

IAN SZYMANSKI

Portfolio



THIS FELLA

Ian Szymanski is a designer who specializes in marketing and branding across all mediums. He is the Marketing Coordinator for Big Table, and takes great pride in what he does

Ian believes that doing the best work possible isn't just a requirement — it's a necessity. Guided by the music in his mind (caffeine helps as well), Ian solves problems through simple, effective design. He believes in lifting up anyone who isn't giving their all, inspiring people to be the best forms of themselves.

When not creating for others, Ian creates for himself. Writing and composing orchestral music is a long-time hobby for Ian. He shares his love of music with others in many ways, even random comments about music theory to anyone who will listen.





EATWAS

EATS AROUND THE WORLD AT SEA

Every year, Big Table holds a signature event known as “Eats Around the World”, a flavor fusion fundraiser event where people can taste foods from all around the world prepared by fantastic chefs, all to support the nonprofit’s mission. However, the San Diego branch’s event was losing steam fast, and a refresh was in order to get things back on track. It was decided to do a nautical themed refresh called Eats Around the World at Sea (EATWAS).

Spearheading the refresh, I was the lead designer responsible for giving this event a fun, fresh finish. Combining traditionally nautical elements, such as anchors, with Big Table’s simple design language, the main event logo was born.

CLIENT: Big Table San Diego

DATES: March 2025 to September 2025

MY ROLE: Lead Designer

LOGO



DIGITAL BANNER



PHYSICAL MATERIALS

This event featured plenty of physical handouts that would be given out to guests. It was important to keep my focus on a small amount of basic graphic elements, but use them in unique ways. In the case of this project, that would include the blue waves, scrapbook paper, and stamps.

