waste Digestion • Water Reuse

How we empower our clients' business. Everyday.

How do we work with our clients?

In search of innovative solutions, we begin with an analysis of the client's goals and processes, from which we extract a synthesis of benefits and profits for the client and their stakeholders. We start from the consulting phase, where we assess all the client's needs and if possible, ensure they can get from our services. The next phase is engineering where we apply our in-house knowledge to enable the process of creating the best possible solution for the client's plant. We must always be sure that before final, the solution guarantees process safety and performance. Depending on the location and client's needs we provide turnkey services, or simply deliver "engineering management of technology". The most important factor is the construction of the plant according to schedule and safety of future operation. Once the start-up and commissioning of the plant are completed, we focus on the desired level of plant performance. We proceed to the final functions and plant maintenance. After delivery PP-EKO provides field services such as technology supervision in full operation and maintenance.

Consulting	Engineering	Turnkey / Procurement of Technology	Startup + Commissioning	Performance Warranty	Field Services
<ul style="list-style-type: none"> Analyzing the client's processes and business goals Estimation of possible ROI Pilot tests 	<ul style="list-style-type: none"> Basic engineering Detailed design of the plant 	<ul style="list-style-type: none"> Technology delivery Construction of the plant 	<ul style="list-style-type: none"> Safety of operation Start training 	<ul style="list-style-type: none"> Adjusting plant performance to suit the client's desired parameters Process guarantee Handover 	<ul style="list-style-type: none"> Online monitoring Operation and maintenance Technology supervision

AnoxyMem®

20% more electricity from corn bioethanol

- 20% more biogas production
- no pre-treatment
- smaller aerobic polishing
- expandable design

High biogas yield and over 95% COD reduction for maximising payback on energy and possible water reuse.

ROVAPO®

>1,000,000€ savings at helicopter manufacturer

- zero liquid waste
- clean water from wastewater
- low operational costs
- high process safety

Up to 98% water recovery and low energy costs – ROVAPO® leads to significant savings and quick ROI.

Good innovations bring returns to business and the environment

Innovation is adopted in nature only if it benefits the development. At PP-EKO we share the same belief! That's why every project is an opportunity to find a solution that works for both our customers and their environment. PP-EKO deals with wastewater treatment, organic waste digestion and water reuse, providing clients with solutions in accordance with their real production processes and business goals.

Since 1988, we've been using our clients' environmental issues to design a portfolio. PP-EKO's biggest production wastewater treatment and water reuse plant helps to reduce the environmental impact of over 120 industries in Europe and beyond. We are a trusted business partner to the biggest multinational corporations, as well as regional and local companies and municipalities.

