

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 Polabska - Małe Garbary
- 5 Górczyn PKM - Zawady
- 6 Budziszyńska - 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 Polabska - Dębiec PKM
- 20 Ogrody - Plac Wielkopolski

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

- 17 Rondo Śródka - Małe Garbary

Linie nr 167 i 911 zostały skierowane do dworca Rondo Rataje.

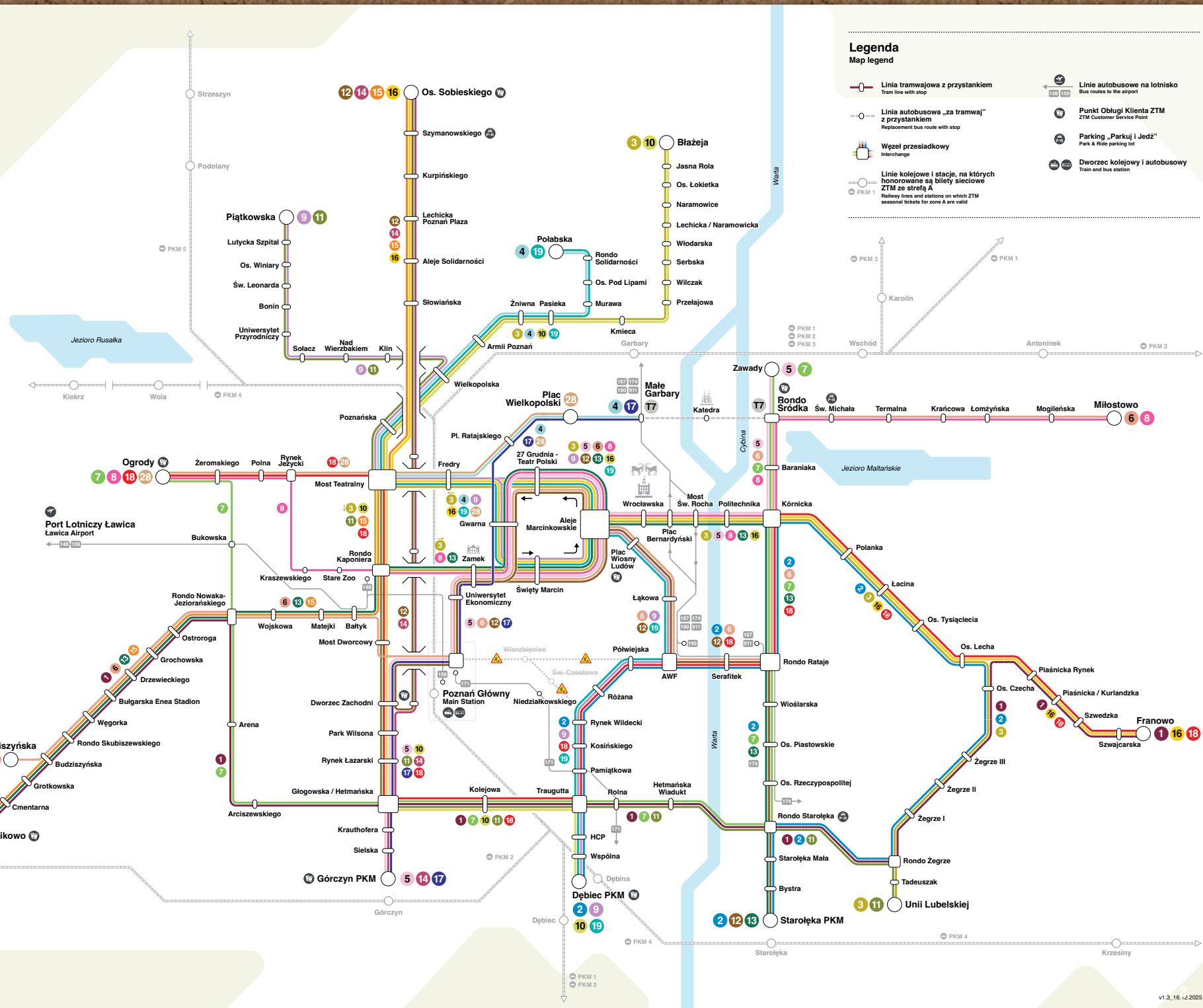
Linia nr 190 funkcjonuje na skróconej trasie Os. Sobieskiego - AWF.

W pobliżu nieczynnego przystanku Św. Czesława kursuje linia 171.

Lines 167 and 911 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.



Legenda

Map legend

- Linia tramwajowa z przystankiem
- Linie autobusowe na lotnisko
- Linia autobusowa „za tramwaj” z przystankiem
- Punkt Obsługi Klienta ZTM
- Parking „Parkuj i Jedź”
- Dworzec kolejowy i autobusowy
- Linie kolejowe i stacje, na których ważią bilety sieciowe ZTM ze strefą A
- PKM 1
- PKM 2
- PKM 3

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.

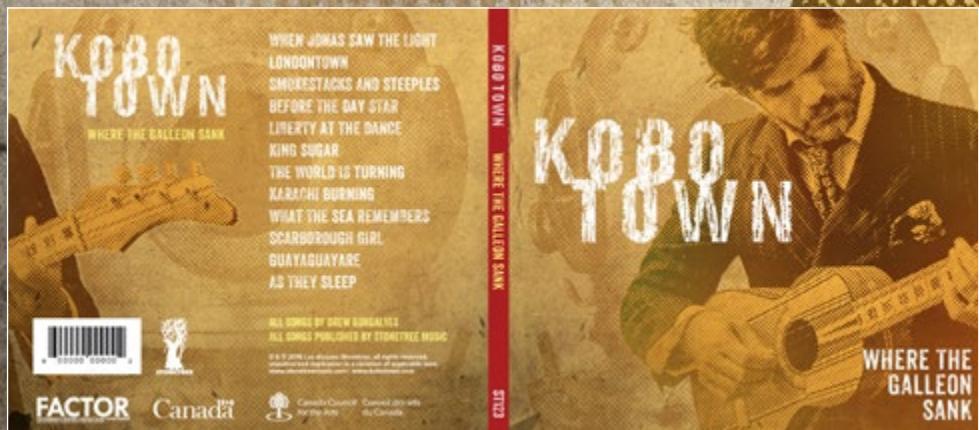
Role: Art direction, all design and typography, packaging design.

Alternative designs:



KOBO TOWN

WHERE THE
GALLEON
SANK



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.



Krajobraz



1 Teatralka – Stare Miasto

Kultowa budka z zapiekankami na Moście Teatralnym, która istnieje już od 25 lat. W czasach swojej świetności ustawiały się do niej długie kolejki, a szczególnie zainteresowani cieszyła się wśród studentów.

2 Na Winklu – Śródmieście

Mala restauracja serwująca pierogi domowej roboty oraz słodkie wypieki.

3 Vandal Cafe – Łazarz

Klimatyczna, oldschoolowa 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

Pierwsza w Polsce japońska herbaciarnia speciality serwująca tradycyjne japońskie słodycze. Lokal ma niepowtarzalny klimat.

7 WYPAS – Jeżyce

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

8 Happa to Mame – Jeżyce

Pierwsza w Polsce japońska herbaciarnia speciality serwująca tradycyjne japońskie słodycze. Lokal ma niepowtarzalny klimat.

Poznań – nasze miasto

Poznań jest jednym z największych miast Polski, znany 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. Sprawny 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 stacjonuje tu pięć mieszkańców Poznania, jest studentem.

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

Stopa 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 zapewnić naprawdę wiele. To tężiące życie miasto, które jednocześnie jest jednym z najważniejszych ośrodków akademickich w Polsce, obszarem o najwyższej stopie bezrobocia w całej Unii Europejskiej i dynamicznie rozwijającym się rynkiem pracy, miejscem do życia – z bogatą ofertą kulturalną i czystymi akcjami społecznymi.



25

15



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. Niezmienne 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.

2 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:

- Darmowa Strefa Coworkingowa Plus Jeden, Za Bramką 1
- Business Link, Maraton, Królowej Jadwigi 43
- Regus, Andersia Business Centre, Plac Andersa 7
- Concordia Design, Zwierzyniecka 3

Znani związani z Poznaniem

Pisarze, ludzie filmu i teatru, naukowcy oraz muzycy – Poznań może pochwalić się na całym świecie. Tutaj przedstawiamy tylko kilka osób, które na pewno znają się na swoim.



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



Kolęskie do filmu Dziecko, która otrzymała Złoty Glob. Istotny wpływ na rozwój jazdy i międzynarodowej sceny muzycznej.



Janusz Glowacki – dramatopisarz, prozaik i felietonista urodzony w Poznaniu. Stworzył m.in. scenariusz do filmu Polowanie na muchy w reżyserii A. Wajdy oraz współpracował przy filmie Reja w reżyserii Marka Piwowarskiego.



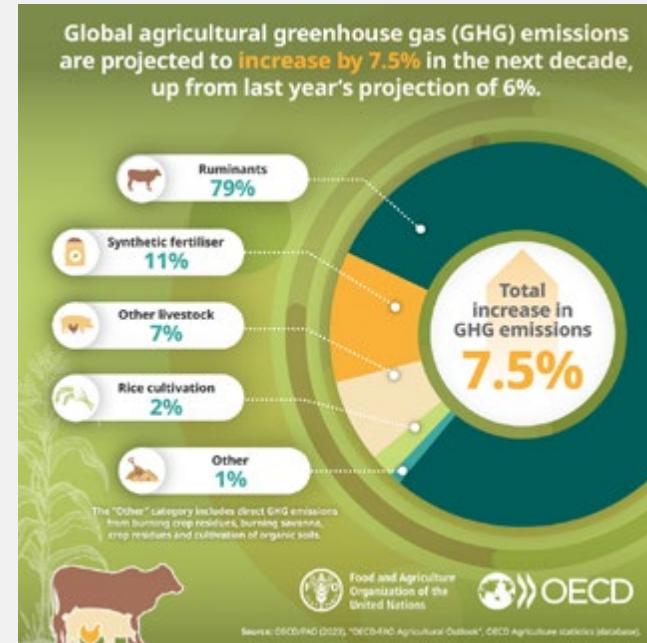
i czternastokrotny mistrz świata z Edmontonem, zdobywając 63,38 m, a także zdobywając złotego medalu w Sydney (2000 rok).

