

Curriculum Vitae

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Location
Dubai, UAE

Multidisciplinary Design Director with 20+ years of experience leading award-winning work across branding, UI/UX, advertising, and storytelling.

Built and led high-performing design teams in global agencies and boutique studios.

Proven track record delivering for brands such as Coca-Cola, Stellantis, McDonald's, and Emirates NBD across digital, print, and experiential platforms. Fluent in strategy and execution—from concept to craft.

Kuba Skowronski

Creative/Design Director

Languages

English - Fluent
German - Good
Spanish - Intermediate
Polish - Native

Comfortable working
with Arabic content

Education

Marie Curie-Skłodowska
Lyceum, Pila, Poland -
Mathematics, Physics
& Computer Science Track
Diploma

Skills

- Creative & Art Direction
- Branding & Identity Design
- UI/UX & Digital Product Design
- Motion Design & Video Editing
- AI Applications
- Advertising Campaigns
- Production Prep
- Packaging & Exhibition Design
- Social & Online Media
- Design Culture Leadership
- Public Speaking

Tools

- Adobe Creative Suite
- Figma
- Affinity Suite
- Autodesk 3ds MAX
- Cinema 4D
- Blender
- Zbrush
- Corona Render
- Octane Render
- Keyshot
- Diverse AI Platforms

Industries

- Luxury Real Estate
- Automotive
- Food and Beverage
- FMCG
- Consumer Electronics
- Hospitality
- Pharmaceutical
- Media
- Insurance
- Investment Funds
- Gas and Oil
- Fintech

Clients

Coca-Cola, McDonald's, Stellantis,
Ferrero, Sony Mobile, Mastercard,
GSK, Disney, Emirates NBD,
Ferrari World Abu Dhabi, Atlantis
The Palm, Hilton Hotels, Bayer,
Nivea, The Arab Energy Fund.

Awards

Cannes Lions, One Show,
New York Festivals, Clio, Lynx,
and Effies.

Portfolio links

Instagram portfolio:
[instagram.com/iobotic.studio](https://www.instagram.com/iobotic.studio)

Personal portfolio site:
www.iobotic.com

Project Case Studies:
www.behance.net/iobotic

Professional Experience

2023 — 2025

Crowd ^(UAE)

Head of Design

- Unified design culture across branches, raising creative standards.
- Led winning pitches and campaigns for top clients.
- Rebuilt and mentored a multidisciplinary design team.
- Directed the redesign and launch of the company website.

2021 — 2023

Digitas@Publicis Groupe ^(UAE)

Design Director

- Directed campaign design for Infiniti and other top clients.
- Improved creative quality across all MENA Infiniti branches.
- Drove integrated campaigns across digital and traditional media.
- Boosted pitch success through stronger visual storytelling.
- Expanded studio capabilities with digital product and motion design.

2019 — 2021

One Team Stellantis@Publicis Groupe ^(UAE)

Design Director

- Led creative design for Jeep, Dodge, and Chrysler in MENA.
- Maintained brand consistency across digital, retail, and experiential touchpoints in all regional dealerships.
- Partnered with client leadership on regional campaigns.
- Strengthened team expertise in branding and UI/UX.

2013 — 2019

McCann Dubai ^(UAE)

Integrated Design Director

- Led award-winning campaigns spanning digital, print, and experiential.
- Built and nurtured design culture within a large integrated agency.
- Mentored designers and elevated team output to global standards.

2010 — 2013

BlueBeetle ^(UAE)

Senior Designer/Art Director

Interests

Wide range of musical genres
Voracious reading
Generative art
Science
Tattoo design
Drumming
Snowboarding

Thank you