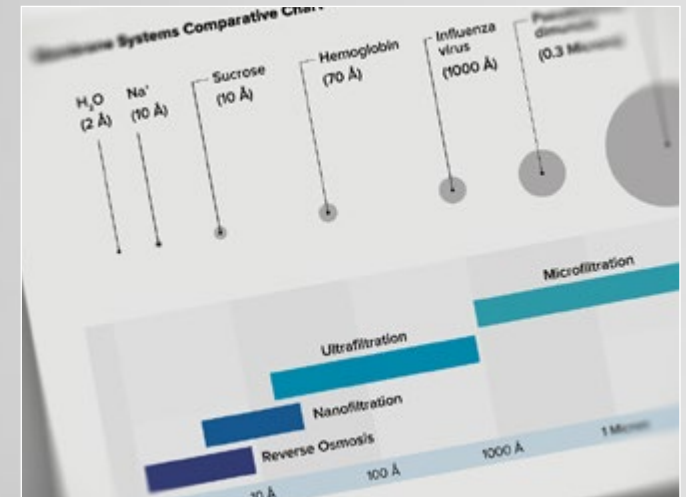
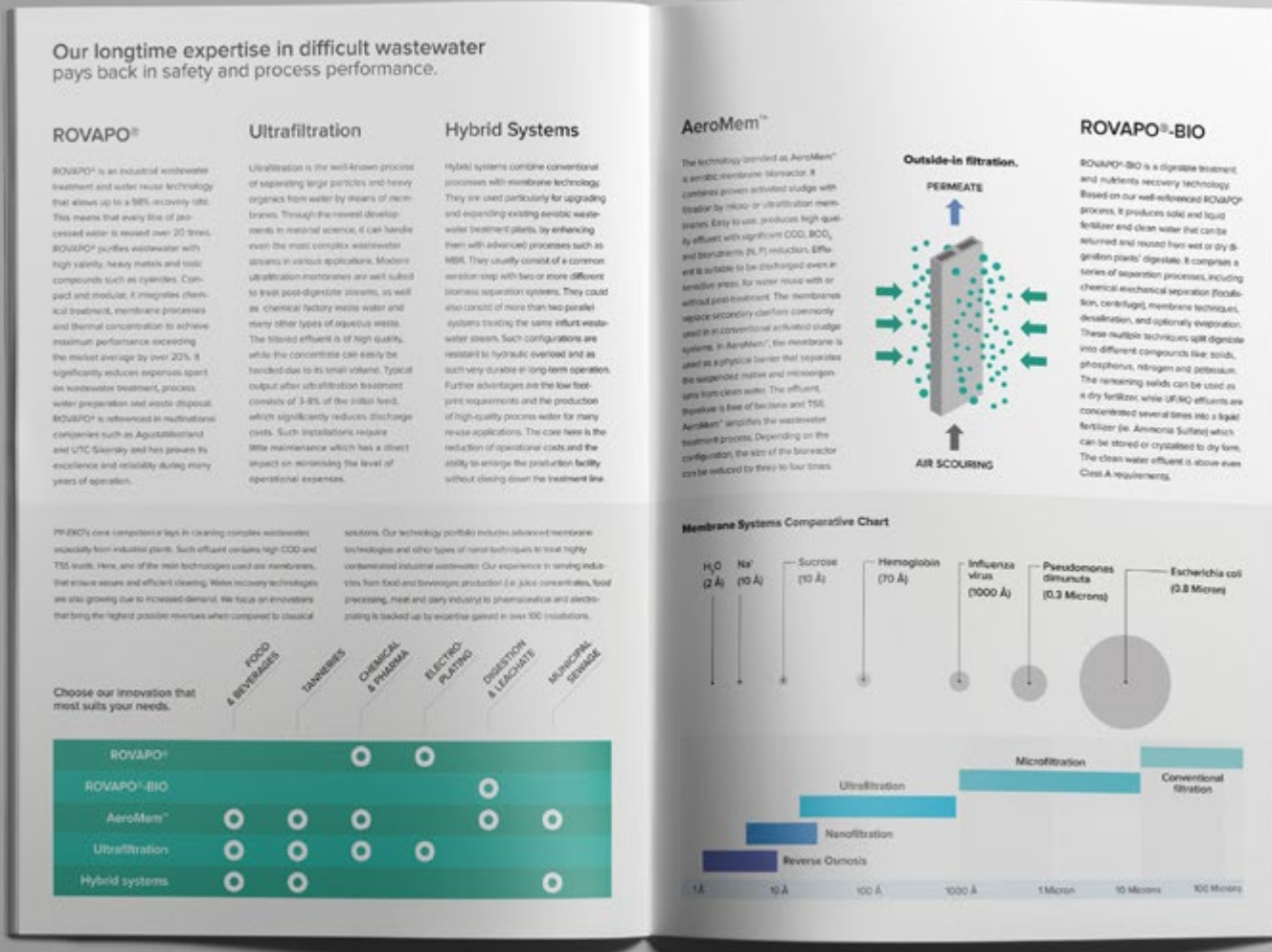
The last century was a period of innovation in the green technologies sector. The driving force behind all of these innovations was the need to find the most economical solution. Just as we do at PP-EKO.