OECD – Charts and Infographics (2022-2024)

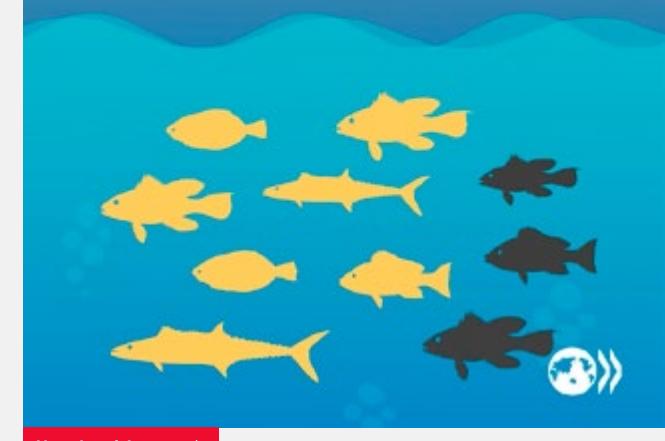
During my time at the OECD, I produced a significant amount of charts, diagrams and infographics to showcase data produced by the Trade and Agriculture Directorate for both technical and broad audiences.

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.

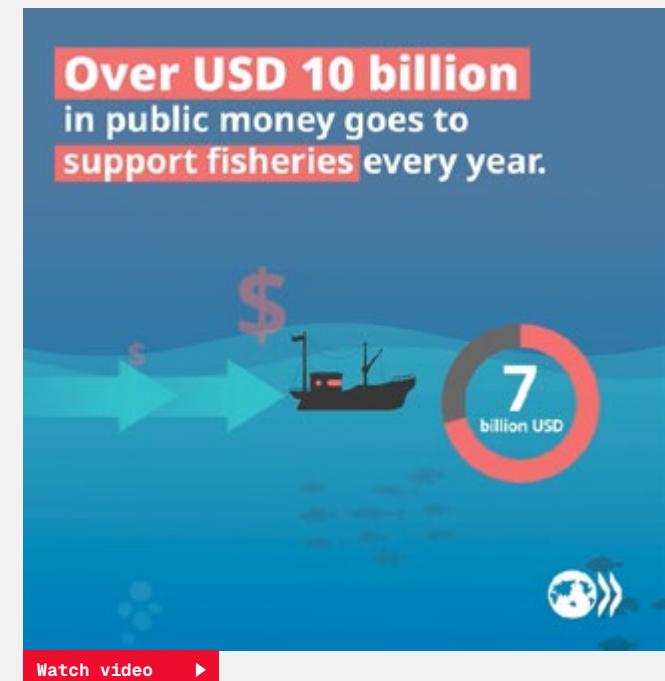
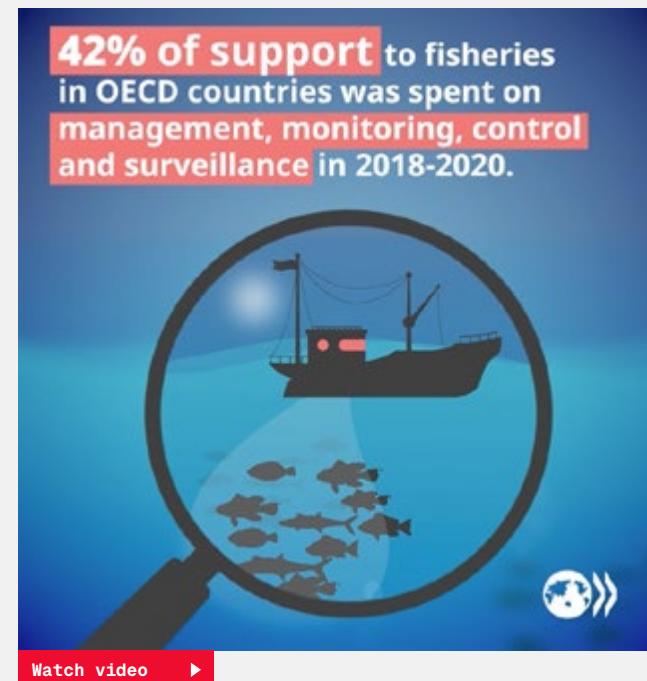
The following is a sampling of visualizations of both quantitative and qualitative data, infographics, charts and diagrams that promoted and amplified the stories and narratives in the Directorate's work. These were published in reports and policy papers, used in social media messaging and some were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



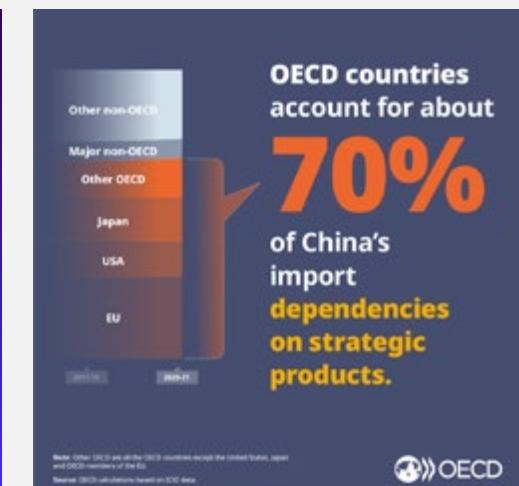
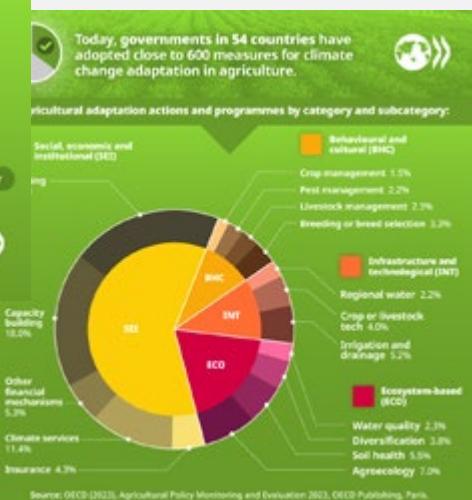
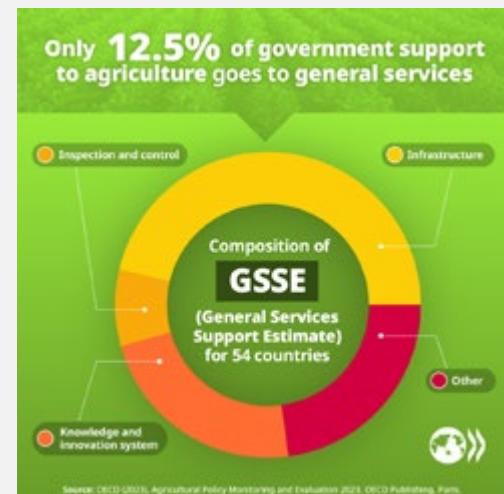
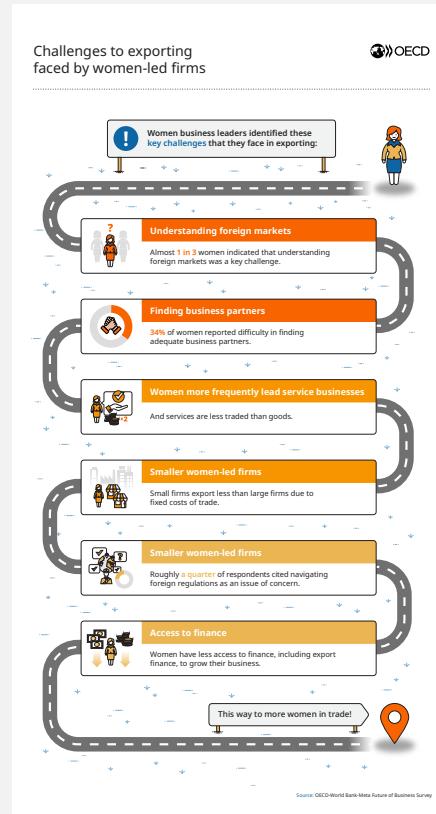
According to the OECD review of fisheries 2022, **around two-thirds of assessed fish stocks are in good health...**