BINGO SHEET



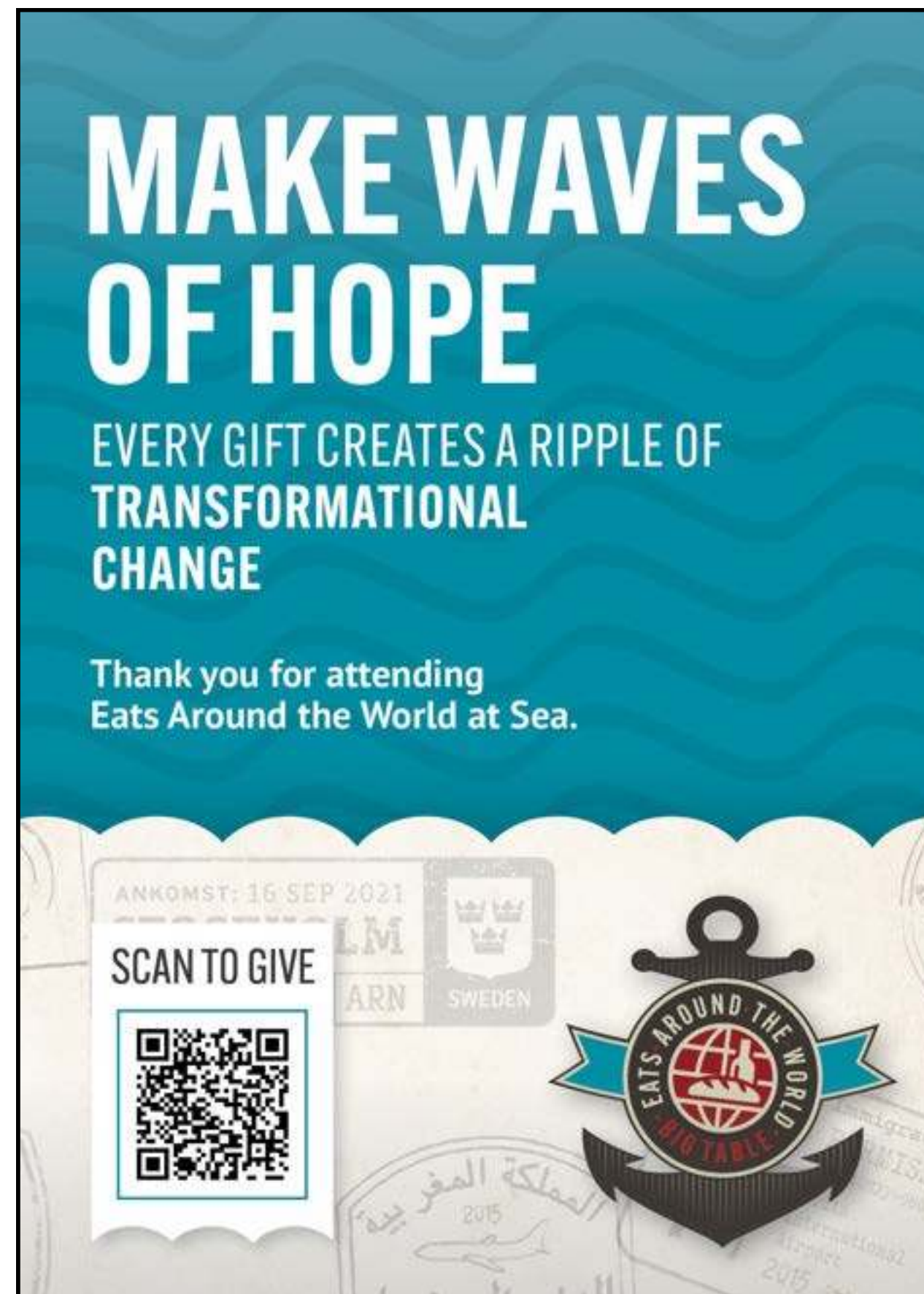
FRONT



BACK



TABLE FLYER



POPUP BANNER



ITINERARY



FRONT



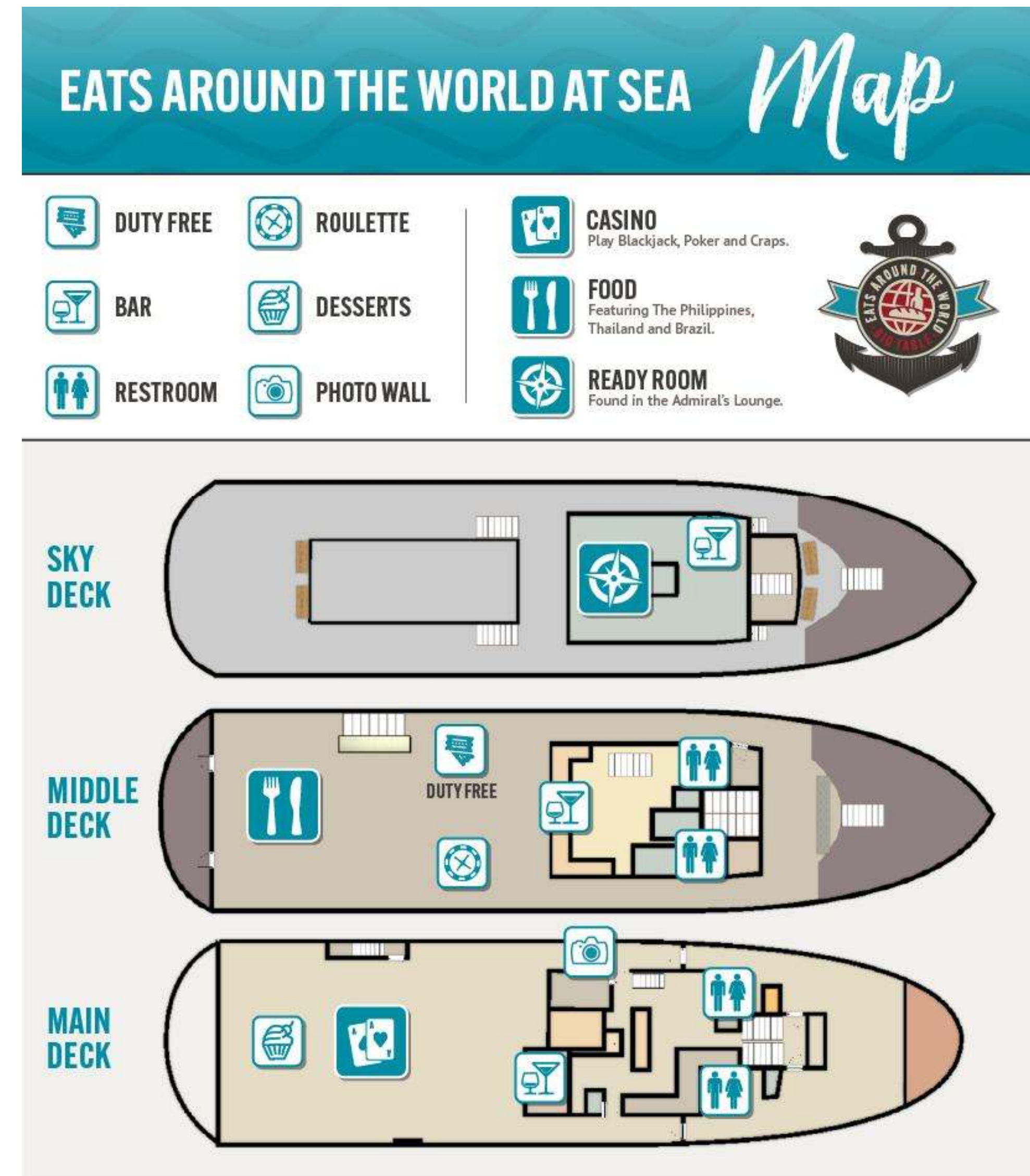
BACK

DIGITAL MATERIALS

We dripped information about the event through our social media channels in the weeks leading up to the event. People immediately noticed the updated theming and responded positively.

Any event with multiple different locations needs a map to help guests get to where they need to go. Careful notice was given to the consistency between icons, and more visual emphasis was given to the more important locations.

EVENT MAP



SOCIAL MEDIA



TEASER



QUESTION/ENGAGEMENT



LAST CALL



RESULTS

Guests responded positively to the newer marketing materials, as well as the overall event. Post-event surveys revealed higher satisfaction numbers compared to previous years, and the atmosphere was lively and enjoyable.

In terms of fiscal numbers, the event raised more than \$70,000, in no small part due to the refreshed marketing and branding.

BELLA NOTTE INDUSTRY DINNER

Since 2009, Big Table has been hosting unique pop-up dinners using their 48-seat table with the goal of creating community around the table and to serve those in the hospitality industry.

Each dinner has its own theme, and it is my job to put a look to the theme. I design around 8 dinners a year.

CLIENT: Big Table Nashville

DATES: June 2025

MY ROLE: Lead Designer



THE LOOK

