ADRIANNA JĘDRZEJCZYK

GRAPHIC DESIGNER • UI/UX DESIGNER

Kraków │ ada.jedrzejczyk@gmail.com │ www.iadrianna.com

SUMMARY

Digital designer specialising in social media branding, visual identity systems, short-form video, and UI/UX thinking. Experienced in building high-impact, consistent content for global tech brands. Fast workflow, strong aesthetic judgement, and advanced use of AI tools for creative production.

PROFESSIONAL EXPERIENCE

Feedbird - Graphic Designer   **Jan 2024 - Present**
- Designed complete social media identity systems for international clients
- Created carousels, reels, campaigns, monthly content packages
- Built visual brand consistency across multiple industries
- Selected Clients: Mate (AU), Asgard World (UK), Snipify.ai

Edelweiss Panorama International, Genewa/Switzerland   **Aug 2022 - Mar 2023**
- Supported a brand and website redesign that improved clarity of communication and increased visitor retention
- Produced UX deliverables that enhanced the usability of internal platforms, contributing to faster workflow execution for operational teams
- Optimised user journeys by refining interface structure, reducing confusion and improving task flow efficiency

PROJECTS

Asgard.world
Social & Content Design System
Created the full social content strategy and visual identity for a London-based mobile app.
Designed reels, carousels, content series, and brand-aligned visuals to support app growth.
Integrated UX thinking to clarify messaging and improve user understanding of product features.

SKILLS

AI Tools	Design Tools	Brand identity systems
User Research	Video & Motion Design	Content planning

EDUCATION

Master of Physiotherapy   **2014 - 2019**
AWF Kraków
- Relevant coursework in Process Design and Project Management.

ADDITIONAL INFORMATION

- **Languages:** English, French.
- **Certifications:** Google AI in business development (2025), Google UX Designer (2023), Google marketing certificate (2019).
- **Activities:** Continuous learning in AI-driven design tools (Sora, Runway, ChatGPT workflows), Ongoing development in social media design trends and visual identity systems