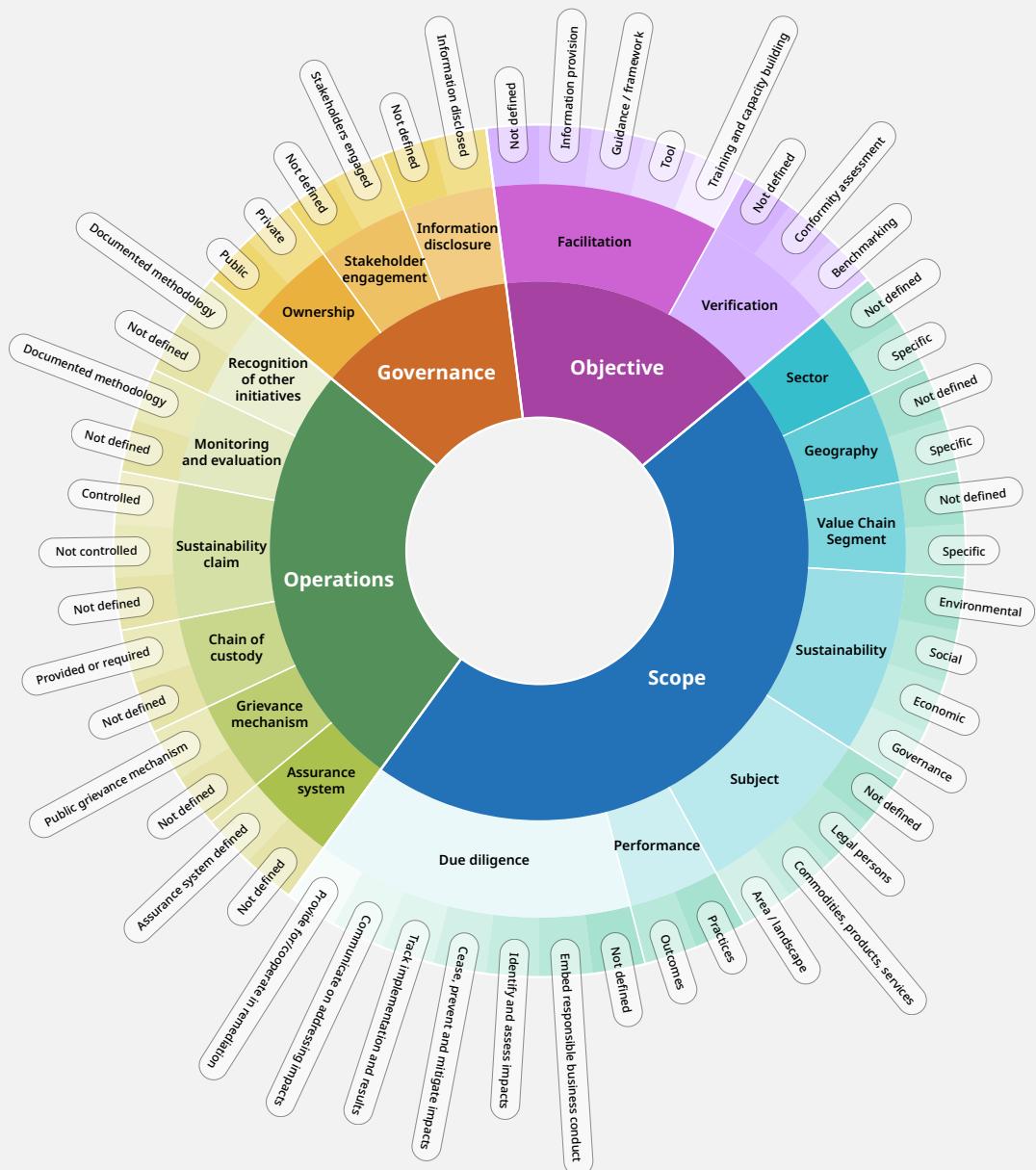
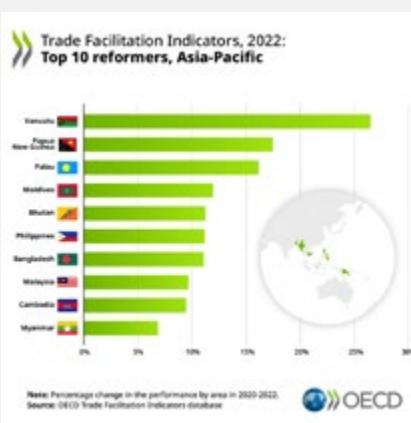
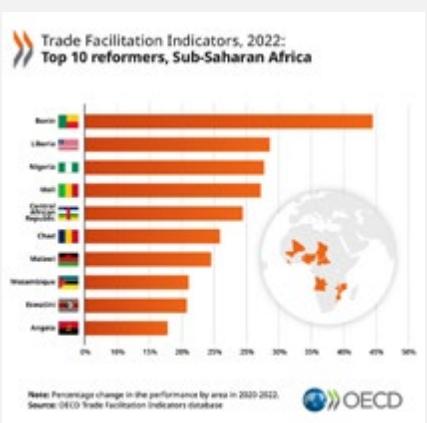
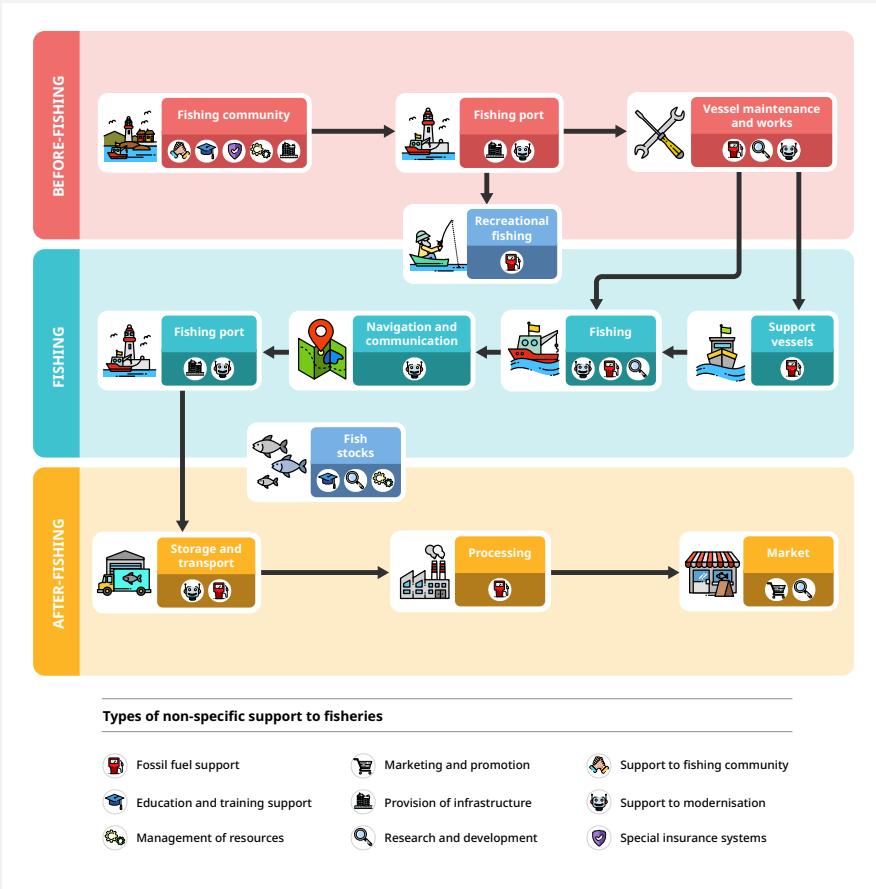


[Watch video ▶](#)



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





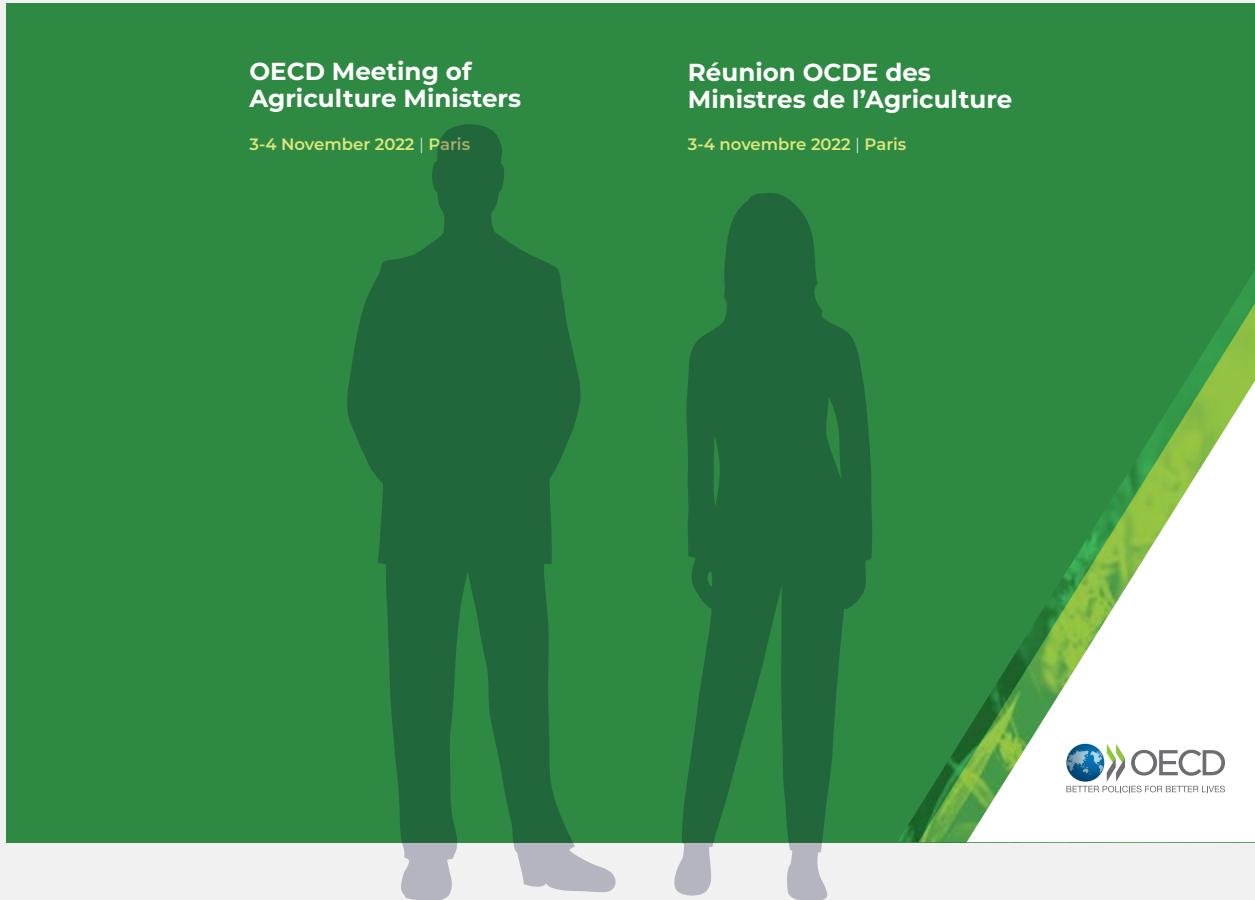
OECD — Signage System and Identity for the OECD Meeting of Agriculture Ministers (2022)

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.