The theme was beautiful summer nights. The name “Belle Notte” means “beautiful night” in Italian. The choice for this came from the evening’s style of food being Italian.

The lemons were a heavily featured item on the menu, and many of my design decisions come from the small details. The splash of color lightens up the deep indigo of the wordmark. Lemons were used as table decorations as well to compliment the atmosphere.



MAIN HEADER



GRATITUDE HEADER



MENU

DIGITAL MATERIALS

These dinners are invite only, and we send invite emails to a select few individuals. The emails need to include a lot of information, so great care is taken to ensure the information is digestible yet thorough.

Usually two emails are created for each dinner, one being the invite, (shown on the right) and the other being a reminder to those who have signed up.



YOU'RE INVITED!

We are excited to invite you *and a guest* to join us for our **Bella Notte Industry Dinner** hosted by **Big Table Nashville**. The evening will include an incredible seven-course meal, prepared by two locally renowned chefs - **Tony & Caroline Galzin of Nicky's Coal Fired**. What a special treat to see these Nashville favorites coming together to create an incredible evening of Italian cuisine.

The chefs and their team will bring a truly spectacular one-of-a-kind culinary experience to our 48-person table. This literal "big table" will be set in the Hilton Nashville Green Hills. Check out the evening's exciting menu!

Won't you join us as we celebrate and build community within the Nashville restaurant and hospitality industry?