	INDUSTRIAL EFFLUENTS	MUNICIPAL SEWAGE	ORGANIC WASTE
WASTEWATER TREATMENT AND REUSE	AnoxyMem®	URAB/ESB	AnoxyBed®
WASTEWATER TREATMENT AND REUSE	AnoxyMx® (CSTR)	ROVAPO®	ROVAPO®-BIO
WASTEWATER TREATMENT AND REUSE	AnoxyMx® (PFR)		
WASTEWATER TREATMENT	MEDR		
WASTEWATER TREATMENT	Membrane systems		
WASTEWATER TREATMENT	Physical-chemical		

PP-Eko – “Advanced Treatment” Brochure (2014)

Brochure redesign for Warsaw environmental engineering firm PP-Eko (now Symbion). A set of brochures (A3, folded down to A4) was commissioned, outlining the benefits of the firm’s key technologies. A clean style and clear infographics were needed, with the emphasis on easy readability and quick access to summarized technical data through visualizations and diagrams. Each of the firm’s key technologies was detailed in a separate brochure, of which this is the first.

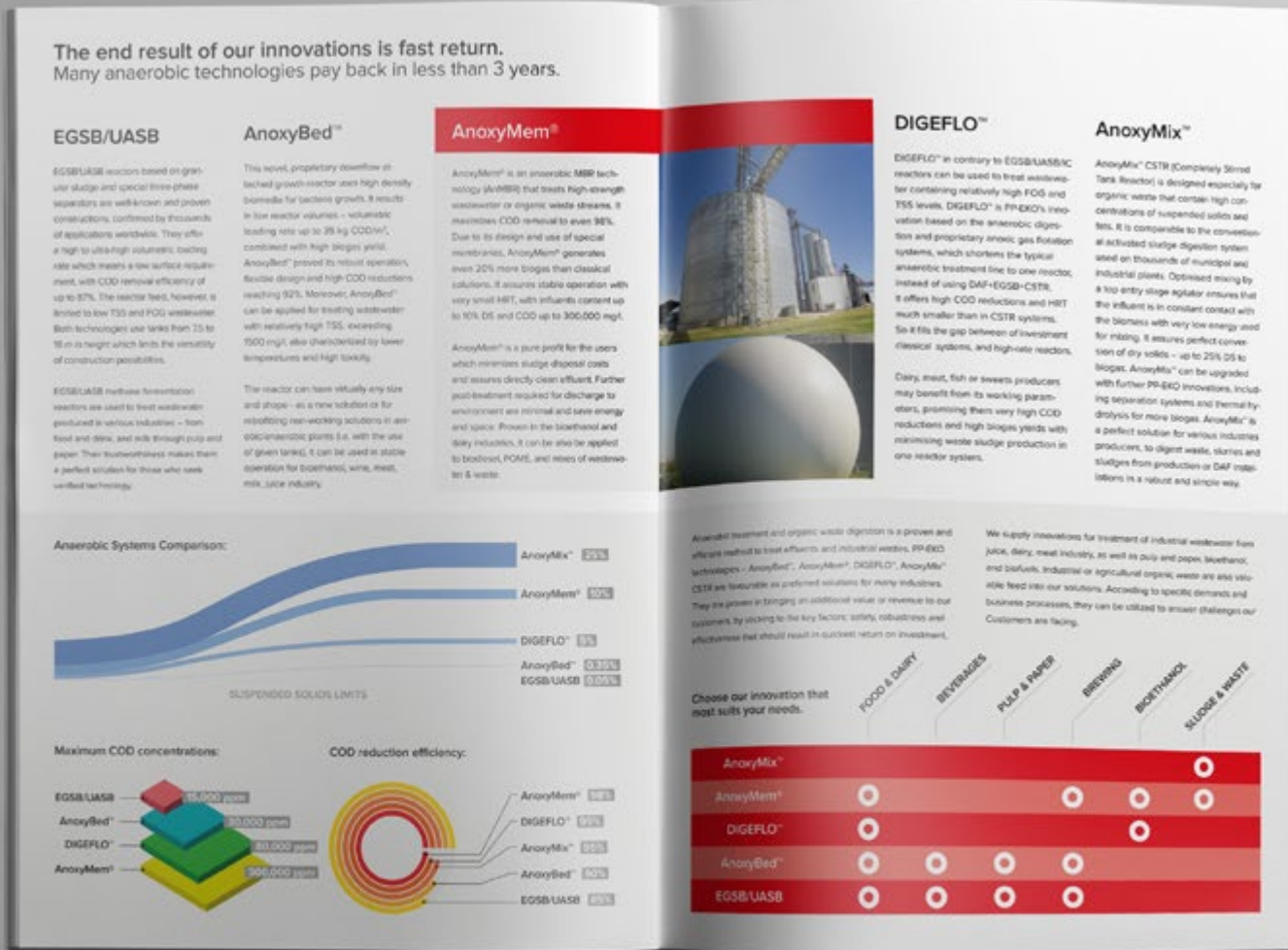
Role: Art direction, publication design, graphic design, infographics.