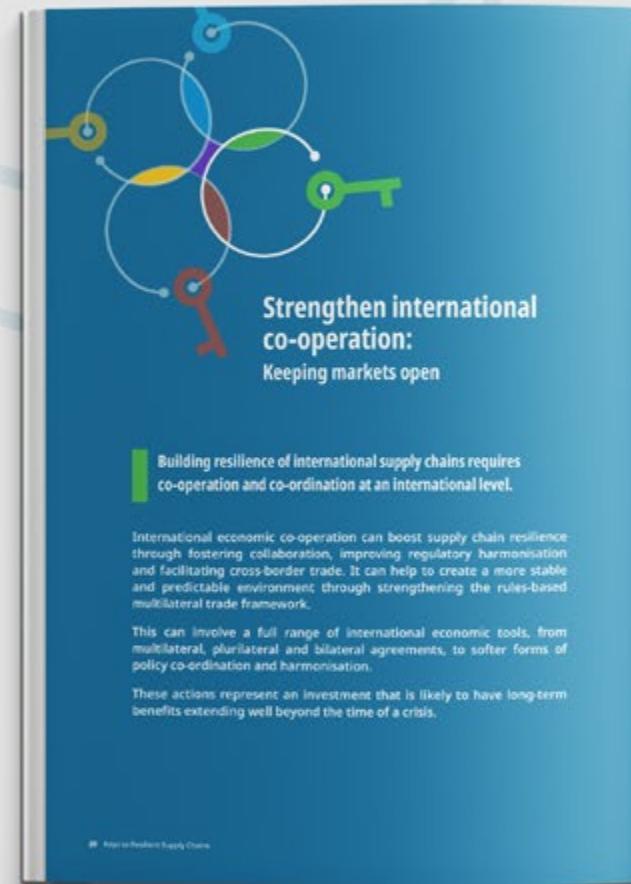


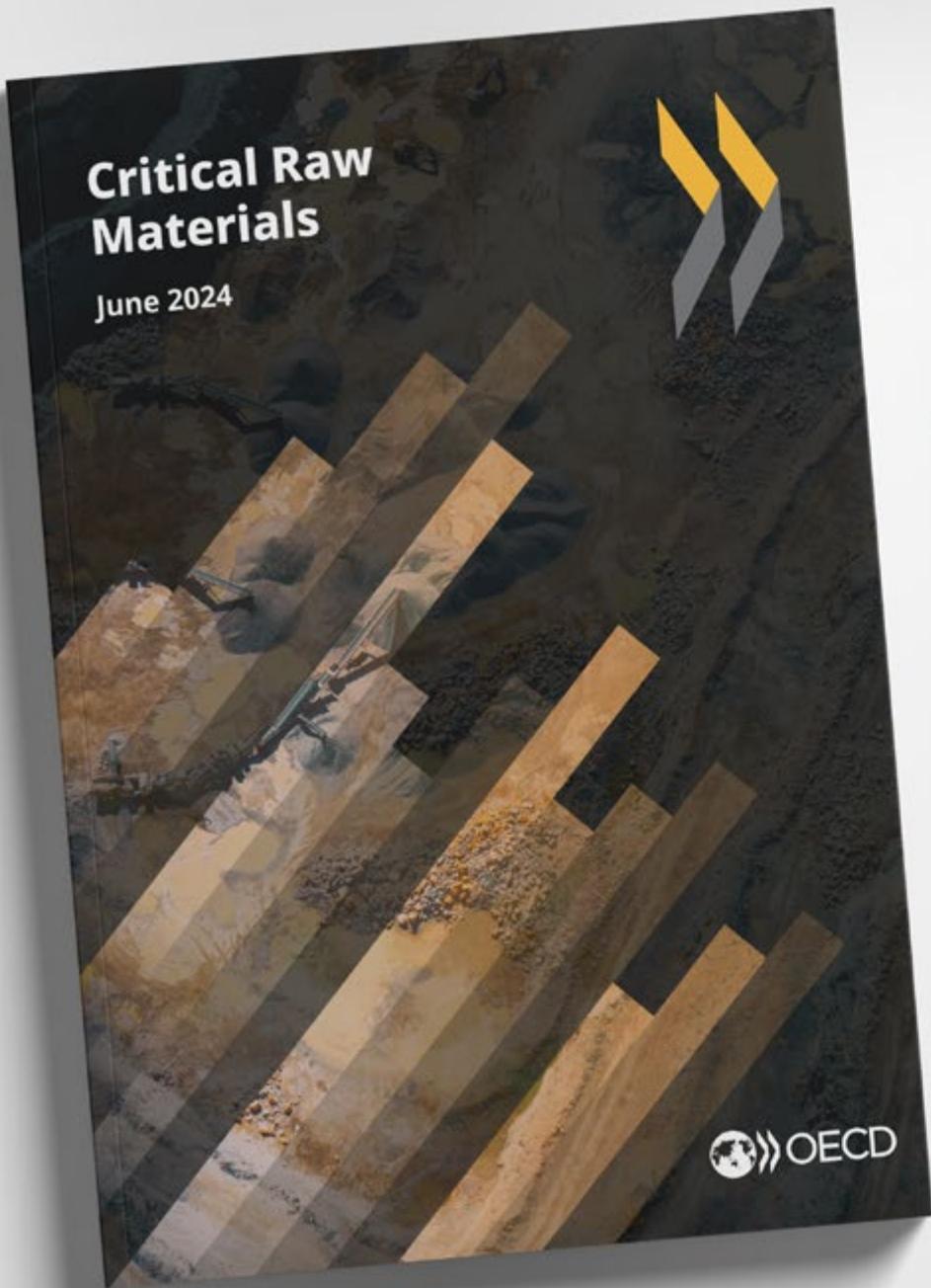
This special report on illicit trade in South Korea was produced in conjunction with several Korean agencies and required both a cover design that worked in both languages and a cover image, which was a digital painting I produced expressly for this publication.



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).







OECD

Measuring industrial subsidies

December 2023

Key messages

5 ways subsidies can be helpful in addressing challenges in market failures, they can also distort competition and lead to inefficient outcomes, including policy uncertainty, support for uncompetitive firms, and market distortsions, among others.

3. The OECD's subsidy measurement framework identifies subsidies that distort markets and the economy, and provides a detailed analysis of the types of subsidies, their sources, and their impacts, and from all levels of government.

3 Key findings include:

- 1. Subsidies build along the value chain, and are often market distortions, not competitive sectors.
- 2. Support for energy, transport, and infrastructure, and other government subsidies, are the largest contributors to the budget, and are often the largest source of market distortions, and are often the largest source of market distortions.
- 3. Lack of transparency on subsidies is a major concern, and is a key area for policy improvement.

3. Increasing transparency on subsidies is a major concern, and is a key area for policy improvement. This report also highlights the need for governments to improve their data collection, reporting, and analysis of subsidies, including by prioritizing, monitoring, and analyzing subsidies, and by publishing, measuring, and analyzing subsidies.

OECD

OECD

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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.

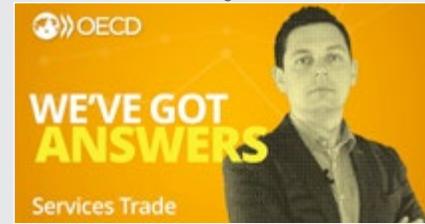
The subjects were filmed speaking against a green screen with a consistent lighting setup. Some were filmed in almost a single continuous take, while others had to be edited together from several. Many of the elements created for these videos were put into an image library and repurposed in other figures 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.

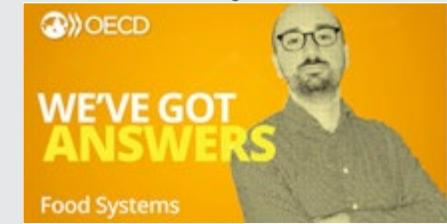
Episode 1 – Services Trade



Episode 2 – Digital Trade



Episode 3 – Food Systems



Watch video ►

Watch video ►

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.





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

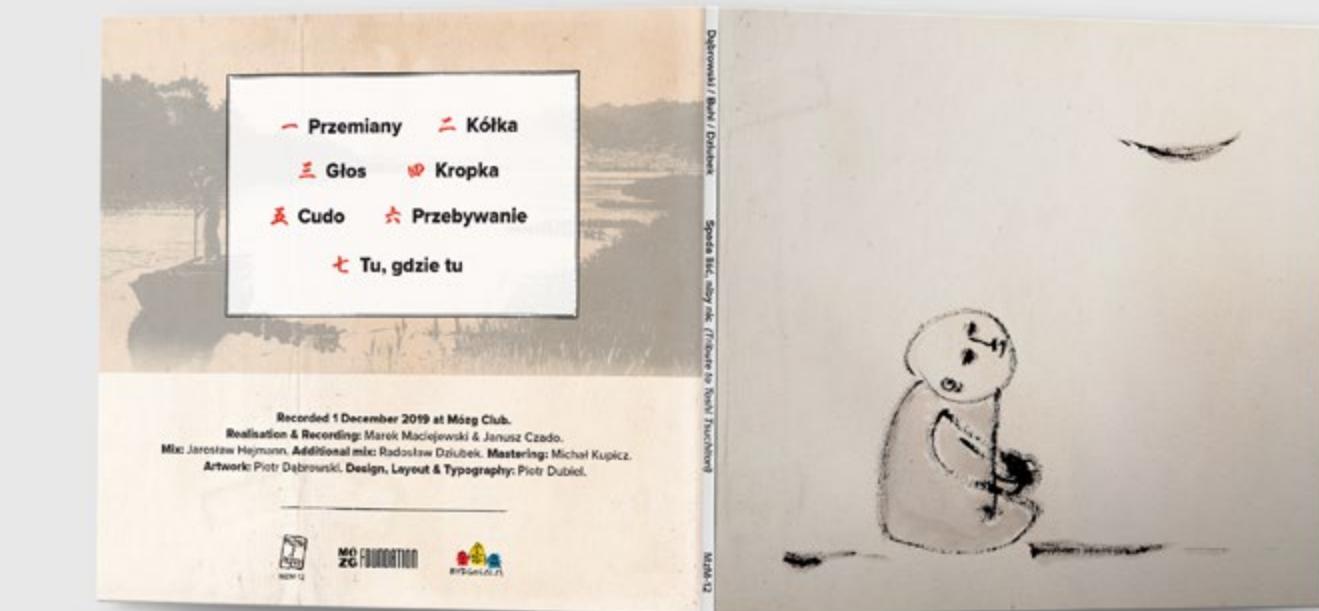
Alternative back sleeve designs:



