Graphic Designer

Selected Projects

82 Rue Denfert Rochereau 92100 Boulogne-Billancourt France +33 6 23 86 78 22 piotr.dubiel@gmail.com www.piotrdubiel.me

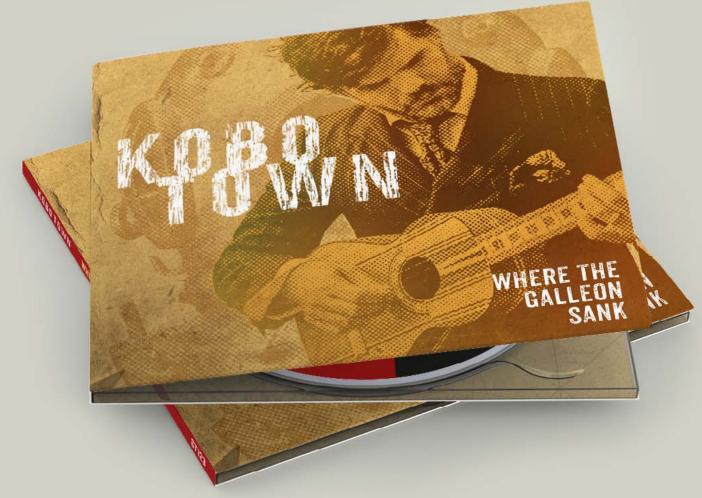
Kobo Town "Where the Galleon Sank" – CD packaging (2016)

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.

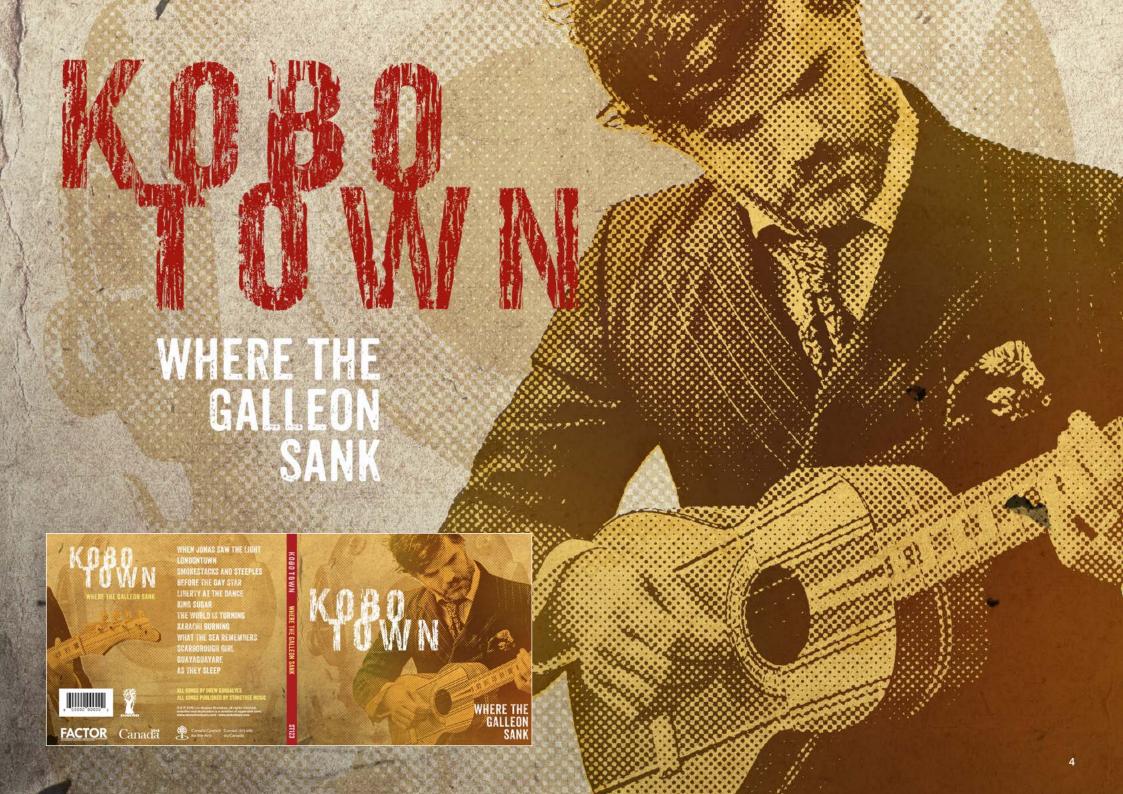
Alternative designs:











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.







