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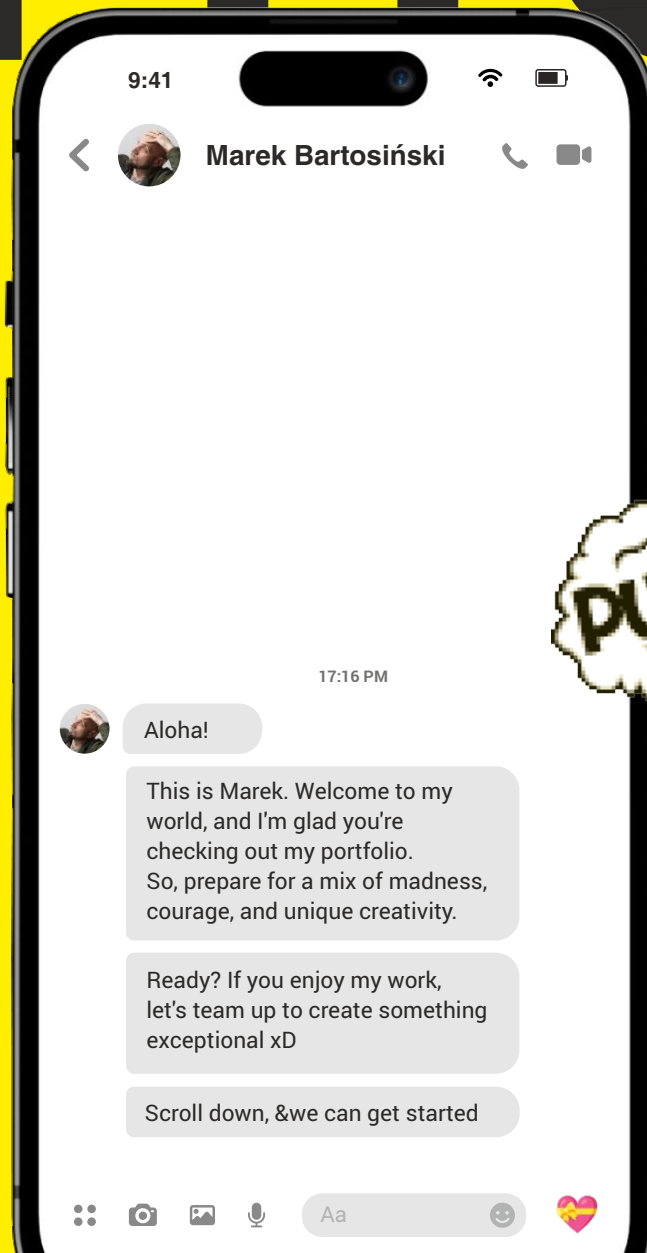
[www.marekdesigner.com](http://www.marekdesigner.com)



**Marek  
Designer**

# Portfolio

Rebel Soul  
Creative Mind



NORMALITY IS A PAVED ROAD:  
IT'S COMFORTABLE TO WALK,  
BUT NO FLOWERS GROW ON IT

VINCENT VAN GOGH





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put smart  
quote here



**Marek Designer**  Photo verified

Higher School of Computer Science in Łódź  
Graphic Design



### ” Marek Designer – short info

My journey has taken me through a multitude of projects, yet the most invaluable lessons were not learned while working for others, but rather when I embarked on ventures of my own. These vast reserves of knowledge find their way into the projects I have the potential to craft for you. Together, we will not only leave a mark but also etch a lasting impression in memory – regardless of whether we attain the pinnacle of recognition. What do you envision? Can we create something that resonates with a positive impact?

Graphic Designer

UI/UX Designer

Web Designer

Video Editor

Social Media Designer

Logo Designer

Logo Designer

Digital Marketing

Copywriter

Rebel

Designpreneur

Print Designer

Creative Problem Solving





### You won't regret working with me, because...

Over the past 18 years, I've brought to life so many wild ideas that some even made it to the front pages of gossip websites. And you know what? I've even found myself in Wikipedia. Innovative marketing, daring projects, and a bit of determination – these are my secrets.

Oh, did I mention that I've launched a brand's YouTube channel? 2.5 million views in a year. Not bad, right?

So if you're up for a mission of creating something extraordinary and if you appreciate an unconventional approach, I'm your guy. Together, we'll make waves, don't you think?

it's me when I was running my own ad agency



But hold on before making the decision whether it's worth embarking on a daring adventure with me - take a closer look at my works. Let's start with those I've created for myself. Okay, ready? Because now we're getting started!







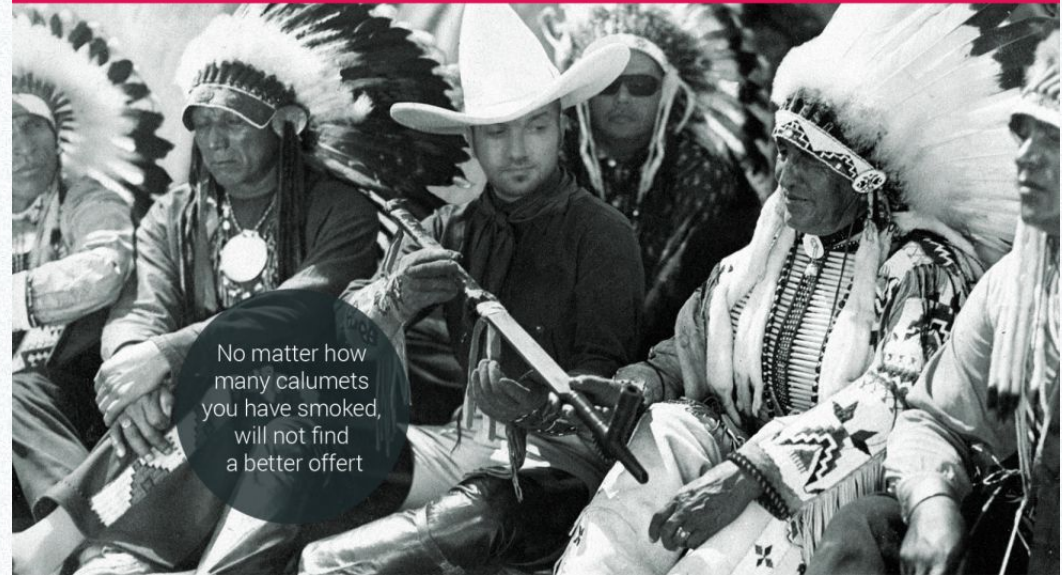
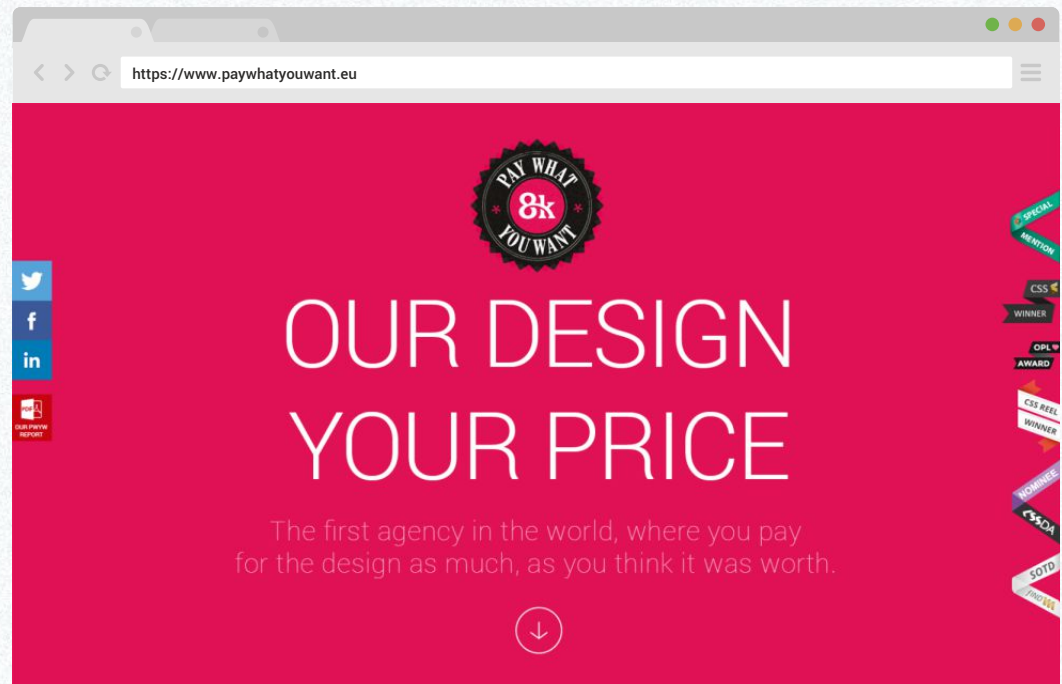
## Pay What You Want - Why follow the crowd when you can create your own paths?

Logo   Branding   Key Visual   Landing page

Social Media Visuals   Brand Promotion   Google Adverts

Pay What You Want - Our Design - Your price! This statement revolutionized the entire business concept. For the first time in the advertising industry, I proposed that clients pay for projects whatever they deemed fair! With courage and a creative approach, I introduced a revolution in the industry. This was my manifesto towards uniqueness and bravery. And importantly, I did it as the first in the advertising world.

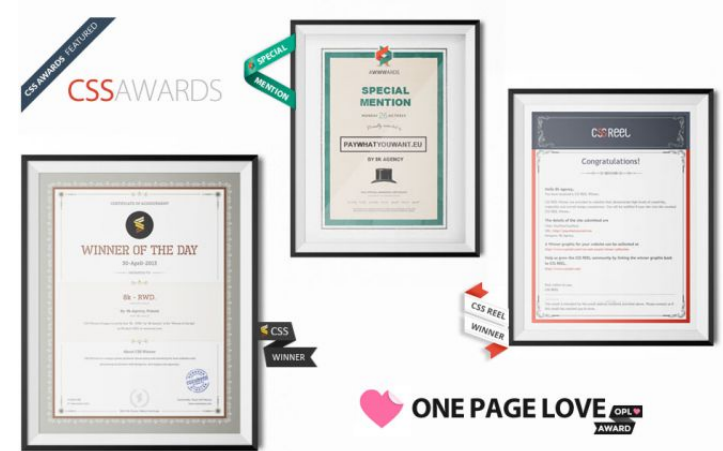
**No matter how many calumets you have smoked, will not find a better offert**



# Creation Website Marketing - Full Package



The entire campaign was absolutely unique, so its landing page couldn't look like just any ordinary template. To create a masterpiece, I had to delve into old Corel stock from the 90s. Over 100 CD-ROMs with thousands of images were reviewed, and from them, I curated those that allowed me to craft something in an utterly unique atmosphere. The result? Clicks, headlines, media spotlights, and several international design awards.



Connecting Employee To A  
Common Good  
-Shawn Parr, Building Drummond

Why GE's Marketing Is More  
Innovative Than Most  
-Drew Neuner, Rovegate

GET THE PSFK DAILY EMAIL  
YOUR EMAIL ADDRESS

No matter how many calumets you have smoked, will not find a better offer

**AD AGENCY ASKS CLIENTS TO PAY WHAT THEY WISH**

Ross Bracks on December 2, 2013

Interactive agency 8k has decided to offer their new and existing clients the chance to pay as much, or as little, as they want for various design services. The Pay What You Want (PWYW) model has been applied by restaurants such as One World Everything Eats, game distributors like Valve, and software developers AdBlock in the past. Now, the agency wants to see how much value customers really place on the various services on offer.

