

# PAUL

## ZAVITKOVSKI

[WWW.LINKEDIN.COM/IN/PAULZDESIGN](http://WWW.LINKEDIN.COM/IN/PAULZDESIGN)

*Fusing Art, Culture & Technology  
in Global Markets.*

*Initiative and competitive drive to  
get things done, with an  
emphasis on collaboration and  
relationship-building.*

*Confident and ambitious "doer"  
and decision-maker, a  
self-starter who can delegate  
responsibility and authority as  
warranted.*

### EXPERIENCE

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#### Creative Team Lead **IDL WORLDWIDE**

Portland, OR  
2013-2018

Designed, directed and created brand strategies for retail environments and point of purchase fixture programs across multiple teams within Apple. Over tenure, grew the Apple account from 6 to 14 million dollars a year.

#### Sr. Industrial Designer 2010-2013

Key accomplishments: Created global retail fixture standards for iTunes, retail fixture environment design for Latin America, and performed international auditing and installation on five continents. Developed local brand executions for major retailers in Mexico, Central America and South America through on-site auditing and collaborative communication between retailers and Apple. Reproduced, optimized and scaled a small (20 locations/year) Latin American execution into a large (500+ locations/year) North American program, including hiring and managing a flexible staff of graphic designers, industrial designers, engineers and QC leads.

#### Sr. Industrial Designer **BLACKBOX PROD.**

Portland, OR  
2008-2010

Designed point of purchase, retail environments and custom displays. Executed a client-centric design process to produce robust, serviceable, production-ready concepts within the project time frame, scope and client budget.

#### Industrial Designer **GMR MARKETING**

Portland, OR  
2006-2008

Experiential designer creating mobile and interactive marketing campaigns. Industrial design of custom environments, kiosks, furniture, point of purchase displays, packaging, pop-up shops, trade shows, marketing events and product showcase experiences.

### EDUCATION

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#### UNIVERSITY OF WISCONSIN STOUT

Menomonie, WI  
2000-2005

#### Industrial Design **BACHELOR OF FINE ARTS**

Top of class graduate with concentration in critical thinking, analytic research-based process, and user-centric design principles.

#### NATIONAL UNIVERSITY OF SINGAPORE

Singapore  
2003-2004

#### School of Design and Environment **PROGRAM COMPLETION**

Foreign studies immersion program with a focus on Chinese culture and the modernization of traditional rituals to create contemporary, culturally-meaningful products.

### SAY HELLO

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### SKILLS

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Global Consumer Electronics Retail Strategist  
Design Management, Project Management, Art Directing, Brand Strategy, Visual Ideation, Experiential Marketing, Freehand Sketching, Illustrator, Photoshop, InDesign, Cinema 4D, SketchUp, Office Suite and iWorks.