WONDERLA_B

WOJTEK LEWICKI

Digital Writer & Designer



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I give complex information a clear structure, a distinct voice and a visual form.

Research sets the direction; writing, design and production bring it to life.

15+ YEARS
Advertising & digital communication

CISCO EMEAR
Creative project management

KTR / YOUTUBE
Special Prize Content Marketing

6.2K+ VIEWS
4 expert talks Reset Obywatelski

SELECTED EXPERIENCE / 2008-2026

Founder & Creative Project Lead

WONDERLA_B — 2021-Present

Run an independent practice combining research, creative direction, UX writing, web design and production.

Developed the communication framework and participant materials, and moderated Netflix-sponsored **Hack4Girls** by Geek Girls Carrots: **93 participants and 28 mentors.**

Produced and creatively directed **Power Symptoms**, a runway show and editorial shoot for designer Anna Kubisz.

Researched political communication, propaganda and influence operations, and appeared in four **Reset Obywatelski** discussions. **6.2K+ combined YouTube views.**

Creative Project Manager / Senior Content Publisher

Lionbridge / Cisco EMEAR — 2019-2020

Managed Cisco EMEAR projects: scope, budgets, stakeholders, creative production and financial closure.

Produced key visuals, identities, reports, infographics, animations, newsletters and **Cisco Partner Summit** materials.

Coordinated **seven designers, copywriters and developers** across international projects in English. Built client relationships that led to repeat commissions and recommendations.

Copywriter / Creative

JWT Poland, VML Poland & Faceaddicted — 2008-2016

Created campaign concepts, scripts, slogans and digital content for FMCG, finance, retail and technology brands.

Clients included E. Wedel, mBank, Lidl, Danone, Samsung, Bosch, Siemens, Żywiec Zdrój and Winiary.

Won the **KTR / YouTube Special Prize for Content Marketing** for Żywiec Zdrój's Expedition Iceland campaign. Created and produced the **One Recipe - Two Ideas** video series for Winiary.

RECOGNITION & PROJECTS

CISCO EMEAR
Customer Satisfaction Recognition
Manager Recommendation - Amy Dixon

NInA BETA / 2015
New Digital Storytelling Festival - Metamorphosis Exhibition

EDUCATION

Polish-Japanese Academy of Information Technology
New Media Art / 2012-2014

National Academy of Dramatic Art in Warsaw
MA Theatre Studies / 2000-2005
Thesis: Perspectives of Synesthesia

EXPERTISE

RESEARCH & ANALYSIS

OSINT & desk research
Source analysis & verification
Information synthesis
AI-assisted research workflows

WRITING & DESIGN

Copywriting & UX writing
Visual communication
Web & digital experience design
Brand identity & editorial design

CREATIVE DELIVERY

Creative direction & production
Project & budget management
International team coordination
Client consulting & moderation

LANGUAGES — Polish - Native / English - Full professional proficiency

INTERESTS — Human-AI Interaction • Synesthesia & Visual Culture • Historical Photography • Egypt & the Middle East

I consent to the processing of my personal data for recruitment purposes in accordance with Regulation (EU) 2016/679 (GDPR).