8k made the move because they were curious to see how customers value their work without having to beat around the bush or deal with any pressure from a predetermined price list. They also appreciate the freedom and like unconventional solutions. There are eight rules for customers to keep in mind, some of which include having to explain why you paid what you paid, and the fact that the company can choose whether or not to take your project in the first place.

**Branding**

Home Jobs Events Talent Gallery Subscribe to Adviser Newsletters

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADPREK VIDEO SUBSCRIBE

**Advertising & Branding**

Type: Articles, Blog Posts, Galleries

**Ad Agency Tries Letting Clients 'Pay What You Want'** Polish lands 23 assignments, \$7.4 average shop David Casabianco @ 10:15

Interactive design and branding company 8k in Poland is getting some 'visibility' from its 'Pay What You Want' pricing system (a misnomer) that covers services including logos, slogans, letterheads, business...

December 5, 2013 @ 10:15

**OUR DESIGN YOUR PRICE**

Unlock the secrets to becoming data driven

Download case studies from three research networking companies

**ADWEEK**

Mobile Shopaholics: On the go shoppers actually "rain" more virtual sites than desktop folks

Hot List Winners: Bringing the biggest social ad spend in 2013, digital

Super Sellout: For already out of all inventory (16 million per year!) two months before Superbowl

138K Followers

psfk logo

Connecting Employee To A Common Good -Shawn Parr, Building Drummond

Why GE's Marketing Is More Innovative Than Most -Drew Neuner, Rovegate

GET THE PSFK DAILY EMAIL  
YOUR EMAIL ADDRESS

**APPRECIATING CLIENT'S FREEDOM: 8K'S PAY WHAT YOU WANT BUSINESS MODEL BY JOVANA RADOVANOVIC**

December 5, 2013 | Agency

psfk logo

Connecting Employee To A Common Good -Shawn Parr, Building Drummond

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**Branding Company's Controversial Project Lets Customers Pay What They Want**

OUR DESIGN YOUR PRICE

OUR DESIGN YOUR PRICE

**Hellbiz**

Save 40% on Creative Cloud. Pre tools. Priced just for students and teachers.

Save 40% on Creative Cloud. Pre tools. Priced just for students and teachers.

Save 40% on Creative Cloud. Pre tools. Priced just for students and teachers.

**Design agency lets clients pay what they want**

Poland based interactive agency 8k is allowing its clients to decide how much the work is worth and set their own price.

OUR DESIGN YOUR PRICE

**THE FUTURE OF RETAIL 2014**

PSFK EVERYWHERE

psfk logo

Connecting Employee To A Common Good -Shawn Parr, Building Drummond

Why GE's Marketing Is More Innovative Than Most -Drew Neuner, Rovegate

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**OUR DESIGN YOUR PRICE**

OUR DESIGN YOUR PRICE

**Beautiful accounting software**

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Beautiful accounting software

Start today >

**OUR DESIGN YOUR PRICE**

OUR DESIGN YOUR PRICE

**THE FUTURE OF RETAIL 2014**

PSFK EVERYWHERE

psfk logo

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# Rewolucja nie pozostała niezauważona

**52**  
media publications  
worldwide portals,  
blogs, newspapers,  
even French television

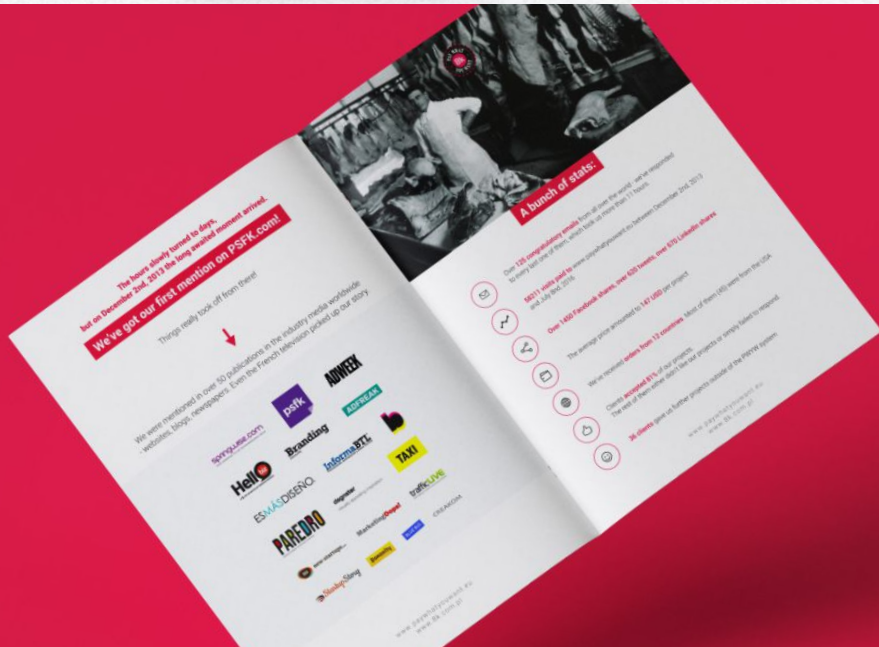
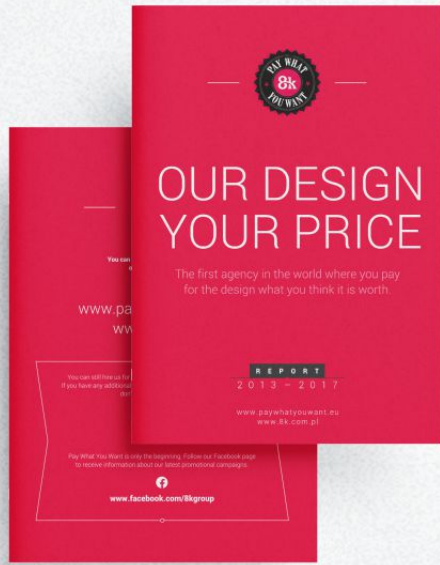
**124**  
congratulatory emails  
from around the globe  
- and to each I personally  
replied, as my vision also  
includes interaction

**73,519**  
visits to the paywhatyouwant.eu  
website and that's just in  
under 3 months from the start  
of the campaign

[CLICK](#)

You can see the projects I created under PWYW here:







Interestingly, in Poland, few people caught on to the idea of the Pay What You Want campaign. I decided to create a project that would stir up a real storm in the country. Something that wouldn't just interest, but captivate and evoke a wave of emotions. And that's how the idea was born for ...





## The Most Controversial Energy Drink in Poland

- Logo
- Naming
- Claim
- Branding
- Key Visual
- Landing page
- Social Media Visuals
- Viral Content
- Memes
- Video Editing
- Advertising Video
- Content Creation
- Brand Marketing
- Brand Communication
- Visual Communication
- Printed Materials
- Branding Collateral
- Sales Network Building
- Sales Strategy
- Logistics Management

Imagine a market saturated with over 100 brands of energy drinks. That's quite a lot, isn't it? Now consider how challenging it is to break through with a new brand without having a multi-million budget for promotion... Easy? Definitely not! And it's precisely this challenge that inspired me to create a brand that deviates from the norm, a brand that is a bold statement in itself, impossible to ignore. The result of this idea is the most controversial brand in Poland!

Energy with balls





# CREATION

I decided to create a brand directly inspired by the internet culture — a brand that was previously only found in games or on meme websites. That's why I opted for a provocative name and pixelated aesthetics reminiscent of the 80s. The result is a balanced irony that teeters on the edge of daring parody.





# GOING VIRAL

Super Ruchacza made its appearances in viral videos, some of which were created by me. Need an example? Here it is: "M jak Miłość – Szkoła Palenia Zioła" or the true meaning behind summer hits - thanks to these viral videos, the Super Ruchacza channel gained over 2.5 million views and 9,000 subscribers.

 **YouTube** /@OfficialSuperRuchacz

# PROMO VIDEO

Within a year of releasing the tongue-in-cheek promotional video on YouTube, it garnered over 400,000 views, and the YouTube channel currently boasts around 9,000 subscribers.







energia z jajami \* energia z jajami \* energia z jajami

zobacz NASZE PROFILE SPOŁECZNOŚCIOWE

f  
 Twitter  
 YouTube  
 Instagram  
 ask.fm

**ACHTUNG!**  
 Skażone ostrym humorem w stężeniu zagrażającym zdrowiu psychicznemu wrażliwych jednostek!

JEST SIĘRA  
 kcal 106  
 250ml

sex bonus +100

QR CODE

SKANUJ KOD I ZOBACZ JAK BARDOZO POPULARNY JEST SUPER RUCHACZ!

pytaj też o super fappera!

**TUTAŹ KUPI SZ**

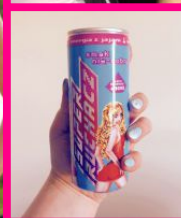
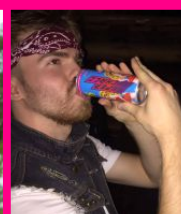
[www.superruchacz.pl](http://www.superruchacz.pl)



Super Ruchacz is more than just a beverage; it's a lifestyle. That's why I ventured into designing merchandise like t-shirts, posters, stickers, lanyards, and many more, expanding the brand's reach beyond the drink itself.

# THE WOW EFFECT

This is what the desired product looks like! Super Ruchacz boasts an astonishing ability to create a buzz on social media. An excellent example is Instagram, where Super Ruchacz gained significant popularity (considering it's a Polish energy drink). I've also received hundreds of emails and comments praising the brand. And the Facebook profile has amassed nearly 10,000 followers.



# GAZETA.PL

Super Ruchacz received coverage from major Polish media outlets, creating a significant buzz around the brand.

The screenshot shows a news article on GAZETA.PL titled "Napój o wulgarniej nazwie na sklepowych półkach. 'Dobrze się sprzedaje'". The article discusses the popularity of the "Super Ruchacz" energy drink despite its vulgar name. It includes a list of "Najczęściej czytane" (Most read) articles and a "Już w sprzedaży" (Already on sale) section with a photo of the product.

The screenshot shows a news article on Fakt.pl titled "Skandal na sklepowych półkach! Polacy oburzeni". The article features a large image of the Super Ruchacz cans and discusses the controversy surrounding the brand's name. It includes a sidebar with "PIENIĄDZE NAJCZĘŚCIJ CZYTANE" and "GWIAZDY NAJCZĘŚCIJ CZYTANE" sections.

# FAKT.PL

The biggest news portals in Poland, even the gossip ones, couldn't ignore the news about Super Ruchacz. Not to mention, mentions of the brand appeared on every funny meme and content-sharing platform.

# MAXIM.CZ

The publication on the front page of the Czech edition of the global men's magazine, MAXIM, also praised the Super Ruchacz brand.

The screenshot shows a Maxim.cz advertisement for Super Ruchacz. It features a large image of a woman in a white bikini with the text "WANT!". Below the image, it says "VIDEO: Super Ruchacz je nový energetický nápoj, co z každého udělá nadsamce. Tady je důkaz!". The ad also includes a sidebar with "REKLAMA" (Advertisement) and "iBook!" sections.