Kultura i rozrywka Knajpy

Teatralka -Stare Miasto E

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

2 Na Winklu – Śródka 🛚

Mala restauracja serwująca pierogi domowej roboty oraz słodkie wypieki.

Vandal Cafe -3 Lazarz E

Klimatyczna, oldschoolowa kawlamia serwująca ciasta, kawę i herbatę, a także piwa, wina i koktajle.

A nôż widelec – Górczyn 🗵

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

Pracodawcy IT w Poznaniu

zespoły i realizują nowe

projekty. Dostrzegając znaczenie nowoczesnych

technologii, w Strategii

Rozwoju Miasta 2020+ postawiliśmy sobie za cel ich

ogromne znaczenie mają dla innowacyjnej gospodarki.

inwestorów z sektora IT, a kolejne projekty stanowią

Zapraszamy do zapoznania się z informatorem, który

przybliży klimat poznańskiego rynku IT, wskaże jego atuty

oraz przedstawi powody, dla których warto zamieszkać oraz

dowód na to, że warto tutaj inwestować.

pracować w Poznaniu.

Niezmiennie cieszy nas, iż Poznań jest wyróżniany przez

- mówi Jacek Jaśkowiak, Prezydent Miasta Poznania.

rozwój, ponieważ wiemy jak

kontynuują rozwój, powiększają

Kim Chi Ken -5 leżyce E

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

WYPAS -

Restauracja serwująca roślinną kuchnię

świata – od przystawek aż po desery.

inspirowaną potrawami z różnych zakątków

Happa to Mame -

Pierwsza w Polsce japońska herbaciamia speciality serwująca tradycyjne japońskie

słodycze. Lokal ma niepowtarzalny klimat.

7 Jeżyce E

8 Jeżyce 2

Ramen-Ya -Jeżyce 🗵

Klimatyczna japońska restauracja serwująca różne rodzaje ramenu.

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 pląte 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 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.

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



Diaczego Poznań?

Niezależnie od tego, na jakim etapie życia jesteś, Poznań może Ci zaoferować naprawdę wiele. To tętniące życiem miasto, które jednocześnie jest jednym z najważniejszych ośrodków akademickich w Polsce, obszarem o najniższej 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 spolecznymi.

25



Kultura i rozrywka

Znani związani z Poznaniem

Pisarze, ludzie filmu i teatru, naukowcy oraz muzycy – Poznań może poszczycić się naz Praerze, rouzie nimu i teatru, neukowcy oraz muzycy – Poznan może poszczycić się na. lecz także na świecie. Tutaj przedstawiamy tylko kilka osobistości, które na pewno zna. a ich dokonania są znane za granicą. Krzys



Hanna Suchocka -

polityczka, prawniczka. Studiowała, doktoryzowała sie, 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.



Janusz Glowacki -

dramatopisarz, prozaik i felietonista urodzony w Poznaniu. Stworzyl m.in. scenariusz do filmu Polowanie na muchy

w reżyserii A. Wajdy oraz współpracował przy filmie Rejs w reżyserii Marka Piwowskiego.



Kołysankę do filmu Dziecko

którą otrzymał Złoty Glob. .

istotny wpływ na rozwój jaz

i międzynarodowej scenie i

i studiował w Poznaniu.

wybitny

muzyki

oprawe m.in. d

Roman

Skom

i czternastokrotny mistra mistrz świata z Edmonto życiowym 83,38 m, pięc i zdobywca złotego med

w Sydney (2000 rok).

