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Location
Dubai, UAE

Kuba Skowronski

Creative/Design Director

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.

Languages

English - Fluent

German - Good

Spanish - Communicative

Polish - Native

Comfortable working with Arabic content

Education

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

Pila, Poland

1999

Skills

I am proficient in the following disciplines:

- 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
- Building and Nurturing Design Culture
- 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

I successfully serviced the following industries:

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

Clients

Coca-Cola, McDonalds, 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, Clio, Lynx, Effies and more.

Please visit

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

Work Experience

2023 — 2025
Crowd ^(UAE)
Global Head of Design

2021 — 2023
Digitas@Publicis Groupe ^(UAE)
Design Director

2019 — 2021
One Team Stellantis@Publicis Groupe ^(UAE)
Design Director

2013 — 2019
McCann Dubai ^(UAE)
Integrated Design Director

2010 — 2013
BlueBeetle ^(UAE)
Senior Designer/Art Director

2009 — 2010
The Lightmaker ^(UK)
Senior Designer

2004 — 2009
NuOrder Group ^(PL)
Integrated Designer

2000 — Present
iobotic studio
Founder

Hobbies and Passions

Wide range of musical genres

Voracious reading

Generative art

Science

Tattoo design

Drumming

Snowboarding