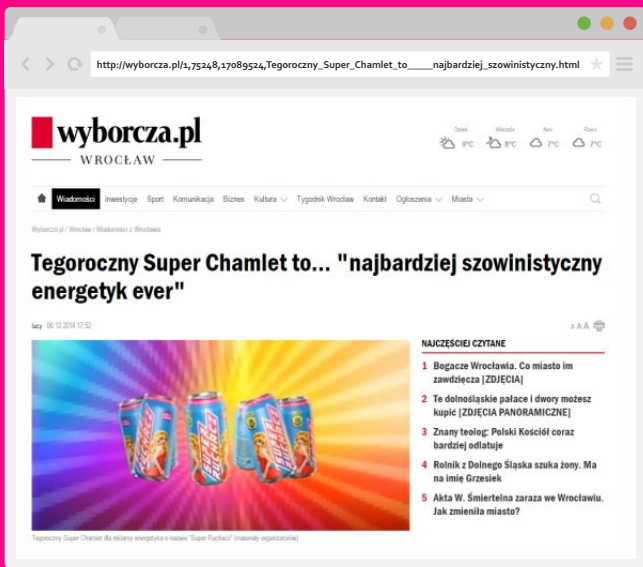


# PARIS HILTON

Super Ruchacz also caught the attention of Paris Hilton herself, who, upon seeing the can, exclaimed, "Wow, amazing can," and even autographed it.

# SUPER CHAMLET

However, that still wasn't enough, and I decided to aim for the Super Chamlet Award. Just because I wanted it - for the worst advertisement of the year. To achieve this, I submitted the commercial to the competition and motivated Super Ruchacz fans to vote for it xD



# COVID-19

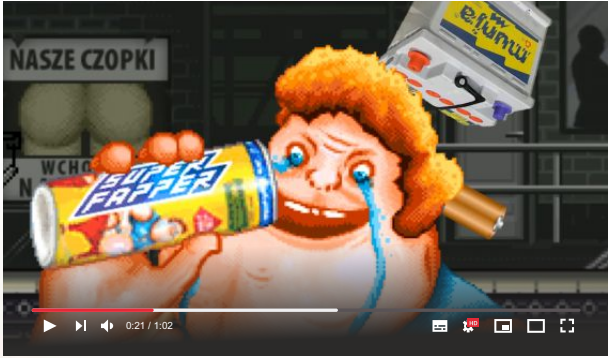
During the COVID-19 pandemic, I received several emails from my fans, saying: "... hey, we're stuck at home - do something to lift our spirits." This touched me and prompted me to take action. As a result, the limited edition Super Ruchacz PANDEMIC EDITION was born and released. This drink was intended not only to uplift spirits but also to add a bit of sweetness to the challenging times of isolation. Although it's just a beverage, I hope it was able to momentarily ease the difficulties brought about by the pandemic.

PARENTAL  
ADVISORY  
FAP CONTENT

# SUPER FAPPER

In line with the brand's philosophy, I also created a complementary product, the energy drink Super Fapper.

It's for those who prefer solitary evenings in the comfort of their homes over wild nights out in the city. Okay, I'm joking - in reality, Super Fapper is for people with an internet-ironic sense of humor.



# RESULTS

30+

media publications  
in Poland and abroad  
websites, blogs, newspapers

70+

distribution points  
across Poland

150000+

cans of energy  
drinks sold

40+

night events  
under the patronage  
of Super Ruchacz

5000+

bottles of beer  
Super Ruchacz sold





While actively engaging with Super Ruchacz in the market, I noticed an intriguing practice that seemed quite common within the energy drink industry. It inspired me to take action, which led to the creation of ...





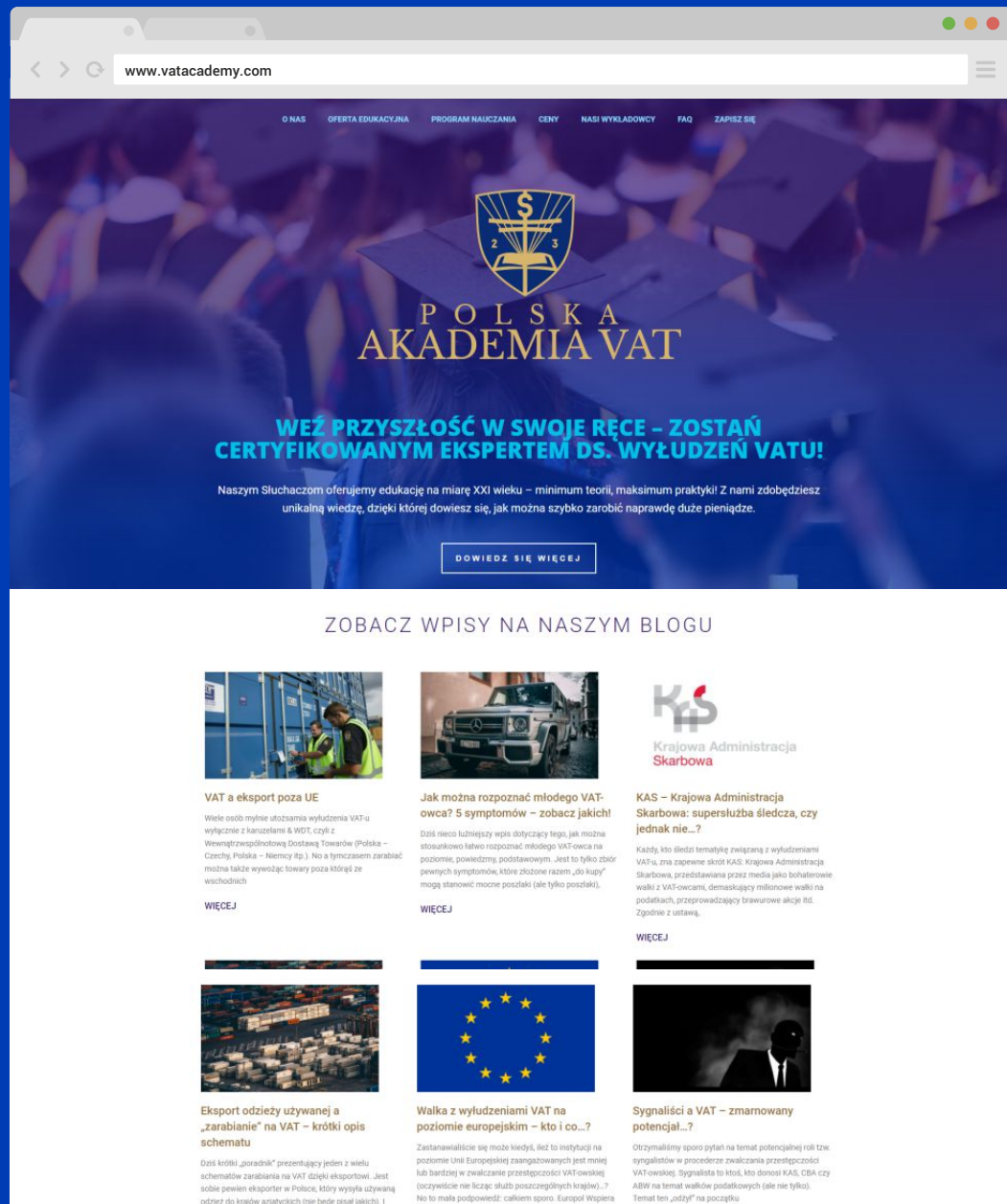


An original and daring social campaign aimed at raising awareness about the issue of so-called VAT fraud.

- Logo
- Naming
- Claim
- Branding
- Key Visual
- Landing page
- Social Media Visuals
- Memes
- Brand Marketing
- Brand Communication
- Visual Communication
- Printed Materials
- Branding Collateral

This is an incredibly important topic for our society and also uniquely intriguing, so it's worth discussing, especially with young people – law students or ambitious aspiring entrepreneurs.

Instead of toiling at a job so bland, start making cash with the VAT in hand!





## IDEA

The Polish VAT Academy is a unique social campaign that aims to shed light on VAT fraud. Media occasionally touches upon tax scams, but in a way that's not engaging or appealing, especially to younger audiences. That's where I had a different idea: education through entertainment, with a dash of humor and subtle sarcasm. By implementing social media actions and creating dozens of memes, the campaign quickly garnered nearly 5000 followers on Facebook.



Jak zeznawać w śledztwie, aby historia wydawała się wiarygodna? Jak rozkręcać karuzele vatowskie? Jak rekrutować prezesów-słupów? - tego i o wiele więcej ma nauczyć studentów Polska Akademia VAT. Jej wykładowcy Mirosław M., Janusz W. czy Marcin O. aka Prac mają "doświadczenie w sprzedaży paliw czy samochodów". Koszt studiów? 10 tys. zł. Plus oczywiście VAT. O co chodzi?

Na niezwykle profesjonalnie wykonanej stronie "uczelni" czytamy, że ukończenie studium otwiera przed słuchaczami drzwi do sukcesu.

"Oprócz prestiżowego tytułu uzyskują oni szeroką wiedzę, którą mogą z powodzeniem wykorzystać podczas pracy w prywatnych firmach, urzędach i



# Vatowcy

How can we explain the complex mechanisms of tax fraud related to VAT in an approachable and engaging way?

- Logo
- Naming
- Claim
- Branding
- Key Visual
- Landing page
- Social Media Visuals
- Brand Marketing
- Game Concept
- Board Game Design
- Game Mechanics
- Creative Gaming
- VAT Fraud Awareness
- Gamification

One can create a board game that, through gameplay, familiarizes participants with the intricacies of VAT-related tax fraud. Designed for 2 to 5 players, the game allows participants to take on the roles of VAT fraudsters. The winner will be the one who gains the most from tax fraud and eliminates the competition.

While you toiling at a job so bland, they're making cash with the VAT in hand!



Edukacyjna gra planszowa oparta na polskich realiach biznesowych.

18+

PARENTAL  
ADVISORY  
EXPLICIT GAME



# Vatowcy

I based the game rules on proven concepts (e.g. Monopoly, Monopoly Tycoon), but I've significantly enhanced them to bring a higher level of challenge and enrich the gameplay with psychological elements. In addition to handling money, players could also deal with forged invoices, which will further enhance the realism of the game and allow players to experience illegal invoice trading between companies.

- [redacted] zróbcie dropa bo zamawiam  
 Lubię to! Odpowiedz: Wiadomość · 3 d
- [redacted] haha  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Kiedy będzie można kupić??  
 5  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Zajeźbiste  
 1  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] O tak, chcę taką!  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted]
- [redacted] kupuje Ci od razu jak wyjdzie  
 Lubię to! Odpowiedz: Wiadomość · 4 d  
 1 odpowiedź
- [redacted] może zaprosimy do wspólnej gry mistrzów?  
 1  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Kupuję!  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Kiedy w sprzedaży?  
 1  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Chcę!  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Chcw  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] zamawiam jak bedziecie mieli w sprzedaży!  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Zamawiam!!!  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Grał bym!  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] Sieriel  
 Lubię to! Odpowiedz: Wiadomość · 4 d
- [redacted] wiem co będę robił w tym miesiaçu wolnego.  
 Lubię to! Odpowiedz: Wiadomość · 3 d
- [redacted] Kupię pewną partię bez VAT w ramach WDT na wanunkach DAP Bratysława. To po ile szuka? Prezesa mam z Ukrainy jakby co.  
 1  
 Lubię to! Odpowiedz: Wiadomość · 3 d





## Innovative mechanics:

- Confirmation of money transfers
- VAT refund mechanics
- Intra-Community Supply of Goods (ICS)
- Establishing trading companies
- Usurious loans
- Trading and exchanging invoices between players
- Confiscation and auctions of companies



## What can a player encounter in the game?

- A stint in jail
- Paying tribute to the mafia boss
- Visit from a tax inspector
- Reporting by competitors
- Losses due to the lavish lifestyle of your "CEOs"
- Dealing with tax audits
- Losing money in casinos
- Risky money laundering





Marek  
Designer

Now, after this fascinating journey, let's move on to the projects  
I had the pleasure of working on for my clients...