PP-Eko – “Anaerobic Treatment” Brochure (2014)

Brochure redesign for Warsaw environmental engineering firm PP-Eko (now Symbiona). A set of brochures (A3, folded down to A4) was commissioned, outlining the benefits of the firm's key technologies. A clean style and clear infographics were needed, with the emphasis on easy readability and quick access to summarized technical data through visualizations and diagrams. Each of the firm's key technologies was detailed in a separate brochure, of which this is the second.

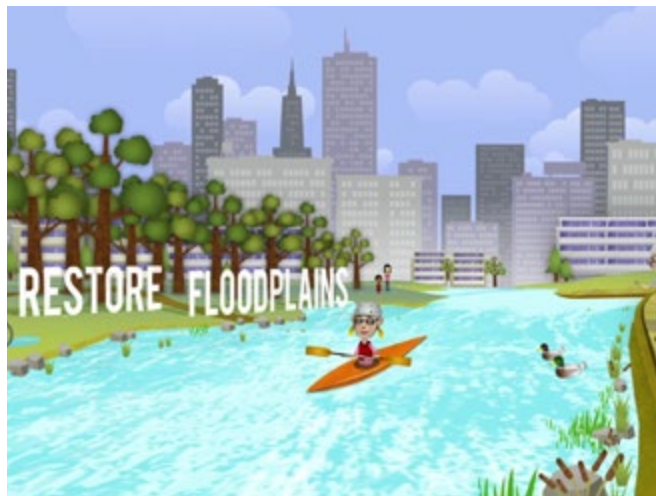
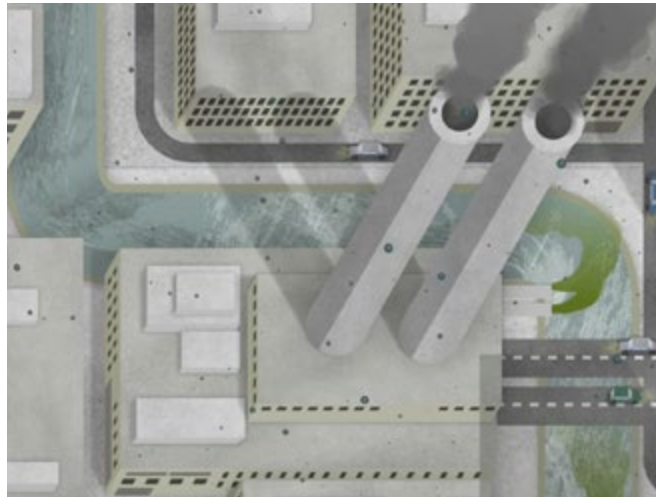
Role: Art direction, publication design, graphic design, infographics.



American Rivers – “Rivers Connect Us” – Video (2012)

Muscle & Bone, an agency based in Portland, Oregon, needed to produce a short animated film for American Rivers, an environmental advocacy organization. I was given creative freedom by the art director to design and illustrate all the assets and backgrounds to hand off to the animator. I designed and created every element in the video, from backgrounds and textures to movable characters.

Role: Illustration and asset creation: backgrounds, elements and objects, articulated characters for rigging and animation.





[Watch video](#) ▶

ClickPharm – Starvox & Halivox Packaging (2015-2016)

Unified packaging for a line of throat lozenges brought to market by a Polish pharmaceutical startup. While a unified design was needed in order to preserve a strong brand identity, each flavour required visual differentiation, as well as an analogous but distinct treatment for the Halivox offshoot – a hybrid product that also combats halitosis. Bold, colourful graphics with a space theme were used to strongly differentiate the product from its competition, as well as a dragon mascot.