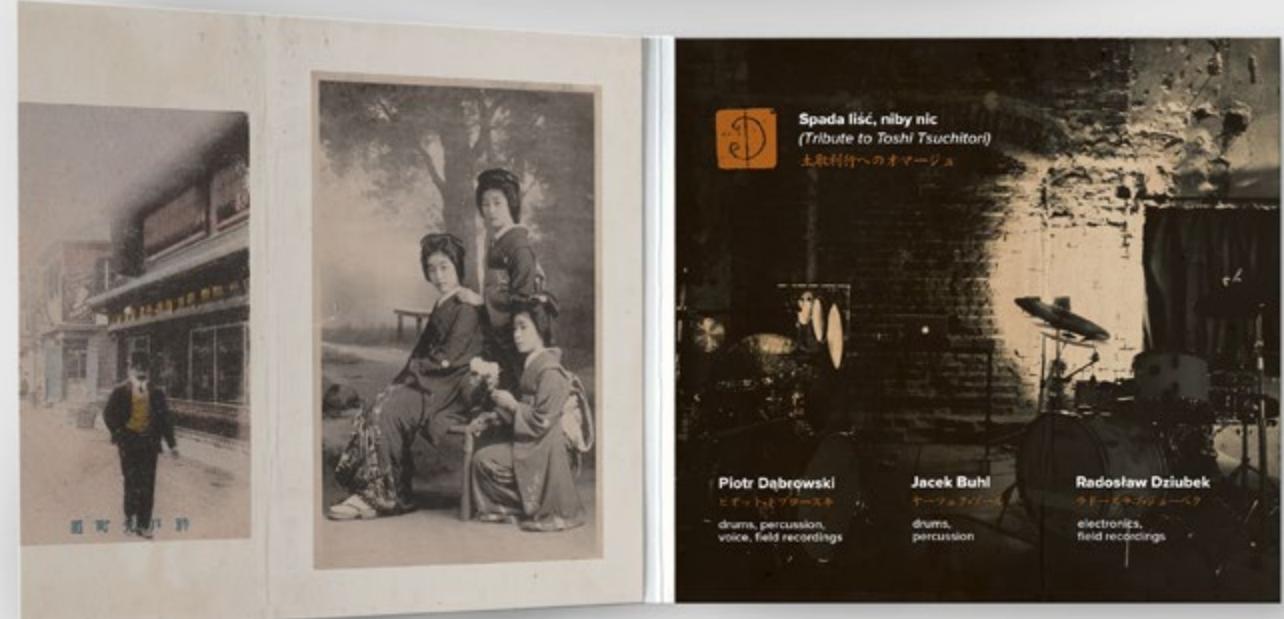
Dąbrowski/Buhl/Dziubek “Tribute to Toshi Tsuchitori” — CD packaging (2020)

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:

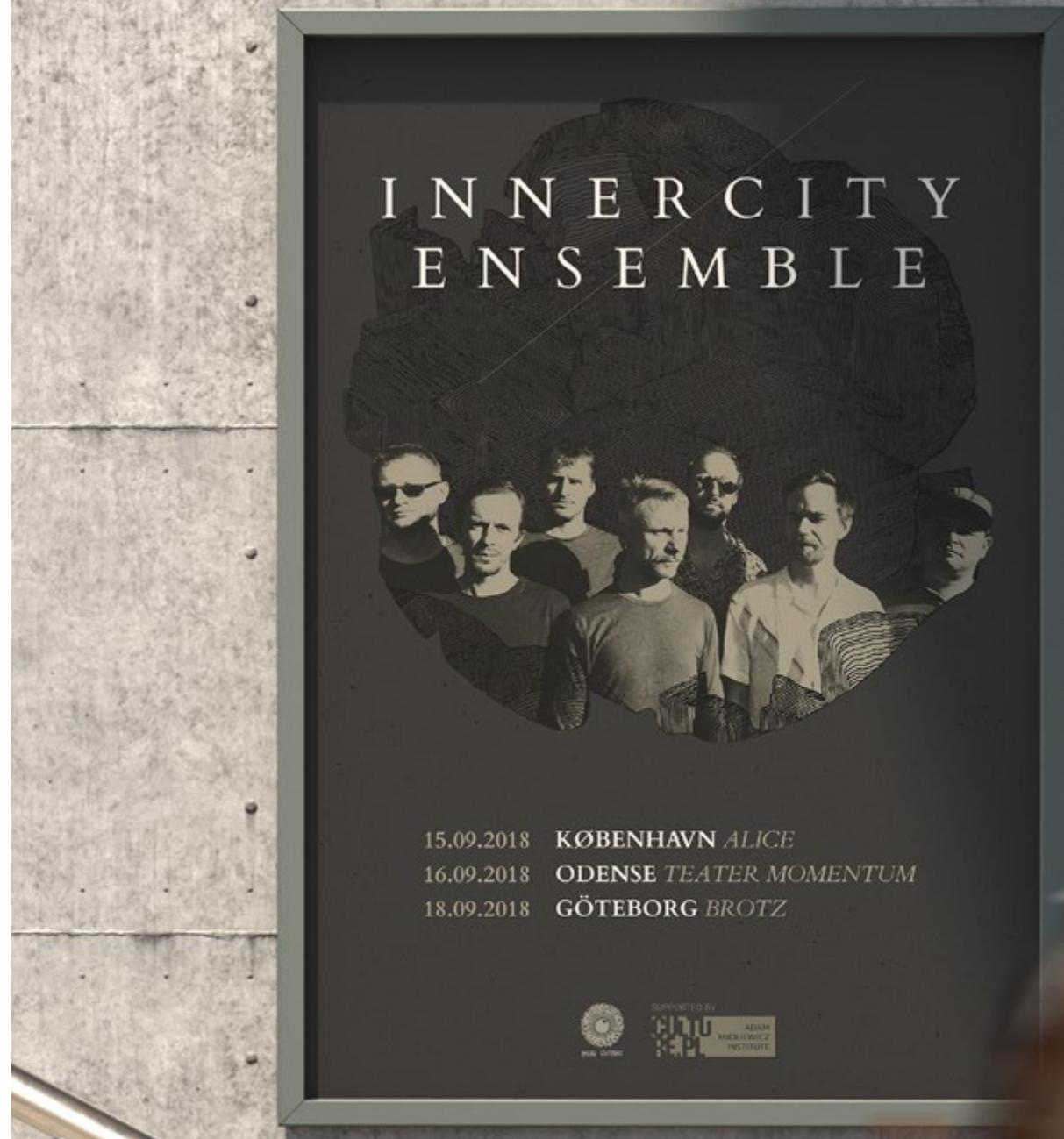


Innercity Ensemble – Scandinavia Tour Poster (2018)

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:





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 in 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.

SEO – Take the Lead Position!

Joanna Michalska
Executive SEO Specialist

There are quite a few definitions of positioning to be found in the depths of the Internet. For the purposes of the AdBook, let us briefly define positioning as a process that aims to bring a website to the top of organic search results in a given search engine. What's the best way to do this? We're here to reveal the secrets.

1. On-site SEO

On-site tasks focus on improving the web-page itself. It is generally referred to as web-page optimisation. The most popular on-site activities undertaken by SEO specialists are:

- Optimization of the head section, such as meta tags
- Optimization of the page content itself
- Optimization of graphics
- Optimization of links throughout the page
- Optimization in terms of friendly subpage URLs
- Improvement of the page's capability to be indexed by web crawlers
- Removal of unwanted duplicates
- Speeding up page functionality
- Redirects
- Possible expansion of the site itself

Off-site SEO primarily revolves around tasks related to backlinking. SEO specialists work at a site's backlinks, draft a linking strategy, and evaluate which existing links are superfluous, or even potentially dangerous for the site, and if necessary, remove them from the backlink profile.

2. Off-site SEO

Off-site work does not involve any changes to the site itself. As opposed to on-site SEO, off-site work does not require website access. It is most often associated with the addition of new links pointing to the site. This is what is known as the backlinking process. Some off-site parameters are beyond the positioner's control, however, such as the age or history of the domain.

Important off-site parameters include:

- Work related to development and improvement of the site's backlink profile
- The competitiveness of the sector/industry
- The client's activity level across various forms of internet marketing (articles, interviews, sponsored articles, etc.)
- The age of the domain
- The domain's history

Off-site SEO

3. Worth knowing...

Any changes made with relation to on-site positioning by the SEO specialist are reliant on a set of factors, which include page access, security, individual arrangements with the client, confirmation of the site itself and any technical limits it may have. In practice, not all changes are made to every web page.

4. SEO for e-commerce

Positioning for services often involves local SEO. This doesn't mean that you can't promote your services nationwide, but it's common practice to pair this with positioning regionally, where those services are available.

SEO for e-commerce involves both on-site and off-site SEO. It is often focused on ensuring visibility for a long tail phrase. Other aspects specific to SEO for e-commerce include:

https://www.verseo.com/local-optimizations/seo-who-is-this-best-local-seo-agency-in-its-region/

SEO Glossary

- long tail – Long-tail keywords are longer and more specific keyword phrases, as opposed to single words, which are more generic and unique and used to generate site traffic.
- nofollow attribute – This attribute, placed in a link, is informative for web crawlers, that the link in question shouldn't be taken into account when evaluating the destination page's link profile. The difference between a nofollow and a dofollow link is visible only in code.
- pagination – Most often used in online stores, long articles, and photo galleries. Instead of a single long page that requires lots of scrolling, the page is divided into several (or even many) shorter, numbered "pages" analogous to sheets of paper.

Need more info?

<https://www.verseo.com/local-optimizations/seo-who-is-this-best-local-seo-agency-in-its-region/>

4. SEO for e-commerce

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1. Unique Pageviews – page views counted during the home session, i.e. in the course of a session a user visits a particular subpage more than once, all these visits will count as unique pageviews.

2. Bounce rate – a metric given in percent, shows the number of sessions limited to a single page or session. Without any interaction against the total number of sessions. There are two kinds of interactions that affect the bounce rate:

- Going to another subpage of the website
- Triggering an interaction event, such as a click on a link

Just like time, the Bounce Rate remains a fairly continuous metric in Google Analytics.

3. Average Time on Page – you were probably expecting a description of a metric, but first, we will define ourselves what a subpage session, which is often time is not the most valuable metric in Google Analytics, and this is because of the way in which it is measured. Time is measured from the moment the user enters the page until the moment they go to the next webpage. This means that if a user spends 15 minutes reading an interesting article that only has one page, the system will count this as one session. Visits will count as unique pageviews.

4. Main page – 1 unique pageview
5. Main ref – 1 unique pageview
6. Main URL – 1 unique pageview
7. Contact page – 1 unique pageview

5. What you will gain

Before reports are an excellent method to quickly verify if your Google Analytics tracking ID has been properly implemented.

6. Did you know that...

Did you know that... Google Analytics tracking ID on your site results in all data being sent twice for metrics such as sessions, pageviews, dimensions or events. That doesn't just sound bad – it's really a local search.