## Błękitne Wzgórze, or how to quickly ensure full occupancy for new accommodation.

Logo Claim Branding Key Visual Business Website

Wordpress Social Media Visuals Printed Materials

Visual Communication

Błękitne Wzgórze is an exceptional leisure resort located in the picturesque town of Władysławowo. My priority was to set apart the offer from the competition. Therefore, I focused on impressive branding, modern website design, and captivating photographs captured by one of the best photographers in Poland.

**The Ideal Retreat for Couples  
- Your Secluded Getaway  
in Władysławowo**





**Błękitne  
wzgórze**



**Błękitne  
wzgórze**



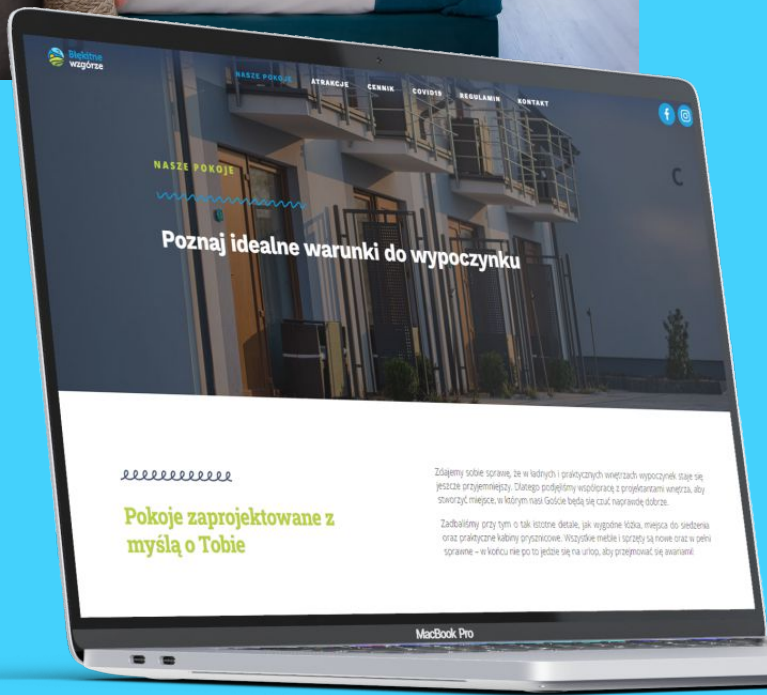
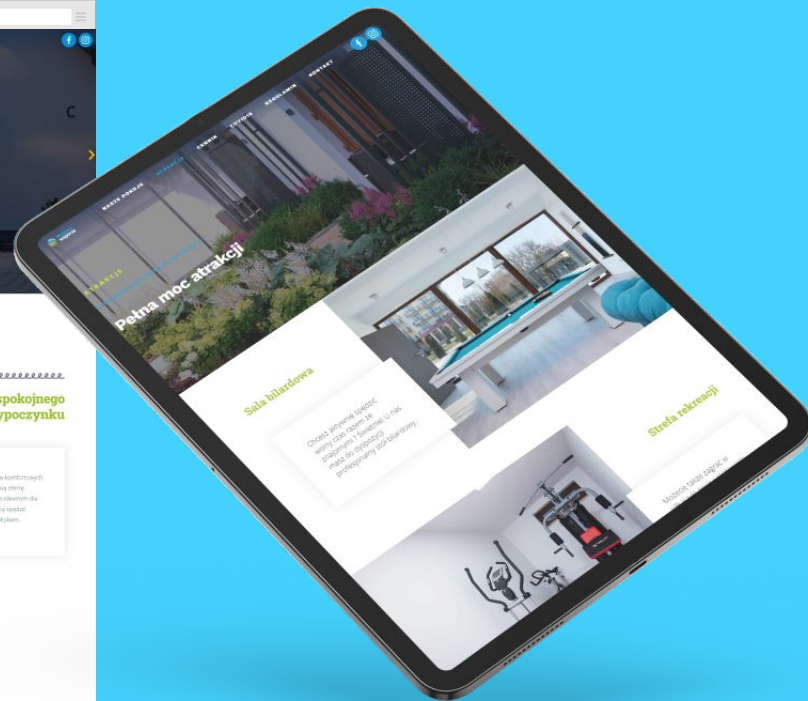
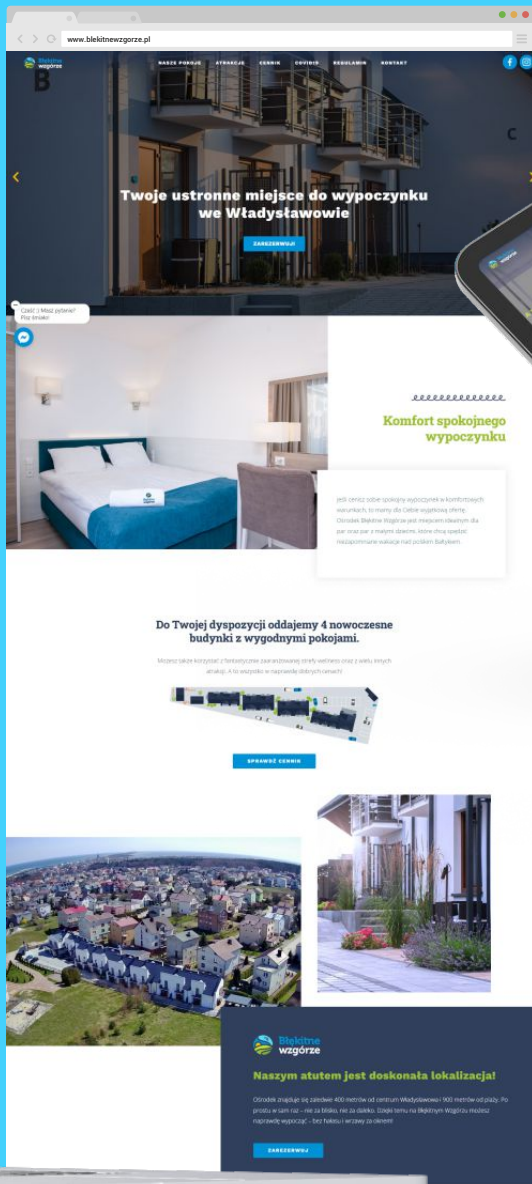
**Błękitne  
wzgórze**

## Logo

I began by creating a distinctive logo, along with a unique symbol reminiscent of a stained glass window – a solution that stands out in Poland (hehe), making a memorable impression on visitors and evoking pleasant associations with the tranquil landscape. Based on this, a cohesive visual identity was developed. Additionally, I prepared graphics tailored for social media and designed gadgets, brochures, and promotional materials.







[www.blekitnewzgorze.pl](http://www.blekitnewzgorze.pl)

The next step in the process was the creation of a modern and visually appealing website. It was particularly important to match the right content that perfectly captures the essence of the resort and resonates with the target audience – young couples who appreciate a prestigious lifestyle while also seeking attractive prices for their stay. I also ensured that users could make quick reservations using their tablets or smartphones.

Planując wakacje nad polskim morzem?  
Oto co możemy Tobie zaoferować?

https://www.booking.com/Share-GLmxSa

Booking.com PLN Udostępnij obiekt Zarejestruj się Zaloguj się

Pobyty Loty Lot + Hotel Wynajem samochodów Atrakcje Taksówki lotniskowe

Strona główna > Wszystkie pensjonaty > Polska > pomorskie > Władysławowo > Błękitne Wzgórze - Nowoczesne Pokoje Gościnne (Pensjonat, Władysławowo (Polska) - oferty Pensjonaty ...

Wyrównujemy ceny Informacja i ceny Udogodnienia Zasady pobytu Opinie gości (1 413)

**Szukaj**  
Celi podróży / nazwa obiektu:  
Władysławowo  
Od:  
Data zameldowania  
Do:  
Data wymeldowania  
Z dorosłych - 0 dzieci - 1 pokój  
 Domy i apartamenty na wyłączność  
 Podróże służbowo  
Szukaj

**Błękitne Wzgórze - Nowoczesne Pokoje Gościnne**  
Zuchów 52-66, 84-120 Władysławowo, Polska - Świetna lokalizacja - pokaż mapę

Fantastyczny 8,7  
1 413 opinie  
Bardzo polecamy! Jesteśmy zadowoleni, naprawdę skorzystamy jeszcze! Miła obsługa, czystość, sympatyczna Pani w recepcji. Mieliśmy wspaniały ...  
Olga - Polska  
Najlepiej oceniana plaża w pobliżu 8,7

W obiekcie Błękitne Wzgórze - Nowoczesne Pokoje Gościnne przysługują Ci zniżka Genius! Aby zaoszczędzić w tym obiekcie, wystarczy, że się [zalogujesz](#).

Obiekt Błękitne Wzgórze - Nowoczesne Pokoje Gościnne, usytuowany w miejscowości Władysławowo, oferuje bezpłatne rowery, prywatny parking, centrum fitness oraz ogród. Odległość ważnych miejsc od obiektu: Władysławowo Beach - 1,5 km. Do dyspozycji Gości przygotowano takie udogodnienia, jak wspólna kuchnia, wspólny salon oraz bezpłatne WiFi we wszystkich pomieszczeniach. Obiekt jest idealnym wyborem dla niepalących. Odległość ważnych miejsc od obiektu: Plaża w Chłapowie - 1,7 km.

W naszym pokoju w obiekcie znajduje się balkon. [Widoczny w obrazkach](#) oraz [prywatna łazienka](#). [Pokaż więcej](#)

**Atury obiektu**

- Świetna lokalizacja: wysoko oceniana przez Gości (8,3)
- Prywatny parking dostępny na miejscu

Zarezerwuj teraz

**Najpopularniejsze udogodnienia**

- prywatny parking
- bezpłatne WiFi
- centrum fitness
- pokoje dla niepalących
- zestaw do parzenia kawy i herbaty we wszystkich pokojach

**Zaloguj się i oszczędzaj**  
Możesz zaoszczędzić min. 10% w tym obiekcie, gdy się zalogujesz

Zaloguj się Utwórz konto

**Genius**

**Dostępność**  
Wybierz daty, aby zobaczyć dostępność i ceny w obiekcie

Wyrównujemy ceny

## Booking.com

I put a lot of effort into building a profile on Booking.com, adding attractive photos and room descriptions to make the offer transparent and appealing to potential guests. I also took care of accurate copywriting and selecting key advantages to create an attractive proposition. The result? 100% occupancy during the seasons of 2021-2023 (although in reality, there were many more interested guests, but there were no available spots in the resort).







## Creating a Serious IT Brand.

- Naming
- Logo
- Slogan
- Branding
- Key Visual
- Corporate Website
- Corporate Branding
- Visual Identity
- Social Media Visuals
- Printed Materials
- Visual Communication
- Brand Development

Exea is the first brand in Poland to introduce a data center designed specifically for cloud computing services. This commitment is significant, as a company with such potential aims really high. The primary goal was to establish a strong brand that could effectively compete for clients in the dynamic and highly demanding IT sector. There was no room for mere slogans here, only concrete actions.

**Real security  
has multiple dimensions**





## Naming

This time, the responsibility of creating the entire brand rested on my shoulders, and the foundation, of course, is the name. And that's where I began - EXEA sounds impressive, has positive associations, is easy to remember and spell, and holds the potential for expansion. It's the perfect cornerstone for a strong brand.



exea®



exea®



## Logo & CI

I designed a unique font for the logo, which we also utilized to establish a consistent visual identity system. The brand guidelines, key visual, and a comprehensive set of promotional materials were the result of meticulous effort.