WHAT: A Big Table Nashville Industry Dinner

THE MENU

APPETIZER

Jimmy Nardello Peppers
provolone piccante | citrus

Prosciutto Wrapped Melon
mint

FIRST COURSE

Escarole
roasted turnip | lemon | black pepper
pecorino romano

SECOND COURSE

Roasted Summer Squash
caesar aioli | lemon breadcrumbs | grana padano

THIRD COURSE

Grilled Bobwhite Quail
farro | peach | balsamic

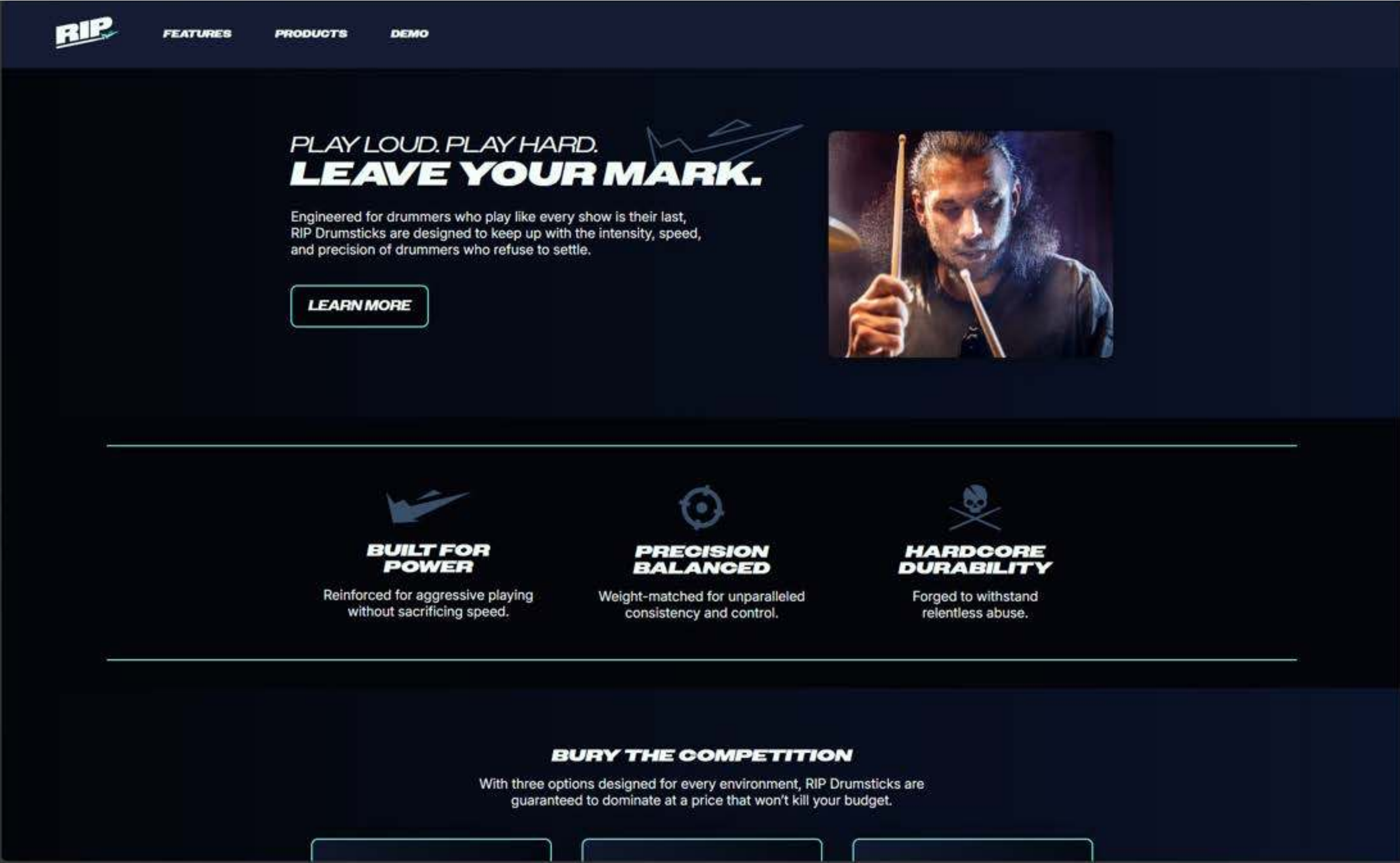
INTERMEZZO

RESULTS



These dinners aren't for any profit, but rather to give restaurant and hotel workers a luxurious meal while sitting around a table in community. The menus, décor, and marketing are a small but important part of that. It is the photos of the people around the table that always remind me that the job was done right.





RIP

WEBSITE HOMEPAGE

I wanted to combine branding and web design, and the RIP Company was born. A drumstick marketplace with a theme as loud as the drums themselves. Bold, dark and heavy were the main themes.

Beyond the branding, the goal with this project was to improve my front-end design skills, as well as coding the website in HTML and CSS.