AD
BOOK
2022

verseo

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.

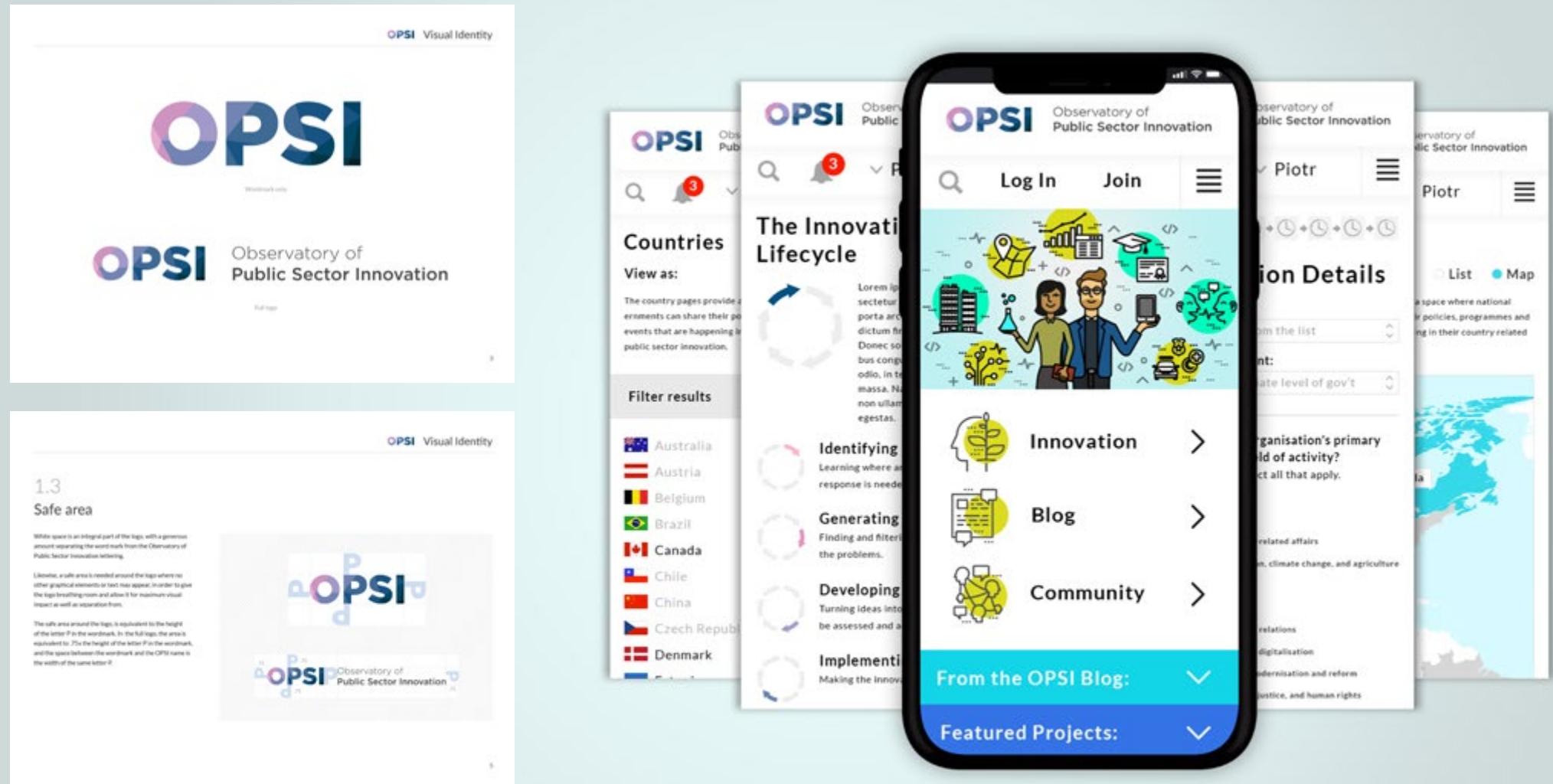
Role: Graphic design, publication design, exhibit design, infographics.



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.



The Observatory of Public Sector Innovation (OPSI) is a platform for practitioners working in the public sector to submit and share their innovations. The website features a vibrant, modern design with a light blue and white color scheme. It includes sections for Innovation, Blog, and Community, and offers features like a search function, a map of innovation cases, and a filter for various categories such as Country, Sector, and Year of launch.

OPSI Observatory of Public Sector Innovation

Submitting an Innovation

The Observatory of Public Sector Innovation collects small stories of outstanding public sector innovation from practitioners working in the public sector.

Submitting an innovation to the Observatory is simple:

- Registar
- Complete and submit online
- OECD review
- Publication
- Your innovation is published online

OPSI Observatory of Public Sector Innovation

From the OPSI Blog:

- A debate about uncertainty, held in the heart of certainty
- World Government Summit: a Quick Recap
- Embracing Innovation in Government: Global Trends
- Horizon 2020
- Systems Thinking and Systems Approaches

Featured Projects:

- The Innovation Imperative in the Public Sector
- Horizon 2020
- Systems Thinking and Systems Approaches

Categories

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Recent Comments:

- John Smith: World Government Summit: a Quick Recap
- Jill Anderson: Systems approaches for public policy challenges
- Kevin Burkett: It's not me, it's your policy interventions by/for people with disabilities

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Please enter a country name or keyword

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Case Found: 28

Using Behavioural Insights to Improve the use of ESDC Job Match Service

Submitted by JOHN SMITH

Job March (3M) is a newly developed tool within the Job Bank initiative of the Employment and Social Development Agency. The tool helps job seekers to connect with their local employer. The take-up of the service has tended to be relatively low, particularly due to behavioural barriers. In light of this, we tested different messaging based on various behavioural insights (BI) principles.

It's not me, it's your policy interventions by/for people with disabilities

Submitted by JANE SMITH

Despite legal protection, Persons With Disabilities (PWDs) still face a disproportionate higher rate of discrimination and harassment in the workplace. Given the number of laws, policies and programs for PWDs in the Government of Canada, the gap between the needs of PWDs and general populations lies in the areas of: 1) Existing solutions, modified to improve ... (More)

PP-Eko – Corporate Brochure Redesign (2014)

Corporate brochure redesign for Warsaw-based environmental engineering firm PP-Eko (now Symbiona). 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.

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

PP-EKO sp. z o.o.
ul. Grotowskiego 10
02-006 Warsaw
www.ppeko.eu

WARSZAWA
tel. +48 22 571 00 50
fax +48 22 576 00 50

WYKROTA
tel. +48 22 233 00 18
fax +48 22 233 00 51

WYKROTA
tel. +48 22 571 00 50
fax +48 22 576 00 50

WYKROTA
tel. +48 22 233 00 18
fax +48 22 233 00 51

PositiveInnovations

Westwater treatment • Organic Waste Digestion • Water Reuse

How we empower our clients' business. Everyday.

How do we work with our clients?

Consulting	Engineering	Turnkey / Procurement of Technology	Startup + Commissioning	Performance Warranty	Field Services
<ul style="list-style-type: none"> Analysing the client's processes and business goals Estimation of possible ROI Plant 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 Staff training 	<ul style="list-style-type: none"> Adjusting plant performance to suit the clients' desired parameters Project guarantee Handover 	<ul style="list-style-type: none"> Online engineering Operations and maintenance Technology supervision

In search of innovative solutions, we keep in mind the interests of our clients' clients and partners. Their interest is to achieve a synthesis of benefits and profits for the client and their environment. We start from the consulting phase, where we assess all the client's needs and in a possible measure, they will get their own solution. The next phase is engineering where we apply our own knowledge to create the process of creating the best possible application for the client's plant. We make sure that each solution is the best for the client's needs and plant. After defining PP-EKO provides field services such as technology supervision or full operation and maintenance.

AnoxyMem®

20% more electricity from corn bioethanol

20% more bioethanol production

no pre-treatment

smaller aerobic polishing

expedient design

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

The plant is an industrial ethanol fuel bioethanol producer. The plant is located in an agricultural area, high on terrain, which requires a degree of elevation in order for the ethanol to be delivered to the market.

The plant is able to produce ethanol from corn bioethanol with a total yield of 4,000 m³ COD/day. PP-EKO designed an anaerobic waste treatment and selected AnoxyMem® technology. The plant will generate 3.4 MW electrical energy per hour from biogas, which is over 20% more than from the original anaerobic treatment. The final effluent will be reused as process water in irrigation.

ROVAPO®

>1,000,000€ savings at helicopter manufacturer

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

AnoxyMem® is a medium-sized helicopter manufacturing company. The plant is located in an agricultural area, high on terrain, which requires a degree of elevation in order for the ethanol to be delivered to the market.

The plant is able to produce ethanol from corn bioethanol with a total yield of 4,000 m³ COD/day. PP-EKO designed an anaerobic waste treatment and selected AnoxyMem® technology. The plant will generate 3.4 MW electrical energy per hour from biogas, which is over 20% more than from the original anaerobic treatment. The final effluent will be reused as process water in irrigation.

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.

Good innovations bring returns to business and the environment

PP-EKO's main focus is to bring the highest service to our clients. Continuous innovations are constantly technical safety, efficiency and the highest possible return on investment. Industries such as bioethanol or food production, wastewater treatment and water reuse plants help to reduce the environmental impact of over 100 installations in Europe and beyond. We are a trusted business partner to the largest multinationals corporations, as well as regional and local companies and municipalities.

Industrial effluents

Mineral sewage

Organic waste

SOCIALS AND INDUSTRIAL

- AnoxyMem®
- UASB/CSB
- AnoxyBed®
- AnoxyMix® (CSIR)

INDUSTRIAL TREATMENT AND REUSE

- ROVAPO®
- ROVAPO®-BIO
- AnoxyMem® (MBR)

WATER TREATMENT

- MEER
- Membrane systems
- Physical-chemical

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

Brochure redesign for Warsaw environmental engineering firm PP-Eko (now Symbionia). 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.

Our longtime expertise in difficult wastewater
pays back in safety and process performance.