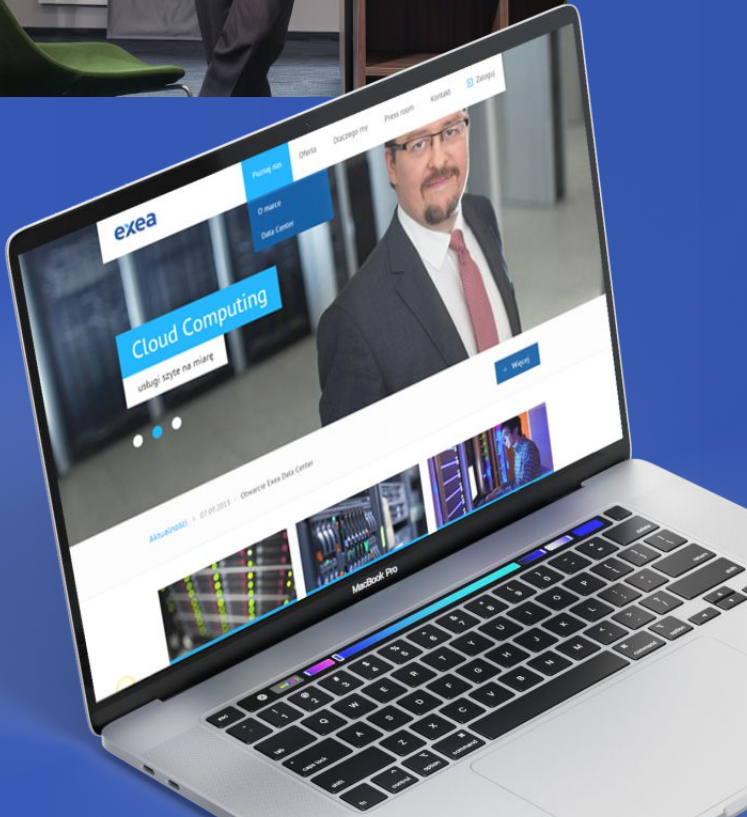
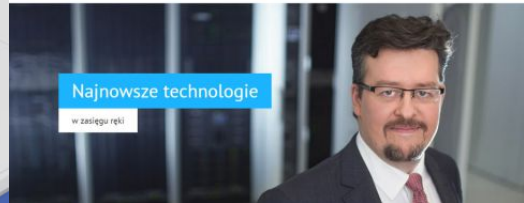
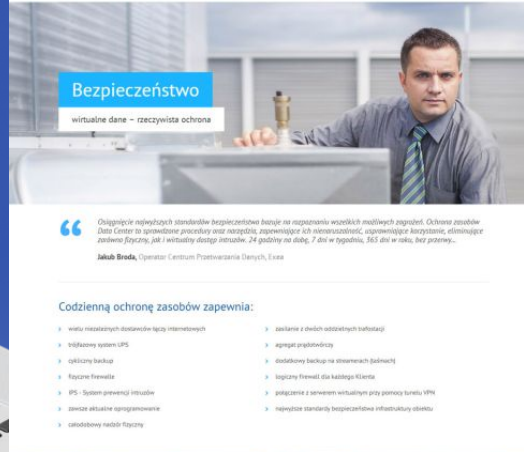
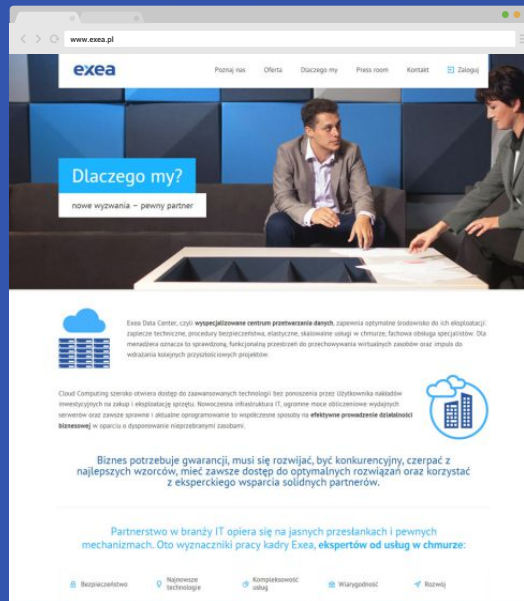


## Communication Plan & Smart Space

The communication strategy operated on two levels. The first focused on educating potential clients about the benefits of cloud computing, while the second aimed at building the brand's image and driving sales. These two directions intertwined to create a coherent message, supported by a meticulously crafted communication plan.

Smart Space: As part of the project, I also developed a visual identity for the Smart Space entrepreneurship incubator, which is a part of the Exea company.





# Humanizing Business

The website was designed according to modern trends. A minimalist layout, professional photographs, and refined usability were the key elements of the project. Additionally, I focused on transparency to showcase the human face behind the business. This was achieved by prominently featuring the experts behind Exea in photographs, providing authenticity and credibility to the corporation. The entire design underwent rigorous usability testing to ensure intuitive navigation and user comfort. After a few minor adjustments, I proceeded with the implementation.