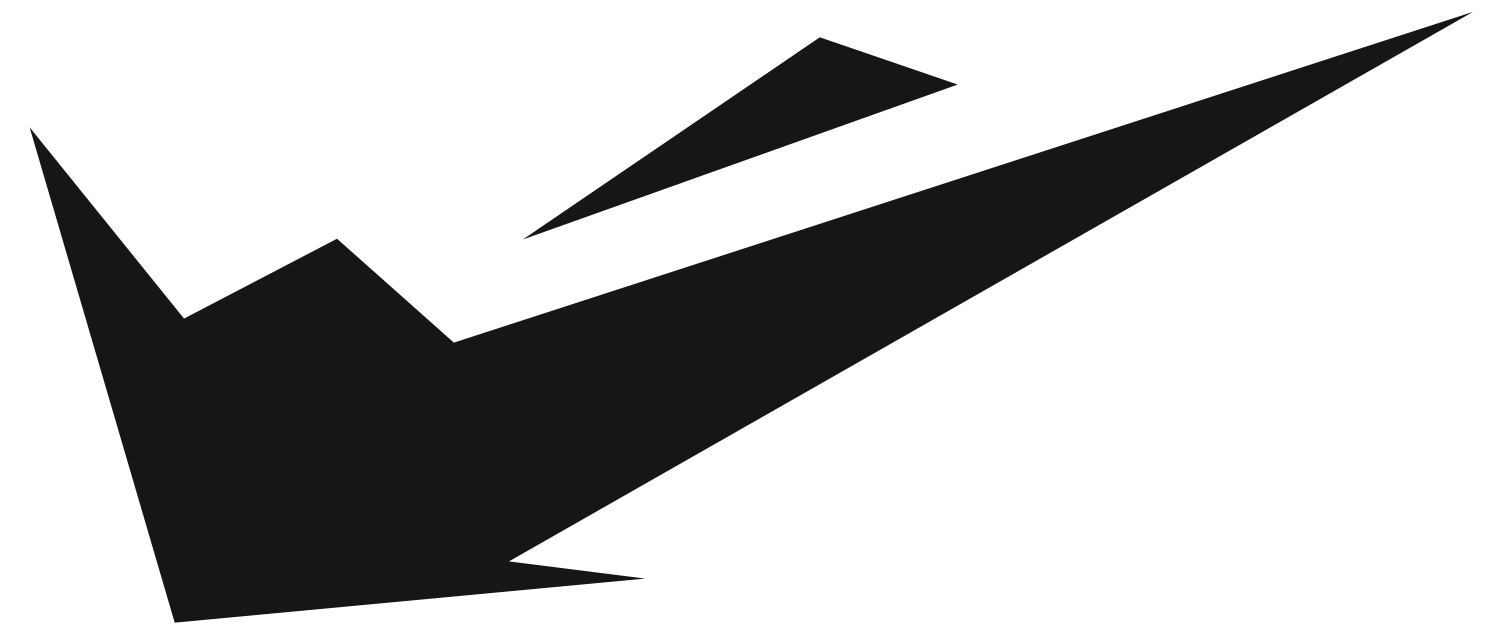
CLIENT: Me

DATES: March 2025

LOGOS



MAIN LOGO



ICON


```

:root {
  --Abyss: #03050a;
  --Ocean: #0b132a;
  --Cool-Slate: #1b2441;
  --Steel: #3a4f6a;
  --Aquamarine: #5cc0be;
  --Crystal: #6fffe8;
  --Foam: #f5fffd;
  --Nav-Color: #151c33;
  --Gradient: linear-gradient(90deg, #03050a 0%, #0b132a 100%);
  --Opposite-Gradient: linear-gradient(
    90deg,
    rgba(27, 36, 65, 0.5) 0%,
    rgba(3, 5, 10, 0.5) 100%
  );
  --Dark-Shadow: 0 0 27.4px 3px rgba(3, 5, 10, 0.5);
  --Crystal-Glow: 0 0 27.4px 3px rgba(111, 255, 232, 0.25);
}

```

DEFINED VARIABLES

```

.price-card {
  background: var(--Opposite-Gradient);
  border-radius: 0.625rem;
  border: 2px solid var(--Crystal);
  position: relative;
  text-align: center;
  padding: 2.5rem;
  float: left;
  width: 100%;
  max-width: 22rem;
  box-shadow: var(--Dark-Shadow);
}

```

PRICE CARD STYLE

PRICE CARDS

Utilizing flexbox systems was the main force behind the price cards. Ensuring the information was displayed in the correct ways in all aspect ratios was the goal. Using CSS variables to keep colors consistent kept the project organized and working. It also gives the the chance to give my colors super cool names.

