

GONCHAREVSKI ALEX

PROFESSIONAL EXPERIENCE

2017 - PRESENT

GRAPHIC DESIGNER / PROMPT ENGINEERING

I create modern and creative graphic design projects using the latest technologies and trends. I develop prompts for generative design, increasing the efficiency of the creative process.

Key clients:

- **Owlcat Games:** Designing graphics for marketing materials.
- **EXPO 2022:** Developing comprehensive visual identity.
- **Artbooks:** Creating artistic illustrations and book covers.
- **Mundfish:** Developing graphics supporting advertising campaigns.
- **Vydavnytstvo:** Visual concepts for book publications.
- **SFD:** Creating attractive visual materials for supplements.
- **Młodzi w Łodzi:** Designed the logo for the student festival Juwenalia.

06.2021 - PRESENT

PROMPT ENGINEER - PROJECT MANAGER / IMPREZA.PL

I develop and implement prompts to automate the planning and organization processes of events. I utilize AI to improve negotiation strategies and personnel management. Key achievements:

- Optimized the organization process of over 200 events, increasing the average attendance by 20%.
- Implemented prompts to automate client communication, increasing their satisfaction by 15%.

02.2021 - 12.2023

MANAGER / IT-FIX

I led a team of technicians, coordinated service processes, and managed parts inventory. Key achievements:

- Initiated the implementation of AI technology to automate inventory management processes, which contributed to further cost reduction and operational efficiency improvement.
- Optimized service processes, increasing efficiency by 15%.
- Introduced inventory management systems, reducing costs by 10%.

09.2020 - 05.2022

GRAPHIC DESIGNER / 4A GAMES

I created graphic materials for marketing campaigns promoting games, including posters, brochures, and graphic elements. Key achievements:

- Created over 100 graphic projects for various marketing campaigns, increasing brand recognition by 25%.
- Collaborated with the PR department to develop integrated visual strategies.

06.2019 - 02.2021

VISUAL MERCHANDISER / MASSIMO DUTTI

I created creative displays and product presentations in stores, monitored trends, and maintained brand aesthetics. Key achievements:

- Ensured visual consistency and attractiveness in 8 stores, contributing to a 10% increase in sales.
- Developed and implemented new display concepts, highly rated by customers and management.

"Technology is my palette,
creativity is my brush
- together I paint the future."

PORTFOLIO

LANGUAGES

English: Advanced
Polish: Advanced
Russian: Native
Ukrainian: Native
German: Basic

CERTIFICATES

05.2024 - 06.2024

Google Cloud

Large Language Models

01.2024 - 02.2024

IBM Digital Group

Generative AI: Prompt Engineering

04.2024 - 05.2024

Vanderbilt University

Prompt Engineering Specialization

EDUCATION

10.2017 - 10.2022

Academy of Fine Arts

im. Władysława Strzemińskiego

Master of Computer Graphics

09.2016 - 05.2017

STEP IP Academy

Specialization: Computer Graphics

CONTACT

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SKILLS:

- Driving license: Category B
- Pilot's licence: PPL (A)
- Weapons licence for sporting uses
- Skydiving licence: cat. Static line
- Diving certificate: SSI OWD

SOFTWARE