Mapka Poznania SOLACZ JEZYCE CENTRUM WILDA LAZARZ Malta Office Park Poznań Business Spots: Maraton Office Building EGNATE McKinsey & Company Poznań Business Garden 1 Nowy Rynek Office Complex Mentor FlexDev 6 ZODKO DERANKLIN LUMEN allegro A ROCKWOOL Regus, Andersia Business Centre, Plac Andersa 7 Darmowa Strefa Coworkingowa Plus Jeden, Za Bramką 1 O Concordia Design, Zwierzyniecka 3 Business Link, Maraton, Królowej Jadwigi 43 Coworking w Poznaniu:

prawdę

15

azji

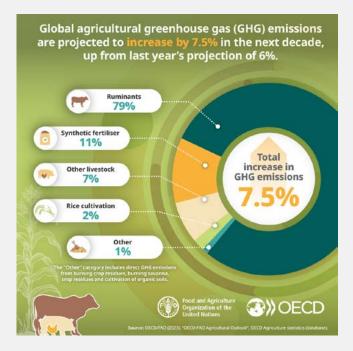
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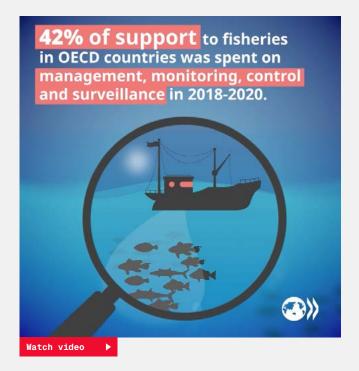
OECD — Charts and Infographics (2022-2024)

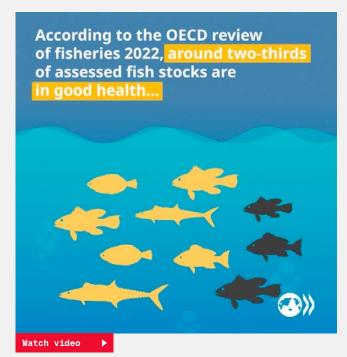
During my time at the OECD, I produced a significant amount of charts, diagrams and infographics to showcase data produced by the Trade and Agriculture Directorate for both technical and broad audiences.

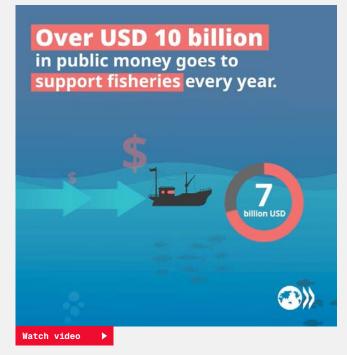
Because of the natural complexity of the data presented, figures that were used outside of publications destined for expert audiences, messages and stories were streamlined and simplified as much as possible. When this was not possible, I aimed for visual clarity and organization.

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.