ROVAPO®

ROVAPO® is an industrial wastewater treatment and water reuse technology that allows up to a 98% recovery rate. This means that every litre of processed water is reused over 20 times. ROVAPO® purifies wastewater with high salinity, heavy metals and toxic compounds such as cyanides. Compact and modular, it integrates chemical treatment, membrane processes and thermal concentration to achieve maximum performance exceeding the market average by over 20%. It significantly reduces expenses spent on wastewater treatment, process water preparation and waste disposal. ROVAPO® is referenced in multinationals companies such as Aquastar, Lohr and UTC-Savioz and has proven its excellence and reliability during many years of operation.

Ultrafiltration

Ultrafiltration is the well-known process of separating large particles and heavy organics from water by means of membrane. Through the newest developments in material science, it can handle even the most complex wastewater streams in various applications. Modern ultrafiltration units are well suited to treat post-digestion streams, as well as chemical factory waste water and many other types of aqueous waste. The treated effluent is of high quality, while the concentrate can easily be treated due to its small volume. Typical output after ultrafiltration treatment consists of 3-8% of the initial feed, which significantly reduces discharge costs. Small installations require little maintenance which has a direct impact on minimizing the level of operational expenses.

Hybrid Systems

Hybrid systems combine conventional processes with membrane technology. They are used particularly for upgrading and expanding existing aerobic wastewater treatment plants, by enhancing them with advanced processes such as MBR. They usually consist of a common aeration step with two or more different biomass separation systems. They could also consist of more than two parallel systems treating the same influent wastewater streams. Such configurations are resistant to hydraulic overloads and are much more durable in long-term operation. Further advantages are the low footprint requirements and the production of high-quality process water for many reuse applications. The core here is the reduction of operational costs and the ability to enlarge the production facility without closing down the treatment line.

AeroMem™

The technology identified as AeroMem™ is a aerobic membrane bioreactor. It combines proven activated sludge with filtration by micro- or ultrafiltration membranes. Easy to use, it produces high quality effluent with significant COD, BOD, and bioassimilable BOD reduction. Effluent is available to be discharged even in sensitive areas, for water reuse with or without post-treatment. The membranes replace secondary clarifiers commonly used in conventional activated sludge systems. In AeroMem™, the membrane is used as a physical barrier that separates the suspended matter and microorganisms from clean water. The effluent, regardless is free of bacteria and TSS. AeroMem™ simplifies the wastewater treatment process. Depending on the configuration, the size of the bioreactor can be reduced to three to four times.

ROVAPO®-BIO

ROVAPO®-BIO is a digester treatment and nutrients recovery technology. Based on our well-refined ROVAPO® process, it produces solid and liquid fertilizer and clean water that can be returned and reused from wet or dry digestion plants' digestate. It comprises a series of separation processes, including chemical/mechanical separation (flocculation, centrifuge), membrane techniques, desalination, and optionally evaporation. These multiple techniques split digestate into different compounds like solids, phosphorus, nitrogen and potassium. The remaining solids can be used as a dry fertilizer, while ROVAPO effluents are concentrated several times into a liquid fertilizer (i.e. Ammonia Sulfate) which can be stored or crystallized to dry form. The clean water effluent is above even Class A requirements.

Membrane Systems Comparative Chart

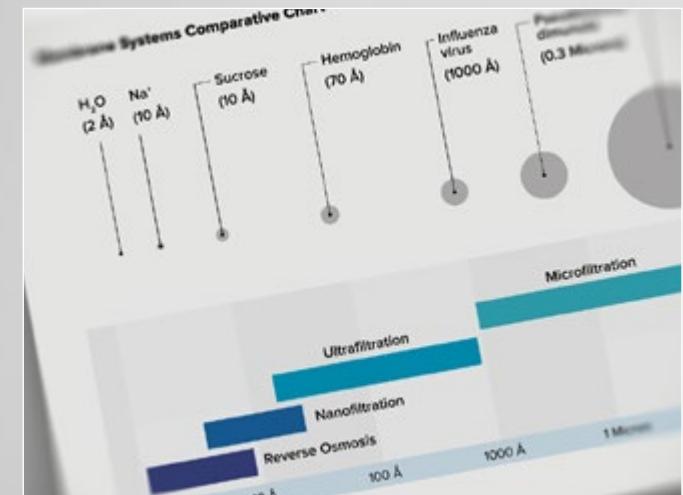
ROVAPO® core competencies lie in cleaning complex wastewater especially from industrial plants. Such effluent contains high COD and TSS levels. Here, one of the main technologies used are membranes, that ensure secure and efficient cleaning. Water recovery technologies are also growing due to increased demand. We focus on innovations that bring the highest possible revenues when compared to classical

Choose our innovation that most suits your needs.

FOOD & BEVERAGE
TANNERS
CHEMICAL & PHARMA
ELECTRO PLATING
DISSOLUTION & LEACHATE
MUNICIPAL SEWAGE

ROVAPO®	●	●	●	●
ROVAPO®-BIO	●	●	●	●
AeroMem™	●	●	●	●
Ultrafiltration	●	●	●	●
Hybrid systems	●	●	●	●

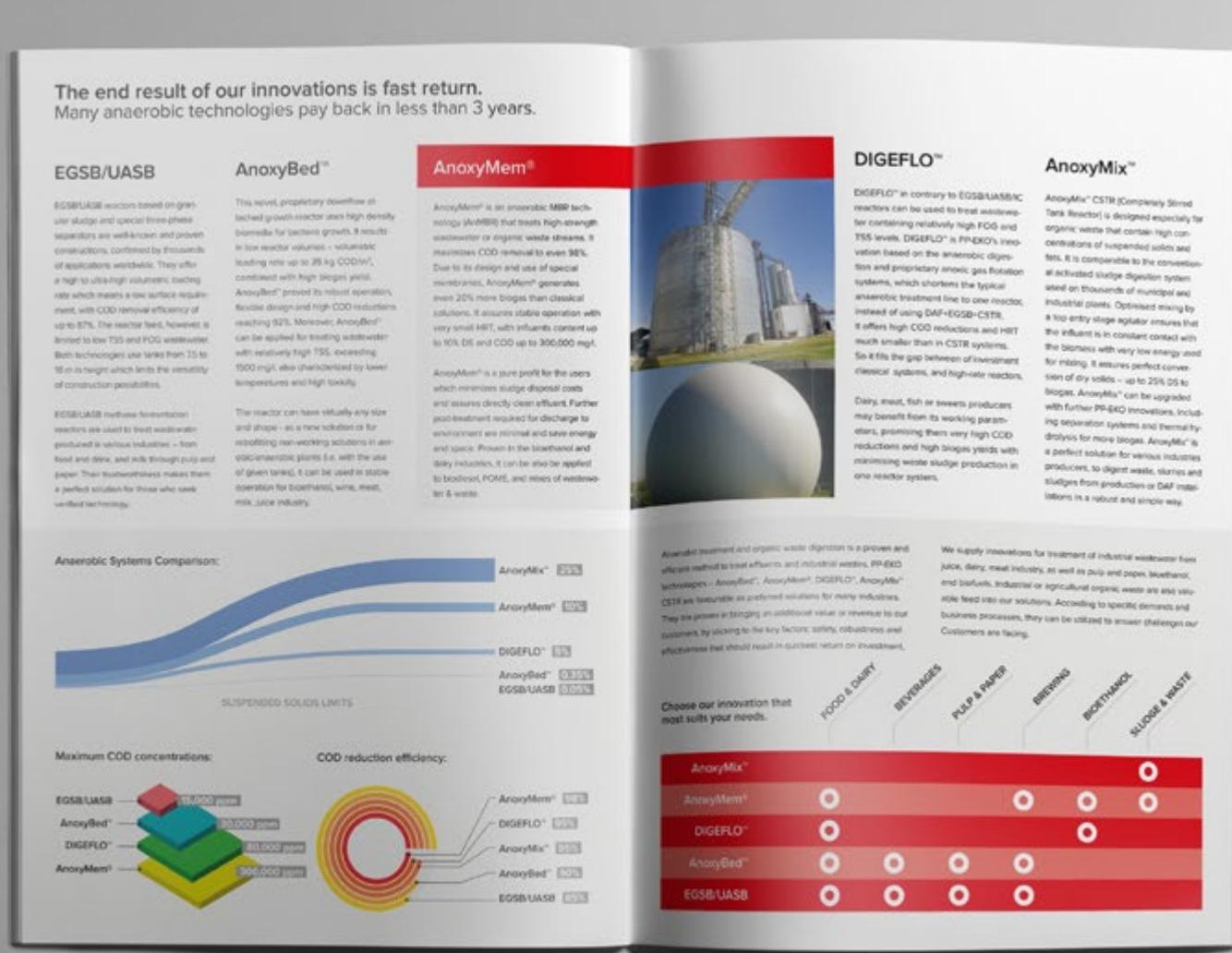
Role: Art direction, publication design, graphic design, infographics.



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

Brochure redesign for Warsaw environmental engineering firm PP-Eko (now Symbionia). 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.

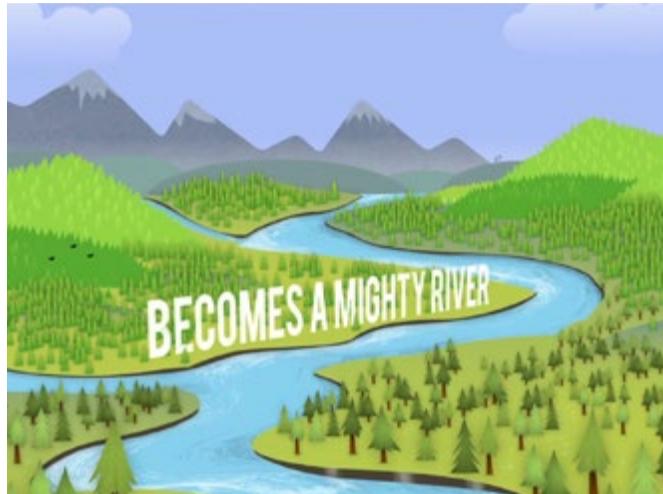
Role: Art direction, publication design, graphic design, infographics.



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 – Landing Pages – Web design (2014-2018)

Creation of landing pages for a large Polish electronic retailer's e-commerce site, and sites belonging to affiliated brands. All landing pages were delivered as a package of hand-coded, optimized graphics, responsive HTML, CSS and occasional JavaScript, designed to function independently within a container on the corporate website alongside global style sheets. Each page had to either conform to vendor branding and style guidelines or to follow discrete sub-branding, if internal.