BURY THE COMPETITION

With three options designed for every environment, RIP Drumsticks are guaranteed to dominate at a price that won't kill your budget.

LEGACY SERIES

\$15

Balanced Design
Excellent Consistency
Built to Last

SELECT

ANNIHILATOR SERIES

\$20

Increased Weight
Unrelenting Durability
Forged for Aggression

SELECT

DOMINION SERIES

\$25

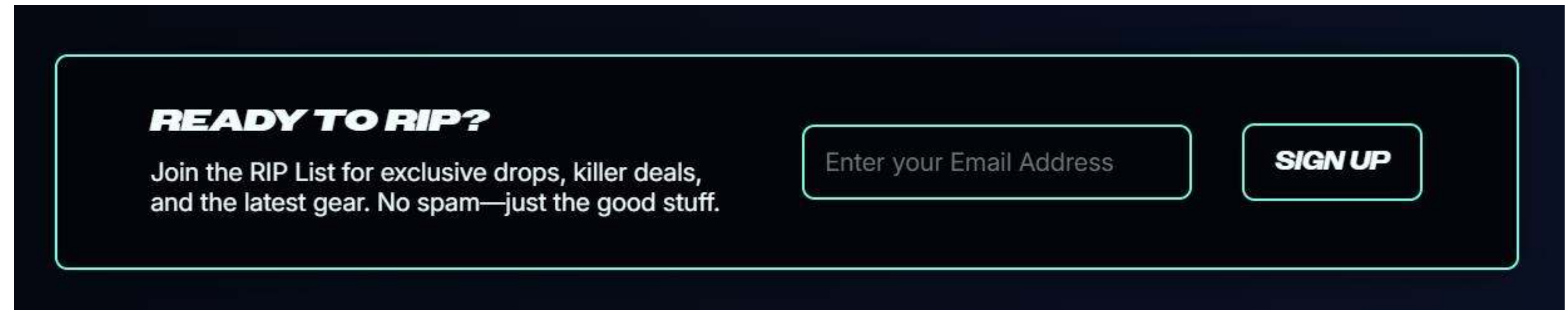
Designed for Drum Corps
Unstoppable Projection
Second to None

SELECT

PRICE CARDS

SIGN UP WINDOW

The sign up window needed to be not only functional on all platforms, but also have consistent spacing and hierarchy. This is where I leverage flexbox to maintain even spacing on all aspect ratios. The end result is smooth, professional and compatible.

A wide viewport sign up window with a dark blue background. It features a light blue rounded rectangle containing the text "READY TO RIP?" in bold, followed by "Join the RIP List for exclusive drops, killer deals, and the latest gear. No spam—just the good stuff." Below this text are two rounded rectangles: one for "Enter your Email Address" and another for "SIGN UP" in bold. The entire sign up window is centered within a wider dark blue container.