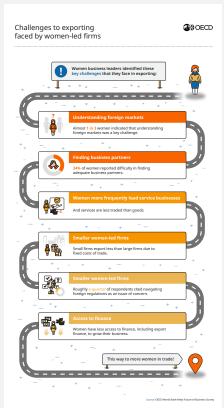










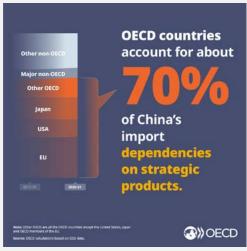


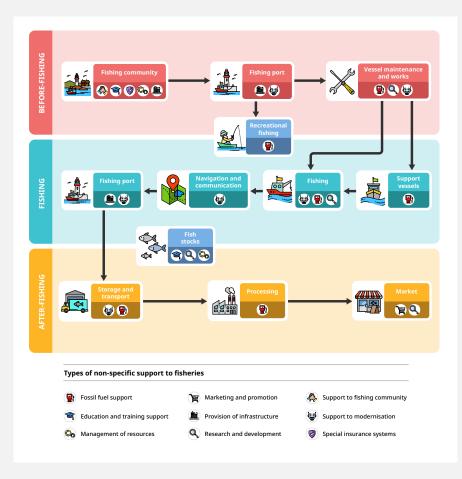


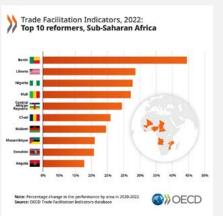


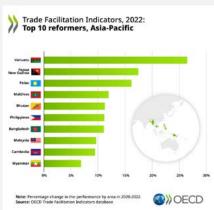


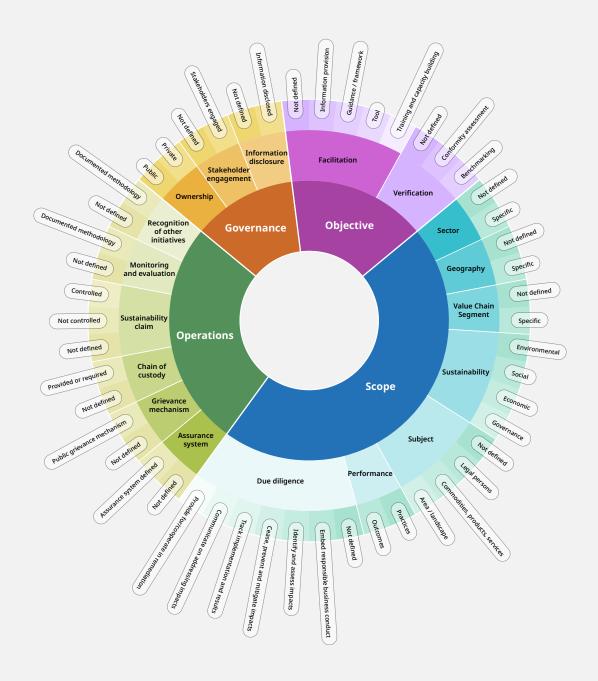












OECD — Signage System and Identity for the OECD Meeting of Agriculture Ministers (2022)

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 Meeting of Agriculture Ministers

3-4 November 2022 | Paris

Réunion OCDE des Ministres de l'Agriculture

3-4 novembre 2022 | Paris

#OECDagriculture









OECD Meeting of Agriculture Ministers 3-4 November 2022 Paris



Réunion OCDE des Ministres d'Agriculture 3-4 novembre 202 Paris













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.



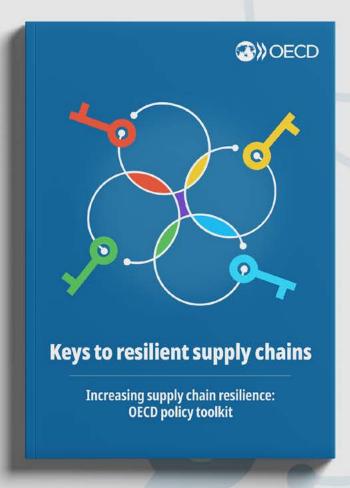


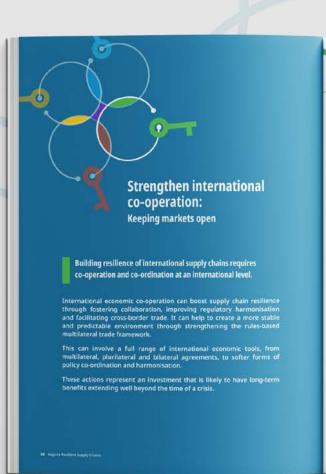


In addition to designing the key visual for this report cover and corresponding promotional material, I also designed a logo for the 10th anniversary of the OECD Services Trade Restrictiveness Index (STRI).









Ensure predictability and transparency within the multilateral trading system



Transparency

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Example of transparency mechanism on stocks for key commodities

The Agricultural Market Information System (AMIS), created in the wate of the 2007-2008 food price crisis, allows governments to share information on markers, poiction and stocks for key commodities. AAISS has underscored the value of briefly information and transparency in preventing cross induced by panic durying, howithing, or export restrictions. It is based on co-operation amongst major emporting and exporting countries, with a commitment to providing timely information.





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.

Episode 1 — Services Trade







Across
OECD countries
over 70% of jobs
are in services.

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.