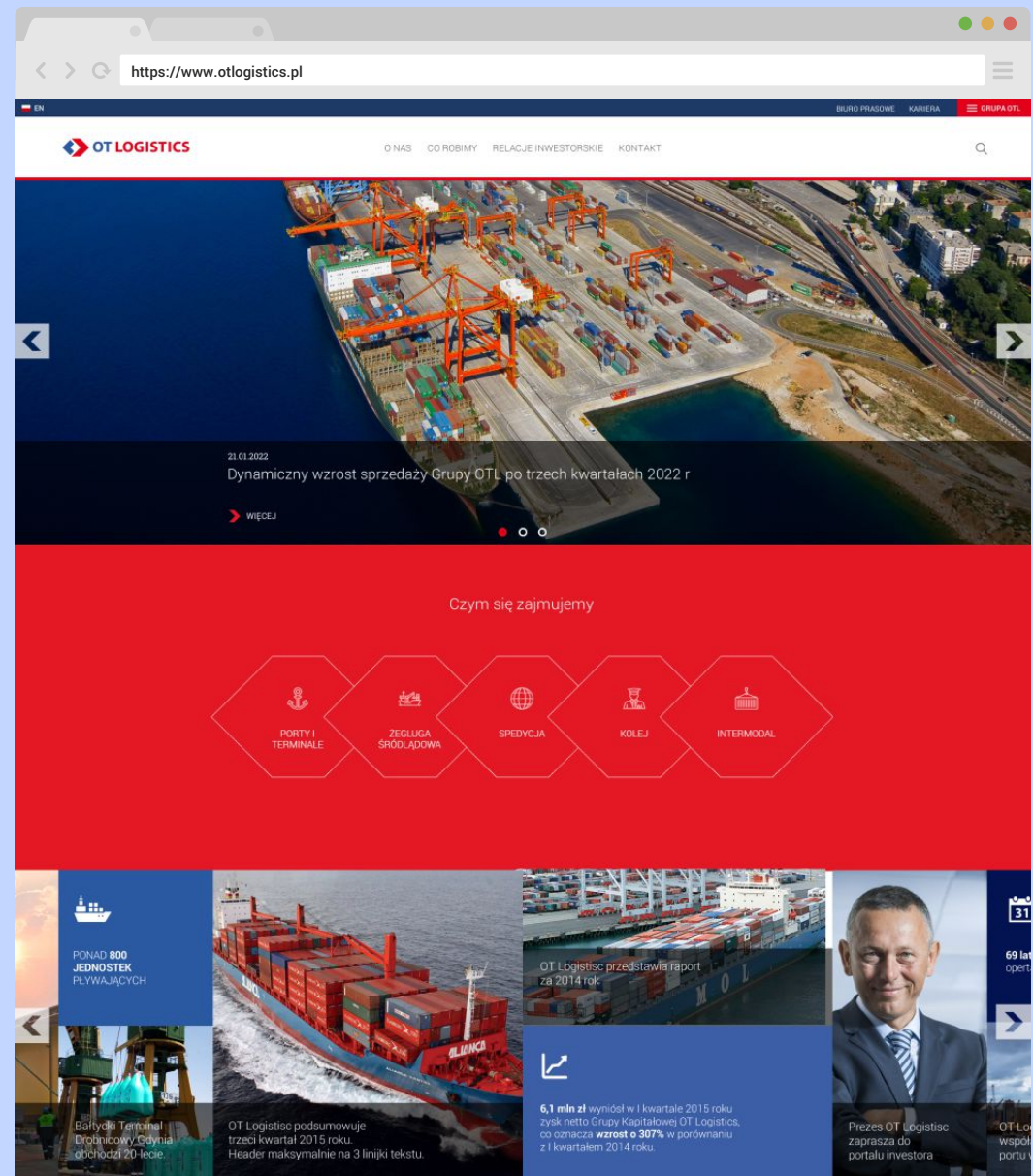


## Exceptional Website Outpacing the Competition

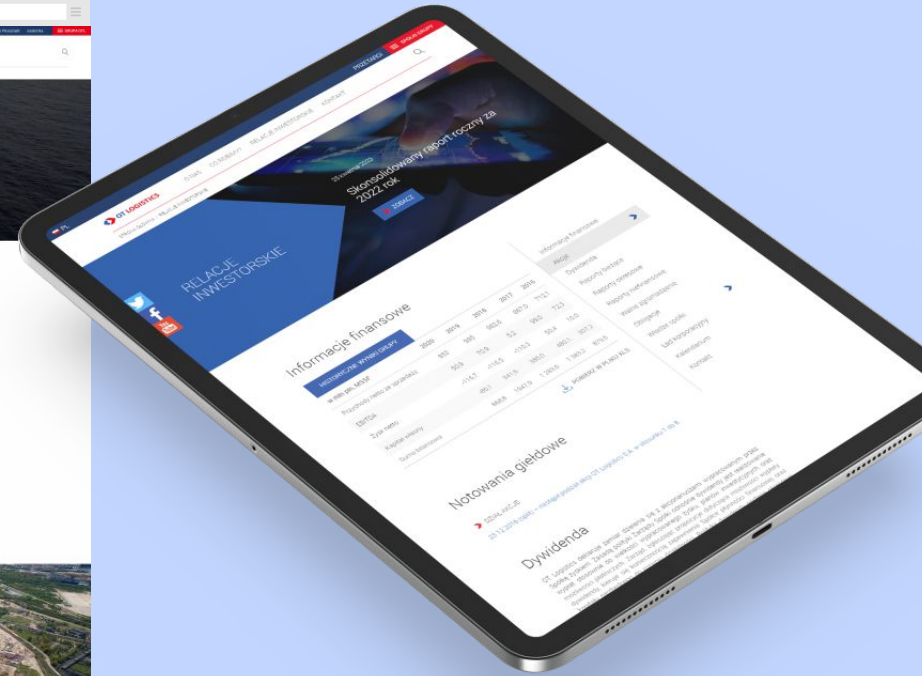
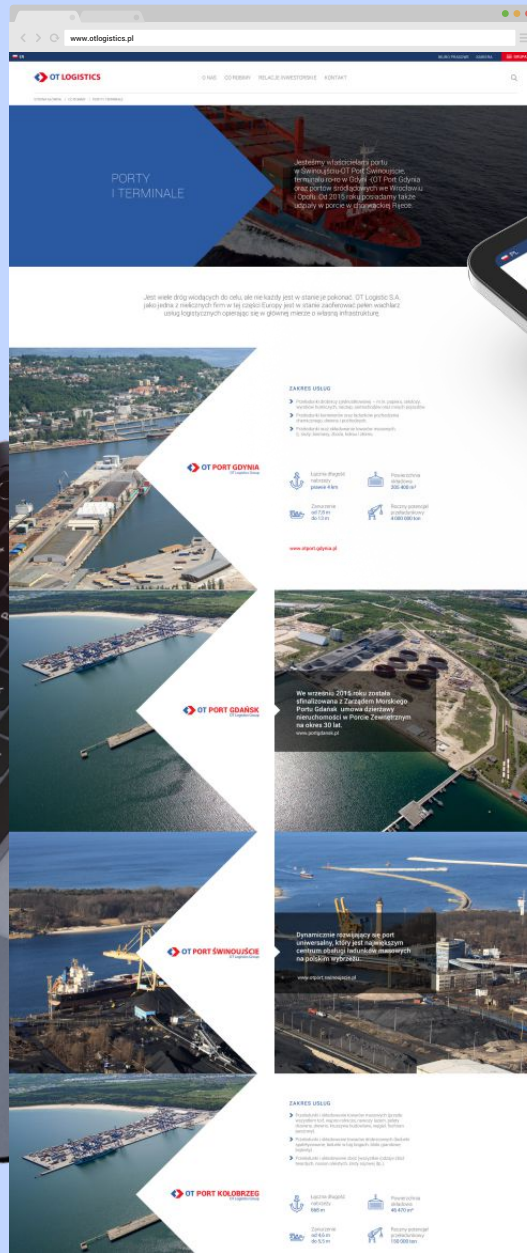
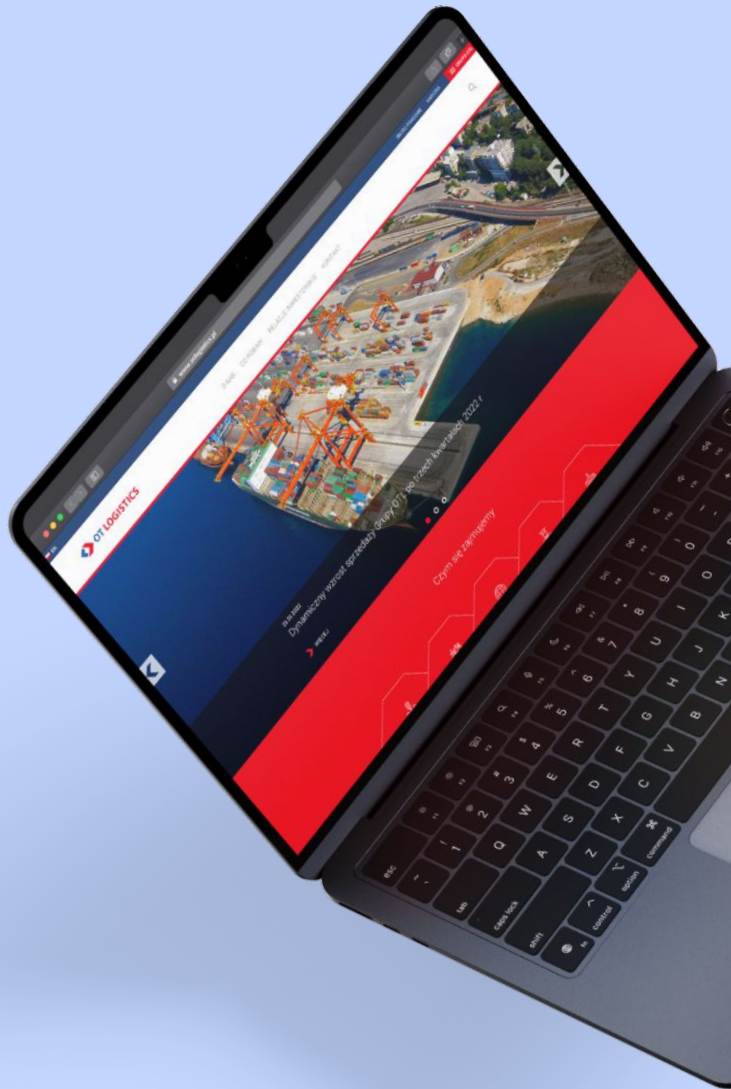
- Slogan
- Key Visual
- Corporate Website
- Wordpress
- Interactive Charts
- Responsive Web Design
- UI/UX Design
- Web Design

I designed the homepage in a minimalist style following the "Less Is More" principle while retaining the distinctive color palette and visual aesthetics of OT Logistics. Utilizing Responsive Web Design (RWD) technology, the website boasts seamless display across various devices, ranging from smartphones and tablets to desktop computers.

For over 70 years, we've been providing transport, freight, and logistics services.







## Innovative Approach, Intuitive Navigation, All in One Place!

The project embodied an innovative approach to the classic corporate website, blending the aesthetics of "big pictures" with impactful slogans and thoughtful content. I also introduced a unified button for the entire OTL group, facilitating access to pages of affiliated companies. Intuitive menus and carefully designed navigation create a coherent user journey. Furthermore, I crafted clear presentations of current reports and financial data, enabling users to swiftly access essential information.



Marek  
Designer

From 2017 to 2022, I engaged in a collaboration with Finance Innovation as a Lead Designer, crafting comprehensive online and offline projects tailored for startup events.



# INSURTECH BUSINESS WEEK

by  Finance  
Innovation  
Pôle de compétitivité mondial

Logo Branding Key Visual Landing Page Wordpress

Startup Events Social Media Visuals Printed Materials

Visual Communication Presentation Design



https://finance-innovation.org

#InsurtechBiz  
**INSURTECH  
BUSINESS  
WEEK '18**  
by  Finance  
Innovation  
Pôle de compétitivité mondial

Du 24 au 28 septembre 2018

La semaine dédiée à l'innovation dans  
l'assurance

DEVENIR PARTENAIRE

SPONSORS

INSURTECH BUSINESS WEEK est l'événement européen incontournable en matière d'innovation dans le domaine de l'assurance, de l'assistance et de la prévention. Organisé par le Pôle Finance Innovation, « Insurtech Business Week » réunit au cœur de Paris pendant 5 jours les acteurs clés de cet écosystème.

**INSURTECH  
BUSINESS  
WEEK '18**

#InsurtechBiz

QU'EST CE QUE INSURTECH BUSINESS WEEK ?





- Logo
- Branding
- Key Visual
- Landing Page
- Wordpress
- Startup Events
- Social Media Visuals
- Visual Communication
- Presentation Design
- Printed Materials





# INNOV' CUP



Logo Branding Key Visual Landing Page Wordpress

Startup Events Social Media Visuals Printed Materials

Visual Communication Presentation Design







**INNOV' CUP**  
CHIFFRES CLÉS

<b>300 000</b> sur les réseaux sociaux - hashtag #InnovCup	<b>200 000</b> vues sur le web (site web + bannière)	<b>80 000</b> email ouverts par l'écosystème concernant le concours
<b>50</b> candidats	<b>12</b> finalistes	<b>2</b> lauréats

Logos: HSBC, Finance Innovation

**INNOV' CUP** **RISQUE DE CRÉDIT**

**FINALISTE**  
Votre challenge : générer des scorings innovants dans le cadre du risque de crédit particulier et PME au sein d'un environnement en open APIs.

Logos: Avanseor, Bolden, FRANCE BARTER, HOMIWO, lenbo, Qard.

Logos: HSBC, Finance Innovation

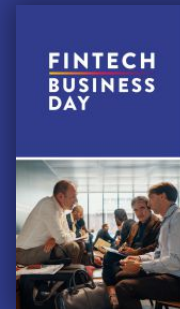
**INNOV' CUP**

Votre challenge : contri...

Logos: batvoice, +Simple.fr

Logo: HSBC





- Logo
- Branding
- Key Visual
- Landing Page
- Wordpress
- Startup Events
- Social Media Visuals
- Printed Materials
- Visual Communication
- Presentation Design

#FTCommunity

# FIN & TECH COMMUNITY

by  Finance  
Innovation  
Pôle de compétitivité mondial

- Logo
- Branding
- Key Visual
- Landing Page
- Wordpress
- Startup Events
- Social Media Visuals
- Printed Materials
- Visual Communication
- Presentation Design
- Printed Collateral
- Event Brand Identity

10ème édition

## Fintech et Finance



18 Juin 2020



FFA, 26 Boulevard  
Haussmann, 75009 Paris









A great example that Polish technical thought can successfully compete with the Western world.

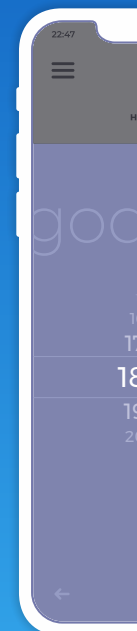
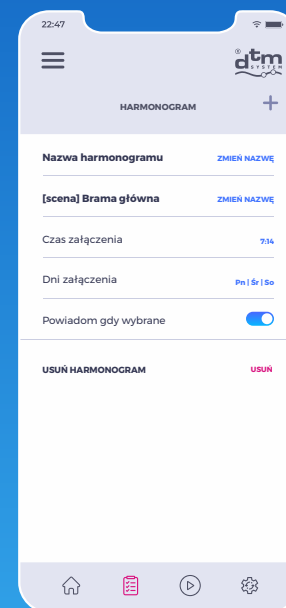
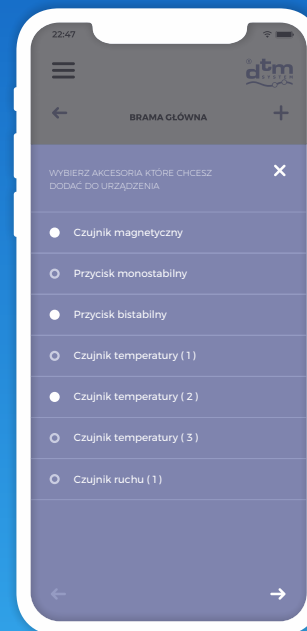
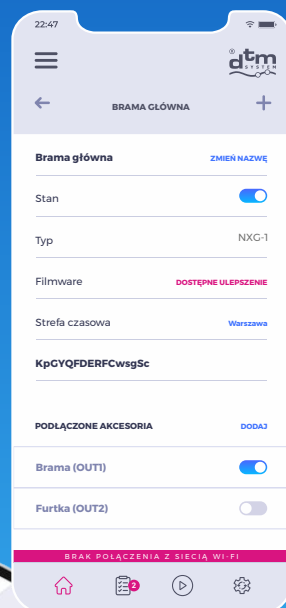
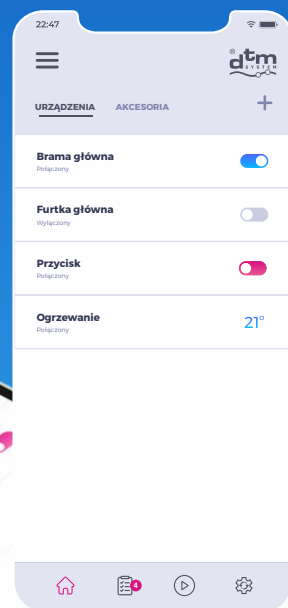
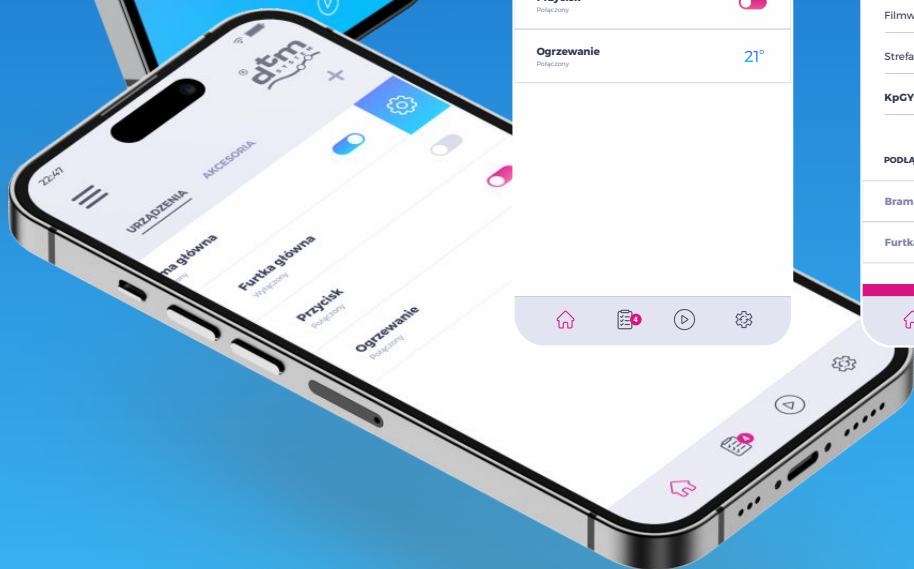
- Logo
- Claim
- Branding
- Key Visual
- Social Media Visuals
- UX / UI
- Content Creation
- Brand Marketing
- Brand Communication
- Visual Communication
- Printed Materials
- Branding Collateral

