

WIKTOR KACZMAREK

Designer & Art Director — Motion, Brand & Real-time 3D · Co-founder/CTO at Tosee

Warsaw, Poland · allthingsdesignconsidered@gmail.com · +48 781 449 438 · [LinkedIn](#) · [GitHub](#)

Motion designer and art director with 20 years across broadcast, VFX, branding, and interactive. Built visuals for Canon, Ferrero Rocher and CAT through Lionbridge/BBI. Led the design that helped close a \$500K seed round for a Web3 startup. Now co-founder/CTO building browser-native 3D for cultural heritage. Equally comfortable directing a team of designers or animating frame-by-frame. Fluent in Affinity, After Effects and Blender; conversational in three languages.

EXPERIENCE

Product Design / CTO & Co-Founder · Tosee.art 2025 – present

- Building a browser-native 3D visualization platform that lets cultural institutions capture, distribute, and monetize photorealistic models of heritage sites — no app install, no plugin, just a URL.
- Currently onboarding two major institutions — the Royal Castle and the National Museum in Warsaw.
- Architected the full rendering pipeline: photogrammetry → 3D Gaussian Splatting → real-time WebGL delivery via Three.js. Delivery is 20× smaller than traditional mesh while preserving archival-grade fidelity on low-end devices — it runs on an iPhone 12.
- Bridging frontier graphics research (Gaussian Splatting, WebGL optimization) and cultural preservation.

AI Training Data Expert · Micro1 2026 – present

- Professional video annotation for a specialized AI training-data pipeline — expert-validated input built on 20 years of motion and VFX craft, delivered to project annotation guidelines and quality standards. Project under NDA.

Design Operations Lead · BBI Online (contract, via Lionbridge) 2017 – 2024

- Directed visual output for Ferrero Rocher, CAT and Canon — multiple concurrent campaigns across EMEA/global markets, pixel-perfect brand compliance in 40+ languages.
- Designed and shipped a data-driven asset pipeline that standardised multi-language content delivery — 5× faster turnaround with no quality loss.

Art Director / Lead Designer · Insert Stonks (Web3 startup) 2022 – 2023

- Defined the entire visual identity from zero to one — brand system, UI/UX, marketing collateral — directly contributing to a successful \$500K seed round.
- Designed and shipped "Road2Moon", the platform's flagship browser game: UI/UX, visual storytelling, in-game asset pipeline.
- Built an NFT processing pipeline handling 10k+ assets — one-click minting, batch generation.
- Coordinated an international team of 4 designers on a daily delivery schedule.

Associate, Information System Team (Support & Service) · Marriott International (formerly Starwood) 2017 – 2020

- In-house during the integration — part of the teams that made the migration possible after Marriott's acquisition of Starwood.
- Supported service and information-system workflows through the brand and systems transition, concurrent with contract design work via Lionbridge.

Senior Graphic Designer · Agora Publishing — SVG Studio 2010 – 2011

- Ran design and production for a 360° in-house studio at one of Poland's largest media companies (cinema, TV, print, digital).
- Managed cinema DPX delivery and DVD authoring pipelines on broadcast deadlines.

- VFX and motion graphics for TV commercials and film festival content, including daily broadcast spots for Gazeta Wyborcza.
- Brief to final animation — concept through delivery.

Freelance Motion & Visual Designer · Independent

2004 – present

- 20+ year independent practice: machine learning, music video production, medical visualisations, industrial design, event design. 100+ completed projects.
- End-to-end ownership: scripting, storyboarding, animation, compositing, delivery.

SELECTED PROJECTS

- **Tosee.art** — full UI/UX, identity and asset pipeline; contributed to onboarding the Royal Castle and the National Museum in Warsaw. tosee.art
- **“Road2Moon” browser game** — Insert Stonks; full UI/UX and visual identity for the flagship product; contributed to the \$500K seed close.

SKILLS & TOOLS

Motion & animation	2D/3D animation, VFX, character animation, explainers, scripting, storyboarding
Design	Brand identity, digital content (social/web), print, illustration, conceptual problem-solving
3D & real-time	Blender (expert), WebGL, 3D Gaussian Splatting
Software	Affinity, Adobe Suite, DaVinci Resolve (and Fusion)
Workflow	GitHub, DrawIO, Jira, cross-functional collaboration, pitch deck design

LANGUAGES

Polish (native) · **English** (C1) · **Italian** (B2)