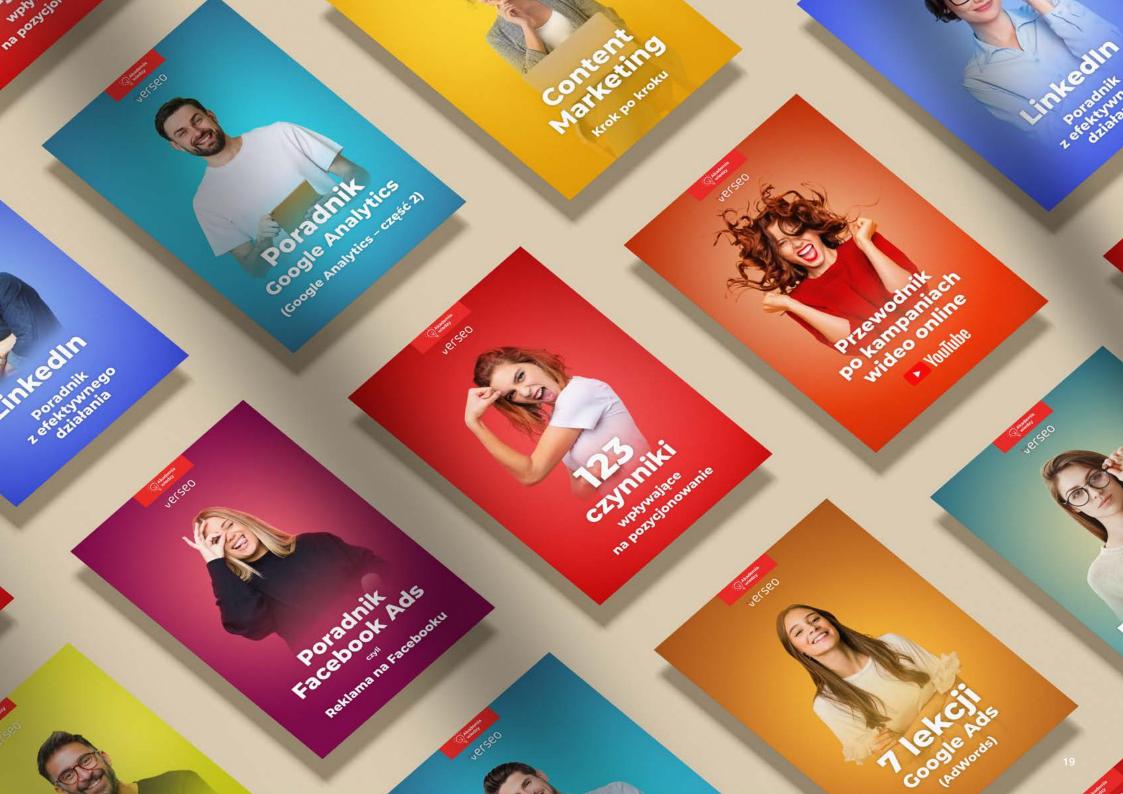


This was the old design and old mockup used throughout the Verseo website.



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.





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:







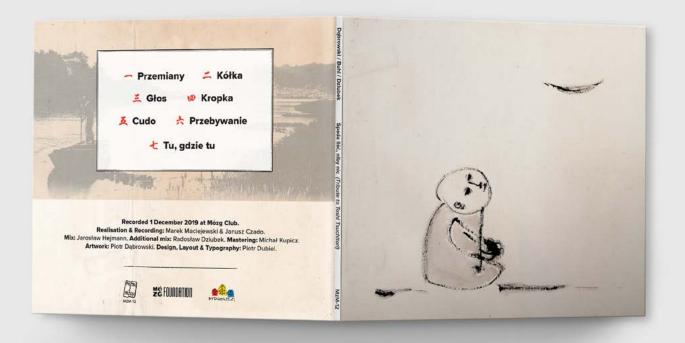
Dąbrowski/Buhl/Dziubek "Tribute to Toshi Tsuchitori" — CD packaging (2020)

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.











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.

Alernative artwork:







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.









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.