For over 18 years, I have been an integral part of DTM System, supporting the company from its early days when it operated in a garage with just four employees. As the company grew to its current state, employing over 80 people, I was responsible for creating all promotional materials and marketing activities. While the majority of the design work is now handled by the in-house team, I still serve as the Lead Designer and creator of the company's image.

**Polish producer of gate automation**



In recent years, the company has also focused on creating applications dedicated to its devices. I collaborate closely with developers to ensure optimal UX/UI and an appealing interface. Additionally, as a keen observer of new trends, I continually strive to lead DTM System onto new paths and challenges, ensuring their offerings remain attractive and modern. In the near future, we are planning to expand our efforts into the field of artificial intelligence (AI), which will further enhance the company's capabilities and innovation.








The most important advantages of FLEX radio receiver

**Easy management of remote**  
Depending on individual needs FLEX enables local or remote management of remote control without the necessity to leave the office.

**Modular structure**  
FLEX was constructed so that the user could simply adjust it to their requirements. It is enough to exchange appropriate modules to get the new configuration of the device.

**Varied control**  
FLEX receiver can be controlled with classic remote controls on the frequency of 88MHz and 127MHz and available device. Smartphone with the V-PILOT application is enough to control the receiver practically everywhere where there is access to the Internet.

I also design landing pages for new products and manage the company's social media image, creating graphics for various materials.



I have created hundreds of banners, advertising flyers, designed dozens of packaging for their products, and numerous photographs. I contributed to selecting color schemes, designed interior arrangements for the company, building facades, and even optimized the layout of elements within their premises. I designed promotional stands at trade shows as well as exhibition spaces for the company's products. I also created promotional merchandise.

My contribution to the development of DTM System can be summed up in one word: comprehensively.







## Refrigeration Displays for Wholesale Customers

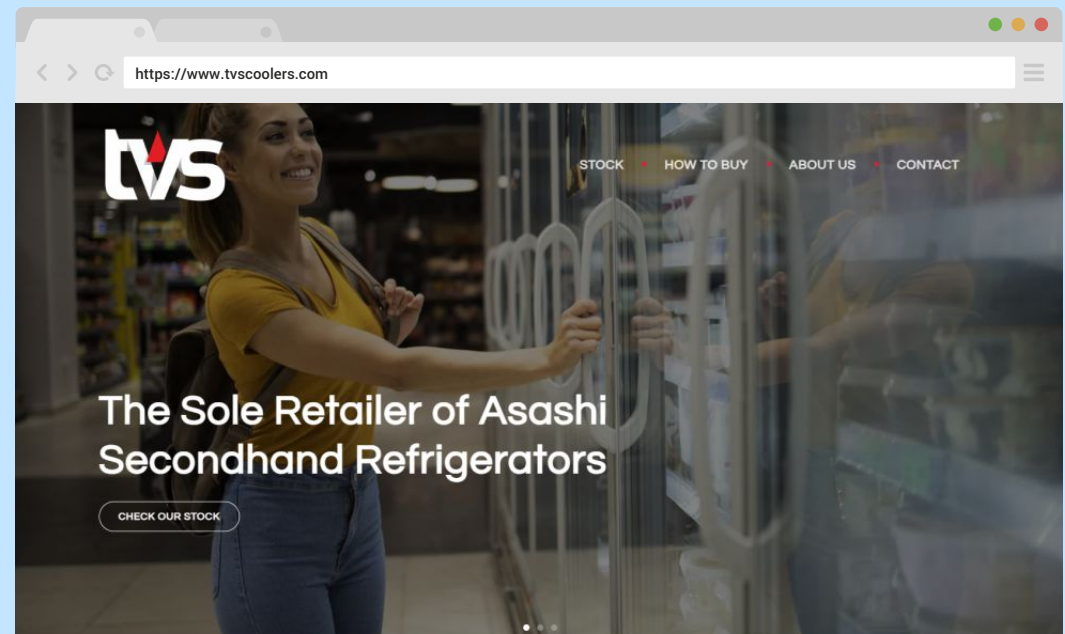
Logo Slogan Key Visual Wordpress

Responsive Web Design UI/UX Design Web Design

SEO Printed Materials

The challenge I undertook in the project for TVS was to create a complete branding package, including a logo, offer slogan, and website, for a company specializing in providing refrigeration displays for wholesale customers. These materials not only aimed to build trust but also to convince of the credibility of the Polish brand in European and African markets. The primary goal was to present the offer in a clear and accessible manner, allowing potential clients, even those unfamiliar with the company, to easily understand the benefits and opt for wholesale orders of refrigeration displays.

Let the Coolness Guide You



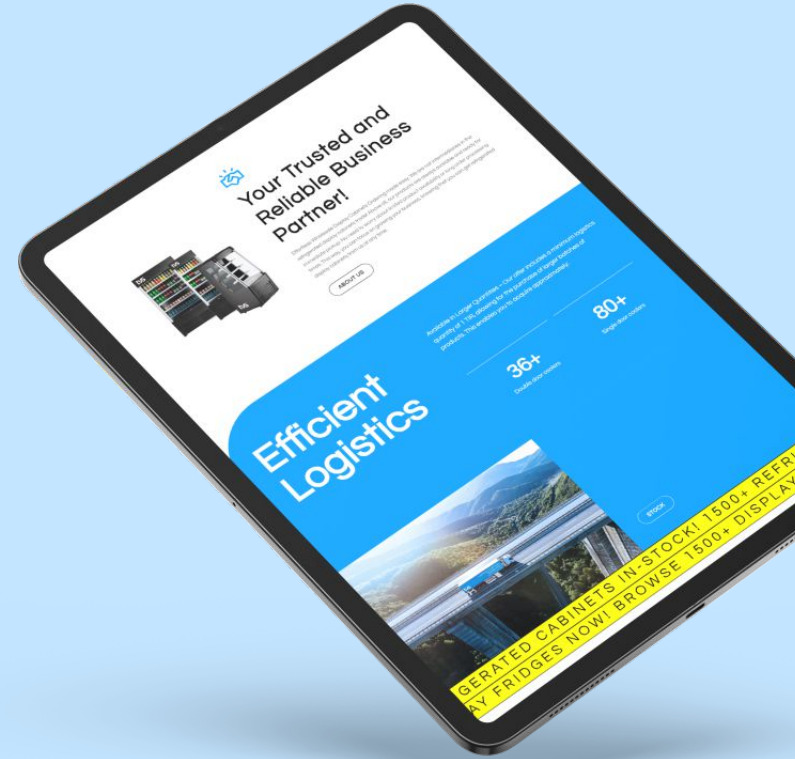
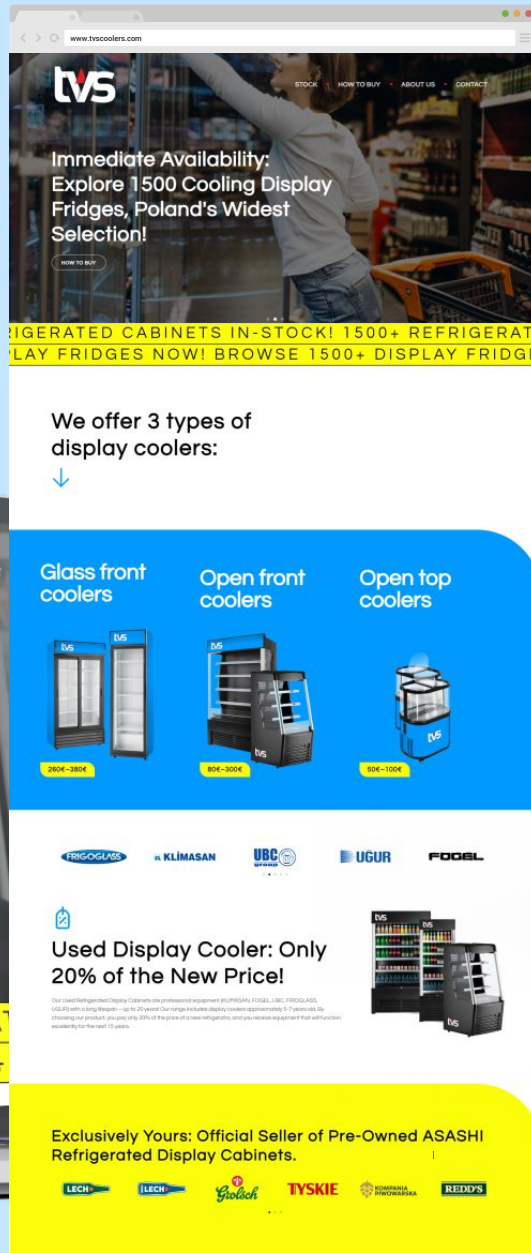
## Always in Stock: Wholesale Display Coolers!

We are a leading supplier of Used Refrigerated Display Cabinets, serving wholesale clients across Europe and even delivering our products to Africa. Our range includes high-quality equipment, perfectly suited for wholesalers seeking a reliable supply source for their businesses. Our aim is to enable our customers to purchase large and diverse inventory stocks, empowering them to conduct profitable trade in their regions.

REFRIGERATED CABINETS IN-STOCK! 1500+ REFRIGERATED  
DISPLAY FRIDGES NOW! BROWSE 1500+ DISPLAY FRIDGE



I crafted accurate and engaging texts for the website, focusing on creating copy that precisely showcased the company's offerings. Collaborating with the owner, I identified the key strengths of the company, highlighting its greatest potential. Additionally, I'm planning to conduct an original photoshoot for TVS by the end of 2023, ensuring unique, non-stock photographs that fully capture the essence of the brand.

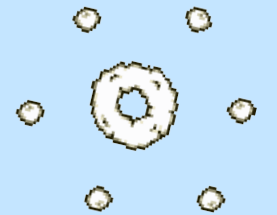


www.tvscoolers.com



Marek  
Designer

Finally ...







