



DESIGN PORTFOLIO

MARCIN

MICHALSKI

HELLO THERE!

My name is Marcin and I'm a Digital Designer that specialises in Visual Identity Design.

With experience managing small team and coordinating projects of all sizes and creative challenges. My Polish background as well as knowledge in Visual Design, Photography and Multimedia Production allows me to think from a different perspective, consider things beyond the current task at hand and think of how all of the elements will come together as an end result.

Being passionate about all things creative and tech, I strive to search for inspiration not only within design, but very much

outside of it. It being film, photography, industrial / product design, video games, anime and more.

When I am not keeping myself creatively engaged, I try to improve myself by learning Japanese, perfecting my V60 coffee technique, being out on the streets documenting life, trying to learn new skateboarding tricks or trying to beat my lap times on the sim.

My strong drive for helping / supporting others has helped me tremendously in my last role by closely working with my team to develop a workflow and processes that utilise the strengths of the team and complements it, which helps with efficiency as well as overall satisfaction.



PORTFOLIO DESIGNS

- 01** All Square Lighting
- 02** Berkeley Ventures
- 03** Heresy Garage
- 04** Wallop Energy



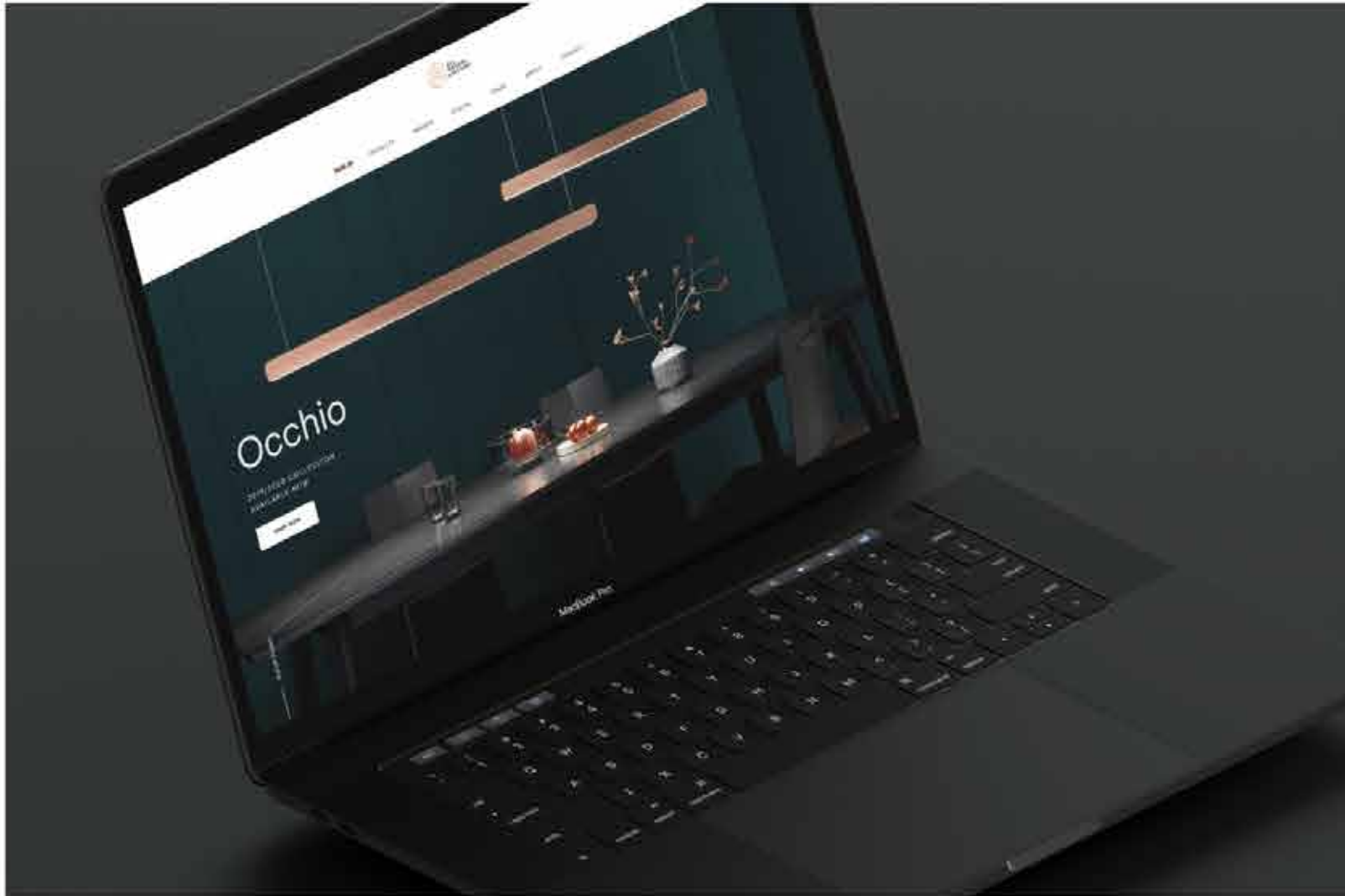
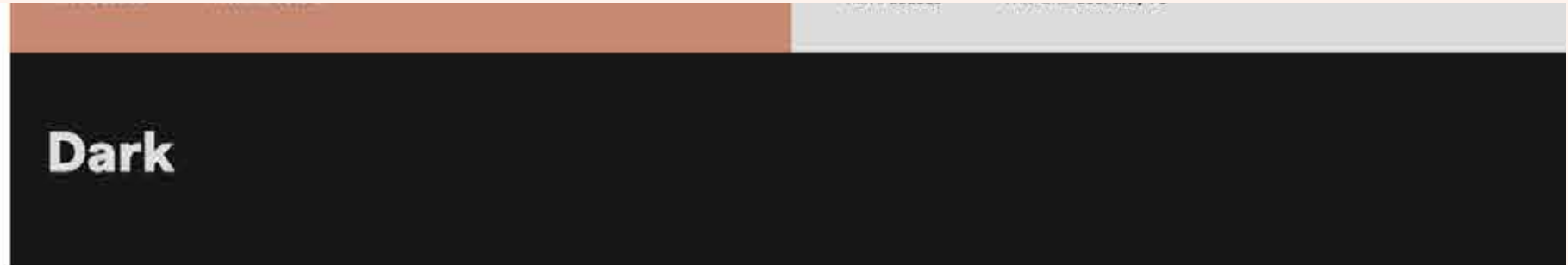
ALL SQUARE LIGHTING