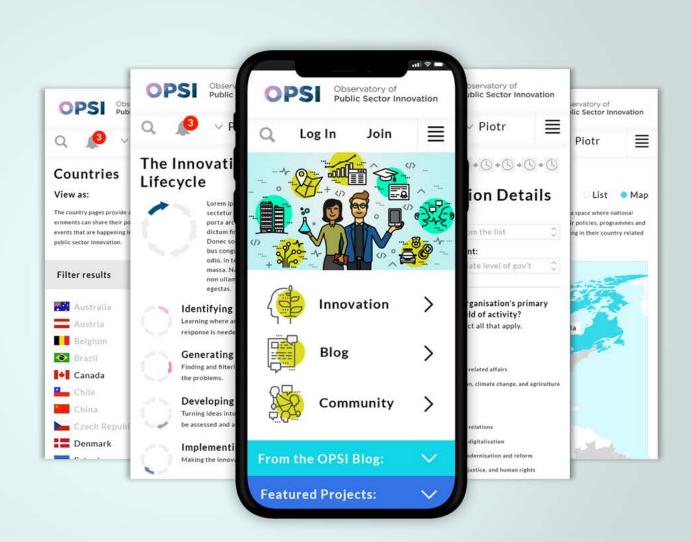


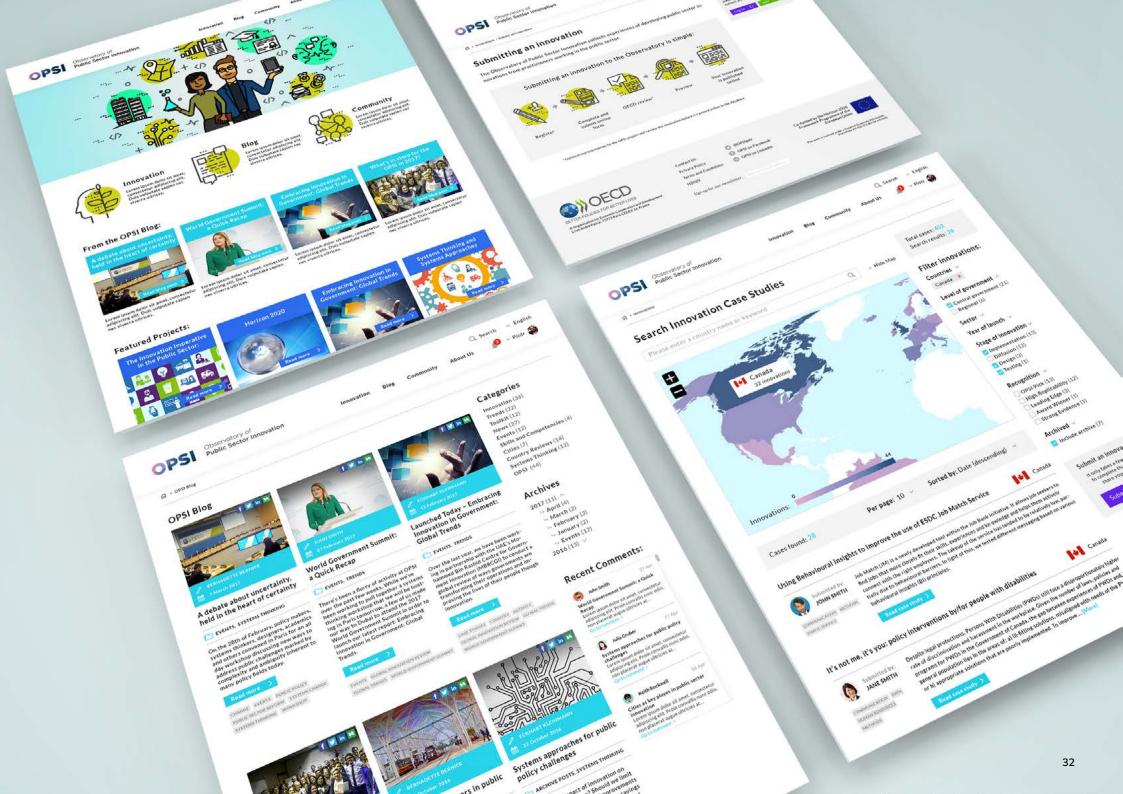
OECD - OPSI - Branding and Website Design (2017)

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.