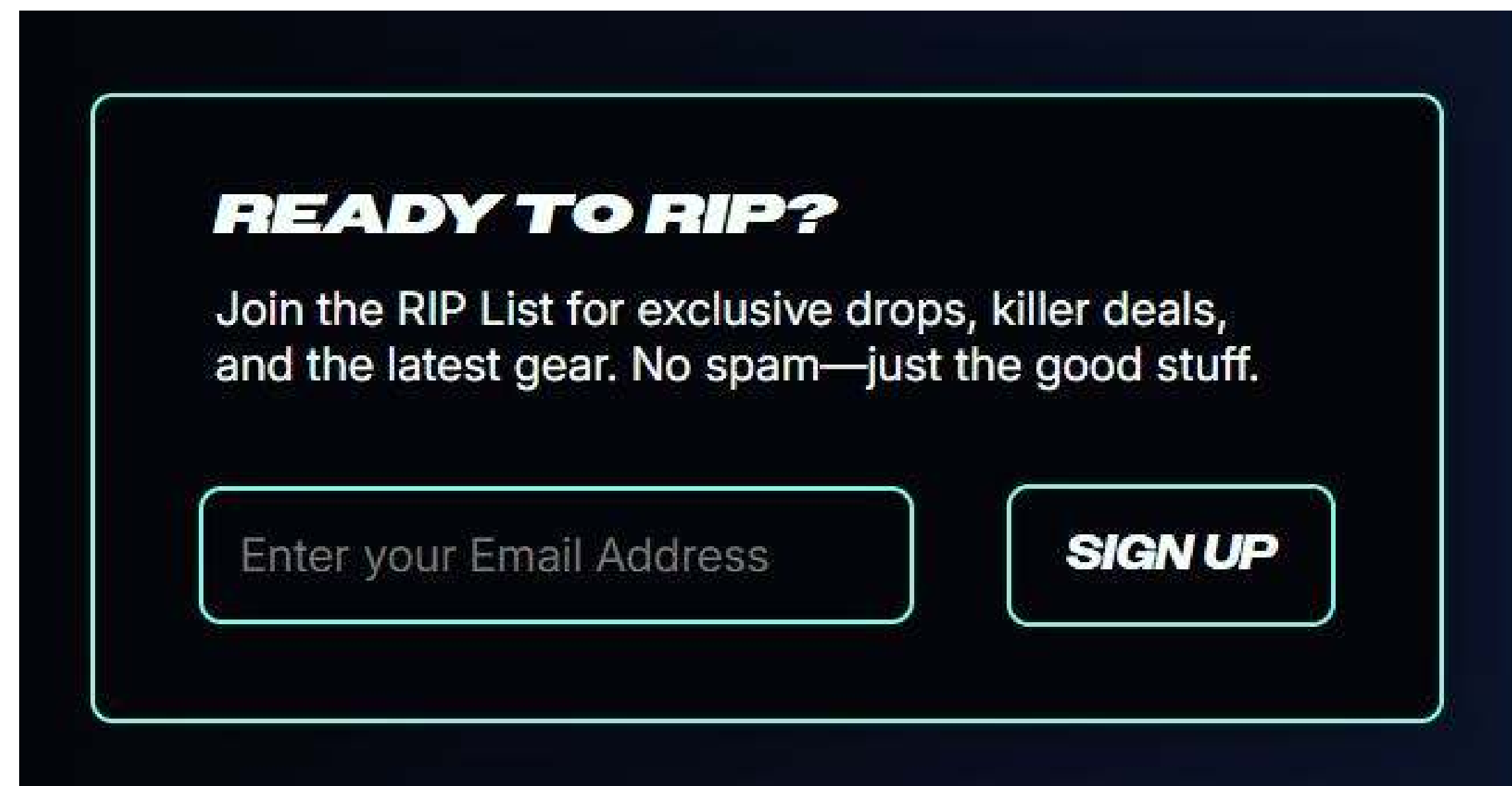
READY TO RIP?

Join the RIP List for exclusive drops, killer deals, and the latest gear. No spam—just the good stuff.

Enter your Email Address

SIGN UP

WIDE VIEWPORT

A narrow viewport sign up window with a dark blue background. It features a light blue rounded rectangle containing the text "READY TO RIP?" in bold, followed by "Join the RIP List for exclusive drops, killer deals, and the latest gear. No spam—just the good stuff." Below this text are two rounded rectangles: one for "Enter your Email Address" and another for "SIGN UP" in bold. The entire sign up window is centered within a wider dark blue container.

READY TO RIP?

Join the RIP List for exclusive drops, killer deals, and the latest gear. No spam—just the good stuff.

Enter your Email Address

SIGN UP

NARROW VIEWPORT


```
#sign-up-box {
  border-radius: 0.625rem;
  border: 2px solid var(--Crystal);
  background: var(--Abyss);
  margin: 1.5rem auto;
  display: flex;
  flex-wrap: wrap;
  justify-content: center;
  align-items: center;
  max-width: 73rem;
  padding: 2.5rem;
  gap: 2.5rem;
  box-shadow: var(--Dark-Shadow);
}
```

SIGN UP STLYE

```
<div id="sign-up-box">
  <div id="sign-up-description">
    <h3>READY TO RIP?</h3>
    <p>Join the RIP List for exclusive drops, killer deals, and the latest gear. No spam—just
the good stuff.</p>
  </div>
  <input type="email" name="email" id="email" placeholder="Enter your Email Address" />
  <button id="submit" type="submit" class="cta-button">SIGN UP</button>
</div>
```

SIGN UP HTML

CONTACT

EMAIL: lwszyman@gmail.com

PHONE: (509) 344-9924

Thanks!