Role: Web design (front-end), including CSS and HTML development, image editing, illustration, concept development, and copy writing.

The collage includes the following components:

- Polaroid ZIP Printer:** A landing page for the Polaroid ZIP printer, featuring a large image of two women using it, a product image, and a "Kup teraz!" (Buy now!) button.
- Polaroid CUBE:** A landing page for the Polaroid CUBE camera, showing the camera and its packaging, with a "Kup teraz!" button.
- EPSON:** A landing page for Epson printers, featuring a printer, a power bank, and a JBL speaker, with a "Kup drukarkę Epson" (Buy Epson printer) button.
- WYSTRZAŁOWE TOTALNE RATY 55X0%:** A promotional banner for a 55% discount on total rates, listing locations like Komputer C.H. Plaza, Salin Outlet Staromieścia, and Megastore C.H. Plaza.
- WYSTRZAŁOWE TOTALNE RATY 55X0% (Large):** A larger version of the promotional banner with fireworks and a "SPRAWDZ SZCZEGÓLNY" (Check details) button.
- LETNIE WIĘTRZENIE MAGAZYNU:** A promotional banner for summer discounts, featuring a man in a suit and a "WARUM WIR?" (Why Us?) section.
- Amazon:** A small image of an Amazon logo.

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.

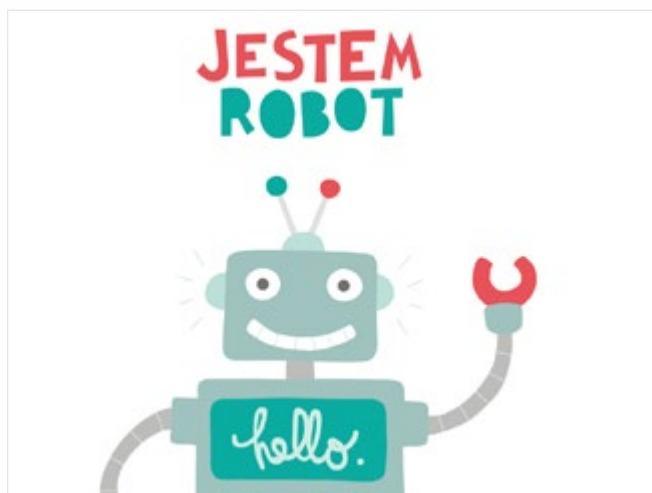
Role: Logo and word mark design, creation of identity package.



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.



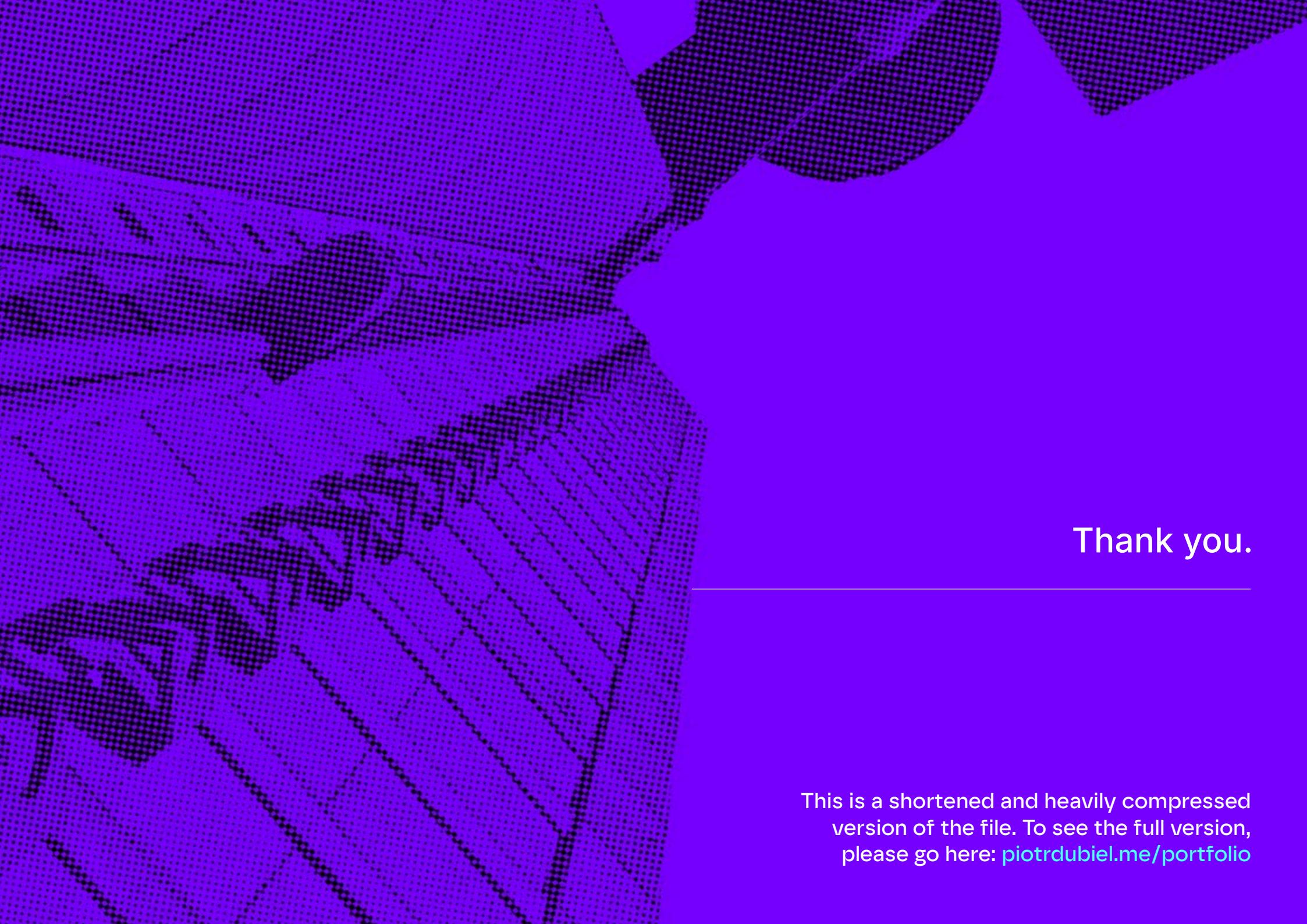
Photography — Personal travel and street photography (2008-present)

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.

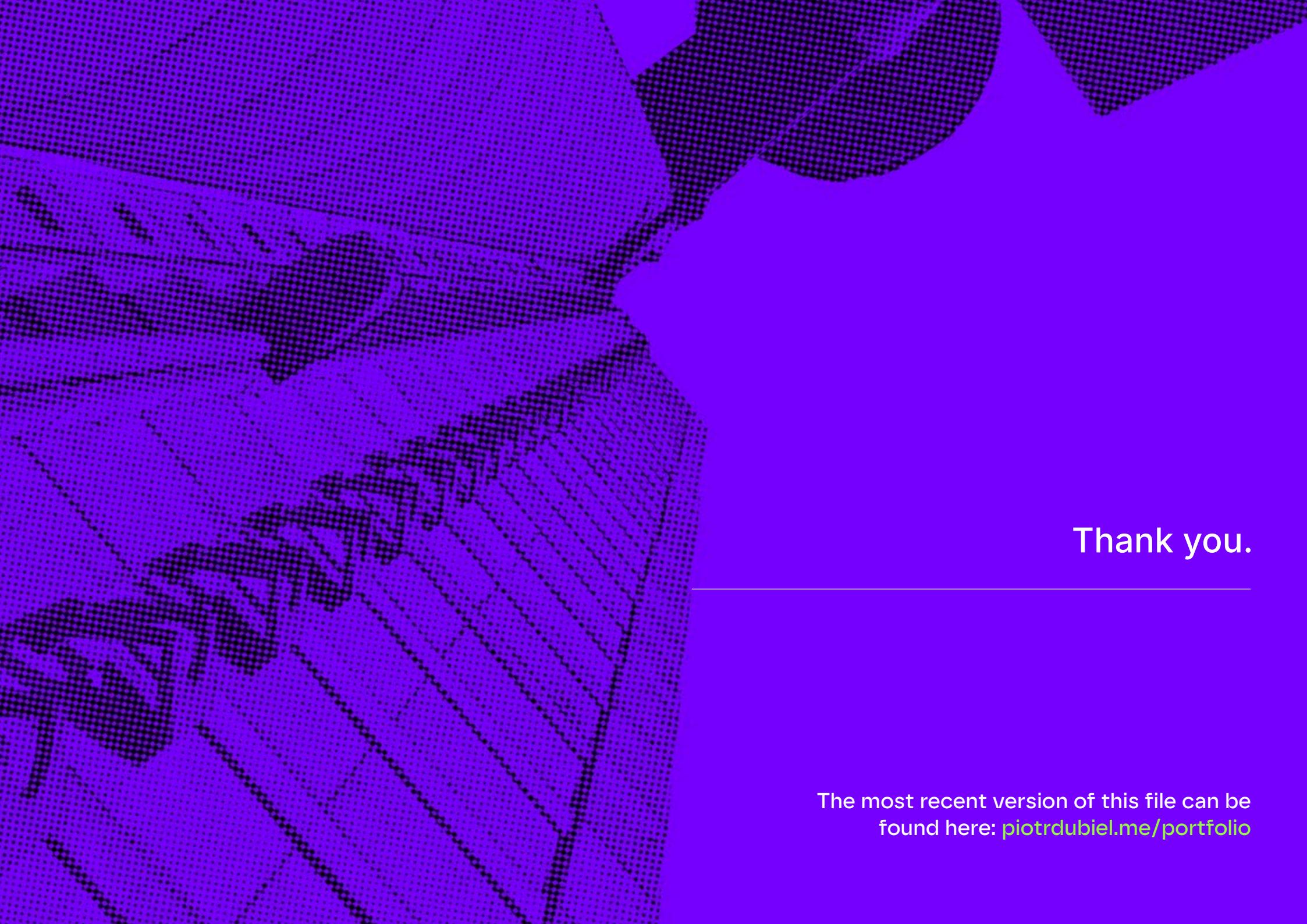






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