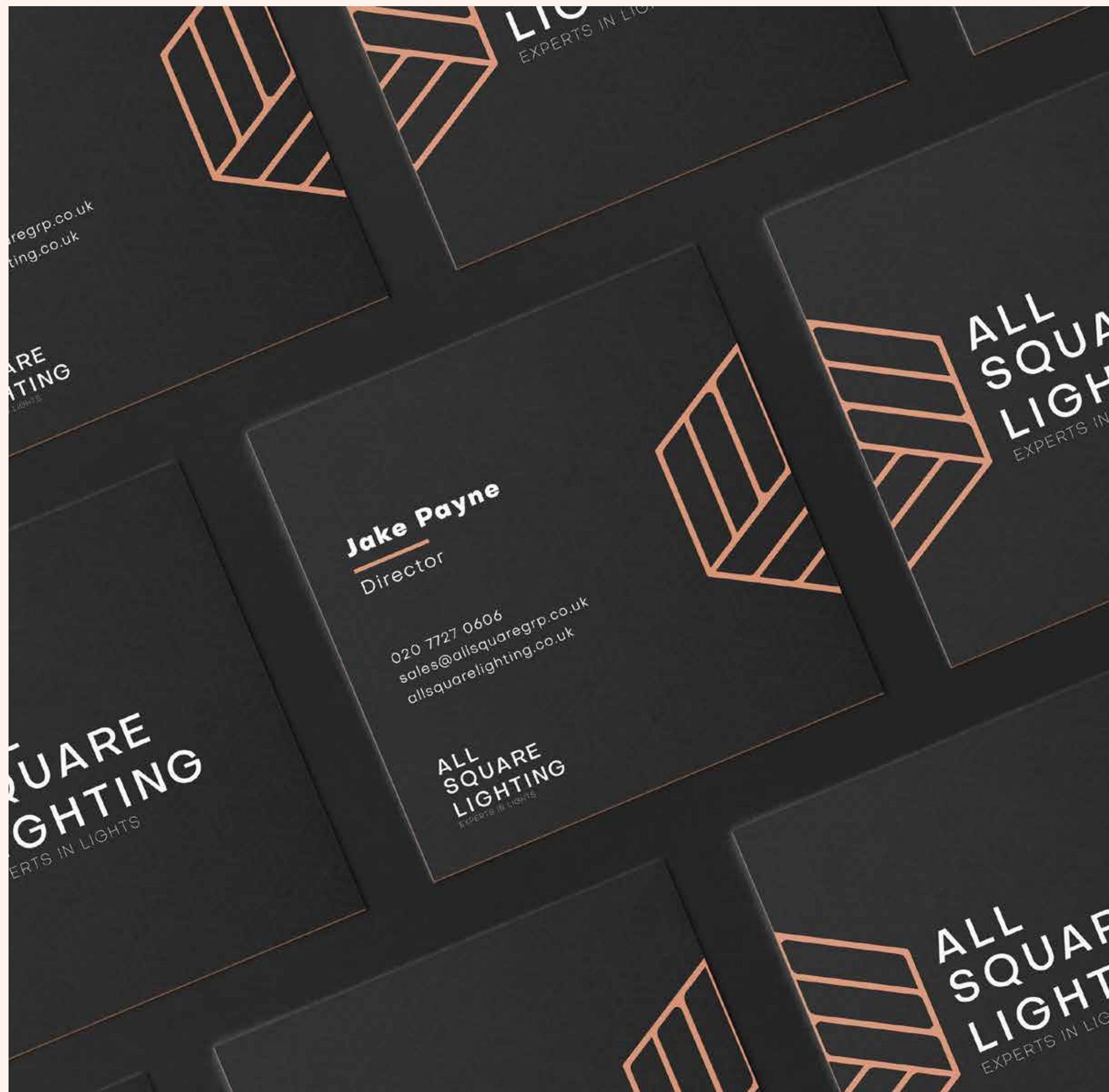
All Square Lighting is a well established family business, which has been on the market since 2002. The store sells high end lighting solutions, however their identity and the website did not reflect that very well. We have been asked to re-brand the store and create much needed update to their digital storefront.