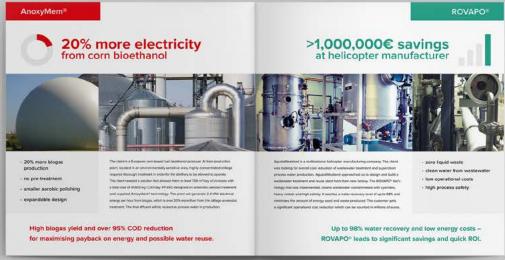
PP-Eko - Corporate Brochure Redesign (2014)

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







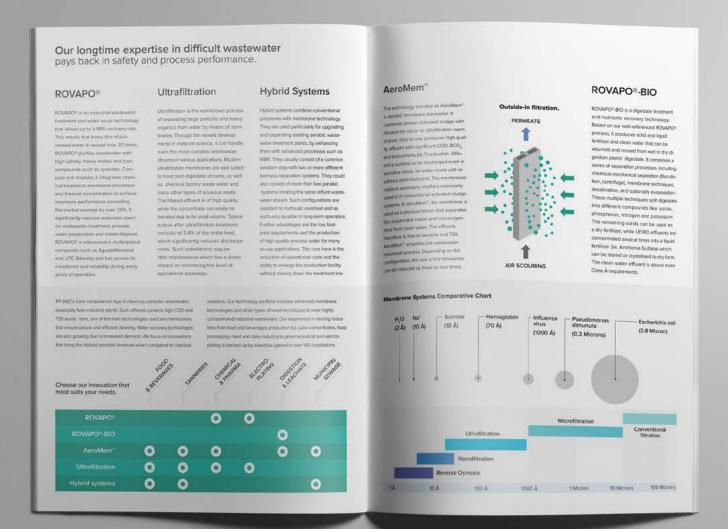


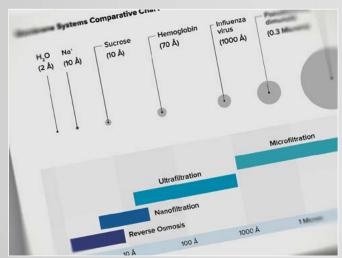


PP-Eko – "Advanced Treatment" Brochure (2014)

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 first.

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



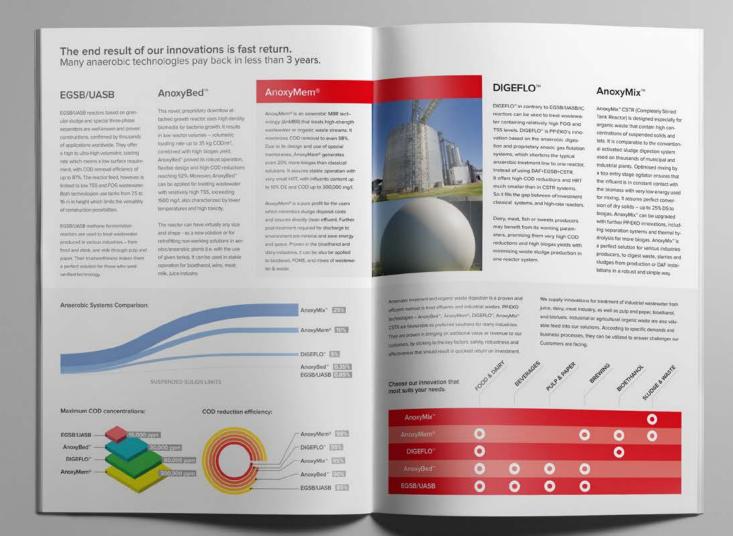


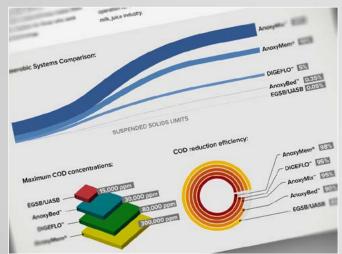


PP-Eko – "Anaerobic Treatment" Brochure (2014)

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.





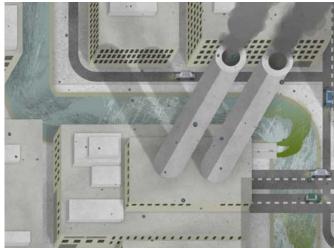


American Rivers – "Rivers Connect Us" – Video (2012)

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.















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.



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.









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.

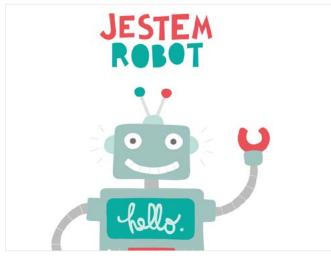


BuBu Studio – Identity + Illustrations (2015-2016)

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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