

ANNA OBTUŁOWICZ

Product Development
& Creative Strategy

+45 714 57102

annaobt.com

a.obtulowicz@gmail.com

PROFILE

I work between product development, communication and creative direction — usually in projects where material choices, brand positioning and customer experience influence each other.

A lot of my work has involved following products from the early brief to the final outcome, helping different parts of a process stay aligned while balancing creative ideas with real-world constraints.

SKILLS

- Product development & brand thinking
- Cross-functional collaboration
- Product communication & positioning
- Material-driven projects
- Creative direction support
- Product launch coordination
- Visual storytelling
- Workshop & production coordination
- Adobe Creative Suite
- Figma
- Miro

EDUCATION

Academy of Fine Arts in Cracow
Industrial Design

Design Academy Eindhoven
Art & Design

Academy of Fine Arts in Katowice
Graphic Design

LANGUAGES

Polish - native

English - fluent

Spanish - basic

SELECTED EXPERIENCE

IKERSHOP 2012–2023

PRODUCT DEVELOPMENT & BRAND COMMUNICATION

- Worked across furniture collections from early product briefs to launch and market introduction
- Collaborated with external designers and internal teams throughout product development and collection launches
- Contributed to decisions around materials, textiles, colours and product presentation based on trends, market positioning and production constraints
- Helped align product, communication and visual direction across campaigns, trade fairs and customer-facing materials
- Worked with external photographers and videographers to shape how products were visually presented across different contexts
- Contributed to product communication and launches across both B2B and retail contexts, including collaborations with platforms such as Westwing

BONUM 2018–2023

PRODUCT & BRAND DEVELOPMENT

- Contributed to the development of a furniture brand focused on material integrity and long-term use
- Worked between product briefs, communication and brand direction, helping shape how material and lifecycle decisions translated into the overall product experience
- Participated in work around material choices, pricing logic and brand positioning
- Helped develop communication focused on transparency, trade-offs and long-term product value

RAÍZ 2025–2026

INDEPENDENT PROJECT | PRODUCT & VISUAL DIRECTION

- Developed a notebook project combining craft production, material exploration and visual storytelling
- Worked directly with local workshops and production processes in Mexico, from concept and sourcing to final execution
- Built a visual and material identity rooted in tactility, imperfection and limited production
- Collaborated with local craft institutions and explored analogue production methods including screen printing and bookbinding
- Developed the project with concept stores and gallery-oriented spaces in mind, treating the notebook as both a functional object and a collectible piece