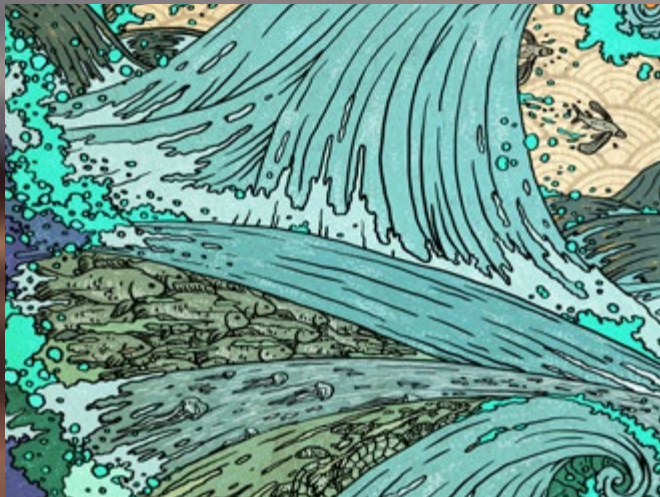
Role: Branding, packaging design, illustration, character design.



Wacom Technology – “Change” – Illustration series (2014)

A commission from Wacom Technology Americas to create a series of illustrations to be used as posters during a global, company-wide conference in Tokyo, Japan. The three themes illustrated were: Wind, Waves, and Dynamics.

Role: Illustration





Komputronik – Print Design & Signage (2014-2018)

Komputronik actively runs outdoor signage campaigns in Poland to promote sales events, and several of my designs won a company-wide contest to be produced on posters and billboards. Pictured on the next page is a large-format teaser for the opening of a new warehouse and superstore; on this page are examples of trade show signage for service-oriented companies within the Komputronik Group, as well as recruitment materials deployed at job fairs.

Role: Design for large formats (banners, billboards), print design, illustration, typography, logo design & branding.



Translation: "The biggest! Coming soon..."



4Swim – Identity + Brand Book (2015)

Logo and word mark design for a line of swim wear and equipment for swimmers. A basic brand book was also produced for the client outlining colours and the basics of logo usage, as well as acceptable lockups and variants.

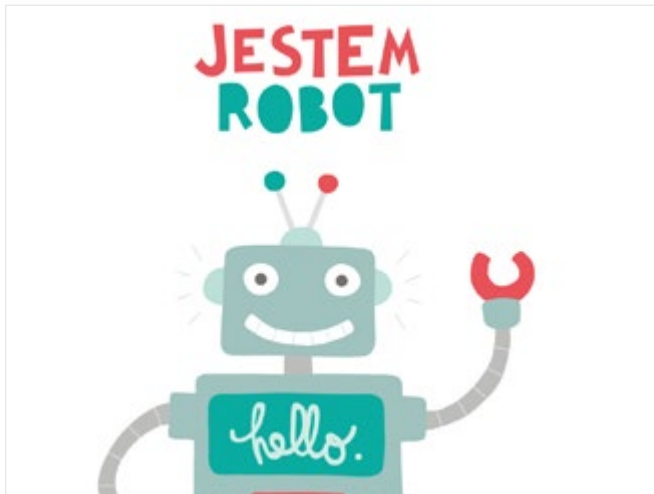
Role: Logo and word mark design, creation of identity package.



BuBu Studio – Identity + Illustrations (2015-2016)

A series of illustrations and basic branding was produced for a line of posters and prints for children. The designs had to be playful and minimal. A custom typeface was also drawn to be used as lettering on many of the pieces.

Role: Logo design & branding, illustration, typography.



Photography — Personal travel and street photography (2008-present)

A small selection of travel photography. Clockwise, from top left: **1.** Ferry terminal in Helsinki, Finland; **2.** Volubilis, Morocco; **3.** Rennes, France; **4.** Beaujolais, France; **5.** Shenako, Tusheti, Georgia; **6.** Shinsekai, Osaka, Japan. Next page: Vanalinn, Tallinn, Estonia.

Role: Digital and film photography.







Thank you.

This is a shortened and heavily compressed version of the file. To see the full version, please go here: piotrdubiel.me/portfolio



Thank you.

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