[www.getyourcan.com](http://www.getyourcan.com)

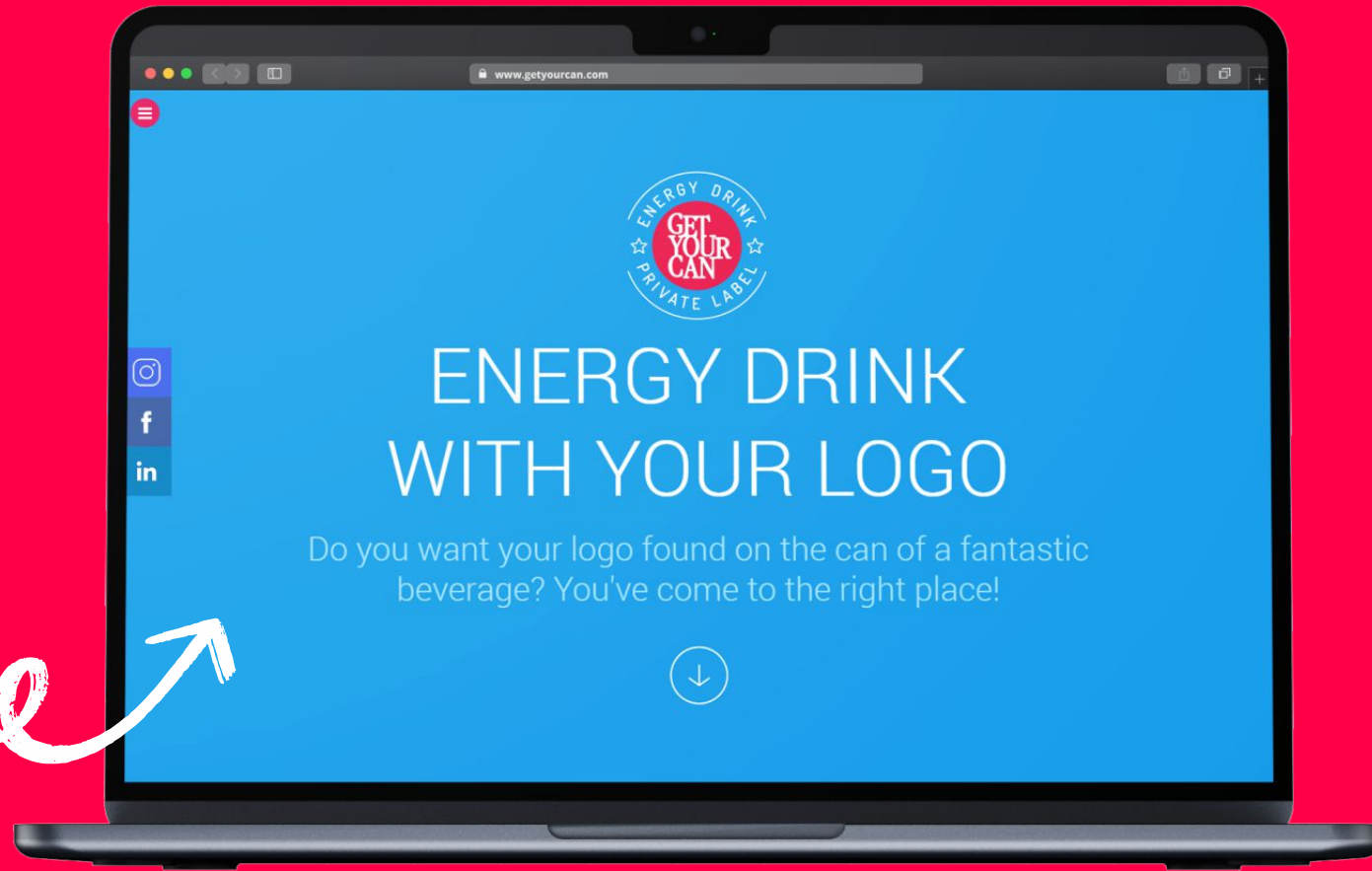
GetYourCan offers a unique proposition in Europe!  
We provide energy drinks with your logo, covered  
by exceptionally high-quality shrink sleeve foil.

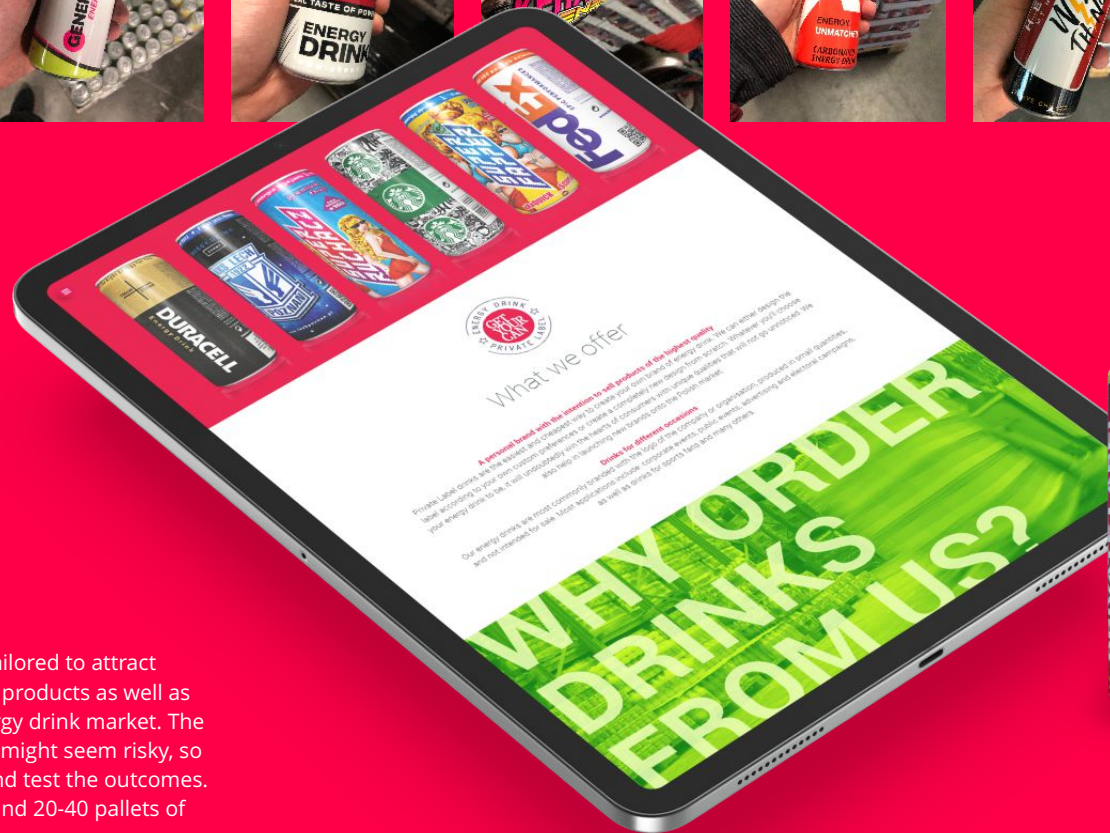
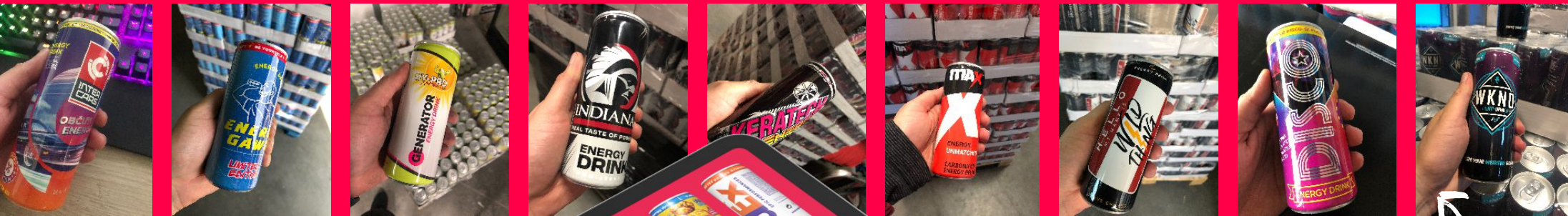
- Logo
- Branding
- Key Visual
- Landing page
- Social Media Visuals
- Brand Promotion
- Google Adverts

GetYourCan is my proprietary project that focuses on producing energy drinks designed for brand promotion and market testing. While searching for a way to produce small quantities of energy drinks, including the case of Super Ruchacz, I came up with a business idea centered around creating small batches of energy drinks. This gave rise to the GetYourCan project.

I developed an innovative method for applying shrink sleeve foil to energy drinks. Working closely with production line manufacturers and heat tunnel experts, I established a compact production line that allows for the sale of energy drinks with your logo or brand in quantities starting from as few as 2880 units. And all at competitive prices!

**Energy drink with Your Logo**





Here are a few exemplary projects



I have meticulously crafted an offer tailored to attract businesses interested in promotional products as well as individuals planning to enter the energy drink market. The choice of a million units of beverages might seem risky, so it's better to start with 10,000 units and test the outcomes. Despite being a niche offer, I sell around 20-40 pallets of drinks annually.



If you're interested in energy drinks with your logo, you can place your order here:





Marek  
Designer

P  
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JEBS!

## ROTARY ENTHUSIAST

For over 20 years, I've been deeply fascinated by Mazda's rotary engines, particularly those in the RX7 model. Even before its surge in popularity due to films like "Fast and Furious," I owned a Mazda RX7. Presently, I own three vehicles equipped with rotary engines. This passion holds a special place in my life, and a significant portion of my time has been dedicated to restoring cars and personally engaging in their repairs and servicing.

## OAKLEY COLLECTOR

My fascination with the Oakley brand grew out of a personal necessity. Due to having less melanin in my eyes, I often wear sunglasses to prevent fatigue and discomfort caused by strong light. In search of the perfect sunglasses with appropriate lenses, I came across Oakley - marking the beginning of my journey with the brand. I consider the years from 1997 to 2012 as the period when Oakley created their most iconic lifestyle designs. They employed top-notch designers in the USA, and Jim Jannard's vision provided the team with creative freedom built on a solid foundation. The design was meticulous and refined, while the materials and craftsmanship reached a masterful level - no other brand has achieved this level of excellence to this day.





## CAT LOVER

I love cats and have a wonderful Scottish Fold named LUNA in my family. It's often said that introverts prefer cats, while extroverts prefer dogs. In my case, I think I align with this theory, as the company of a cat perfectly suits my introverted nature.

## DOTA 2 AFICIONADO

I'm also deeply passionate about video games, and I've particularly immersed myself in the competitive world of Dota 2. To me, it's like modern-day, strategic chess, full of intricate challenges. Despite its immense difficulty and demanding nature, that's what draws me in. The highly advanced matchmaking system and the developers' dedication still keep the game fresh and evolving, even over a decade after its release. Not just Dota 2, but I also find myself engrossed in the adventures of Cyberpunk or engaging in a few rounds of Warzone.



## MOVIE JUNKIE

Cinema is one of my great passions, especially when it comes to science fiction, dramas, and thrillers. My collection of favorite movies is diverse, encompassing gems like "Edge of Tomorrow," "Big Lebowski," "Good Will Hunting," "Fight Club," "Carlito's Way," "Unforgiven," "Fargo," "Scarface," "Memento," "Primer," "The Departed," "Midnight in Paris," "Moonrise Kingdom," "A Ghost Story," "Arrival," "Zodiac," and "Gravity." It's a wonderful source of inspiration and a getaway from my design work, as well as a wellspring of fascination for storytelling and the diversity of narratives that can unfold on the big screen.

# Forging Uncharted Roads



Crafting Tomorrow's Designs Today:  
Empowering Brands, Embracing Creativity.



Marek  
Designer