



TOMO YARMUSH

DESIGN LEADER & CREATIVE CONSULTANT

born in '93, based in Warsaw

I lead creative, design works and empower people – from individuals to companies. By providing valuable design direction and creative consultancy with strategic approach I make their visions, works meaningful and create sincere connection with the audience.

CAPABILITIES

- Design direction
- Creative consultancy
- Content creation
- Research & audits
- Strategy
- Communication
- Venue, brand and personal identity

WHY

I fulfill myself in leading design works to shape reality that matters. Through visual arts I strive to tell stories, embrace moments with emotions, create connections and make reflections. I believe that, it can inspire people to live better in more meaningful and beautiful way.

EXPERIENCE

02.2019–..., Warsaw

Design & Creative Leader

Tomo Yarmush

personal brand

- design direction;
- creative consultancy.

03.2017–03.2019, Warsaw

Communication Design Leader

IKEA

home furnishing brand

- led, developed and inspired Communication & Interior Design team;
- led the process of planning and implementing visual communication;
- developed and implemented communication strategies by using the knowledge about life at home and shopping behaviour in the local market;
- secured high standards for visual balance and consistency, quality and simplicity, cost-efficiency and sustainability in producing and implementing store communication;
- generated creative directions through the brand visual and verbal identity.

03.2016–01.2017, Ostrow Wielkopolski

Junior Brand Manager

3mk

tech brand manufacturing device protectors

- created and implemented communication strategies;
- managed main communication and marketing processes;
- coordinated launches of products by close cooperation with logistics, production, sales and board;
- supported Brand Strategy Director in managing range of products;
- consulted and set recommendations on field of communication for OEM brands.

LANGUAGES

English – B2

German – A2

TRIVIA

Bookworm

Tea man

Gymaholic

Twin

Plant sitter

Essentialist

Wallflower

Early bird

SOCIAL

Instagram

LinkedIn

Facebook

CONTACT

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01.2016–02.2017, Ostrow Wielkopolski

Commercial Photographer

borcas

furniture brand

- set creative directions;
- arrange photoshoots for the purposes of digital and print media.

01.2015–02.2016, Ostrow Wielkopolski

Assistant Brand Manager

3mk

tech brand manufacturing device protectors

- managed communication and marketing projects;
- secured brand identity by consistency and exposure in digital and print media;
- managed graphic, copywriting, photo, website works and kept them up to date;
- contributed in main creative directions and strategies to strengthen the brand perception;
- coordinated work of subcontractors.

02–07.2014, Ostrow Wielkopolski

Store Manager

House

fashion brand

- * the youngest store manager in the country;
- run own business in cooperation with chain brand;
- maintained quality visual merchandising throughout the store;
- recruited, led and challenged team;
- kept operational documentation;
- managed all finance transactions and goods flow.

EDUCATION

2013–2016, Wroclaw

Communication Management

University of Wroclaw

10.2013, Poznan

Visual Merchandising

School of Form, WSNHiD

2012, Poznan

Architecture

Poznan University of Technology