PROJECT: Visual Identity Design + UI / UX

DELIVERABLES: Logo / Website / Signage

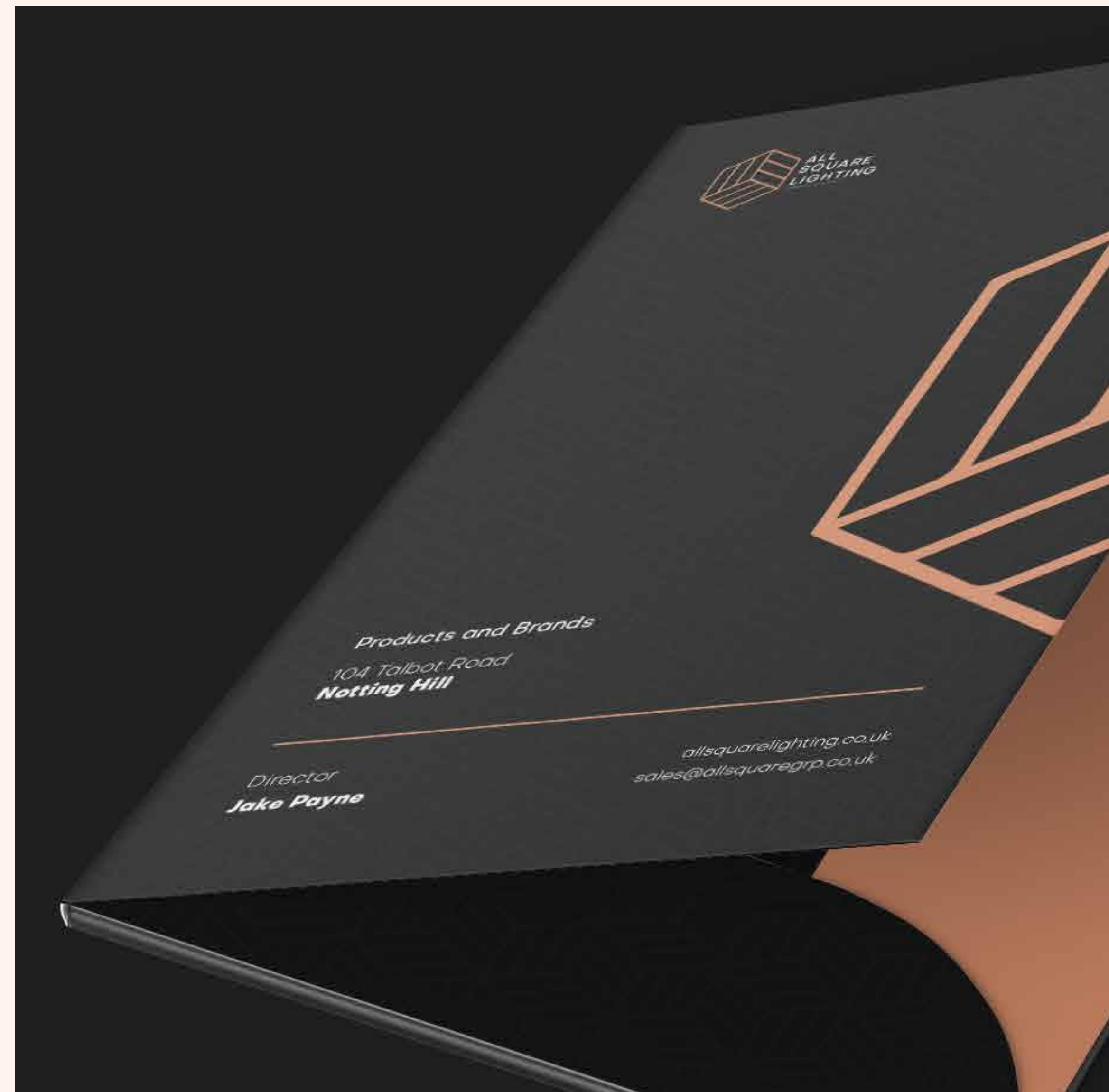






Project Showcase:
All Square Lighting

Design
Portfolio



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THE CHALLENGE

The Challenge was to create a brand new identity which reflected the market that the store is in while keeping the overall image clean, simple and geometric in nature.

Client wanted a complete redesign to revitalise the company, which has given us full freedom to explore different avenues, without being constrained by existing identity.



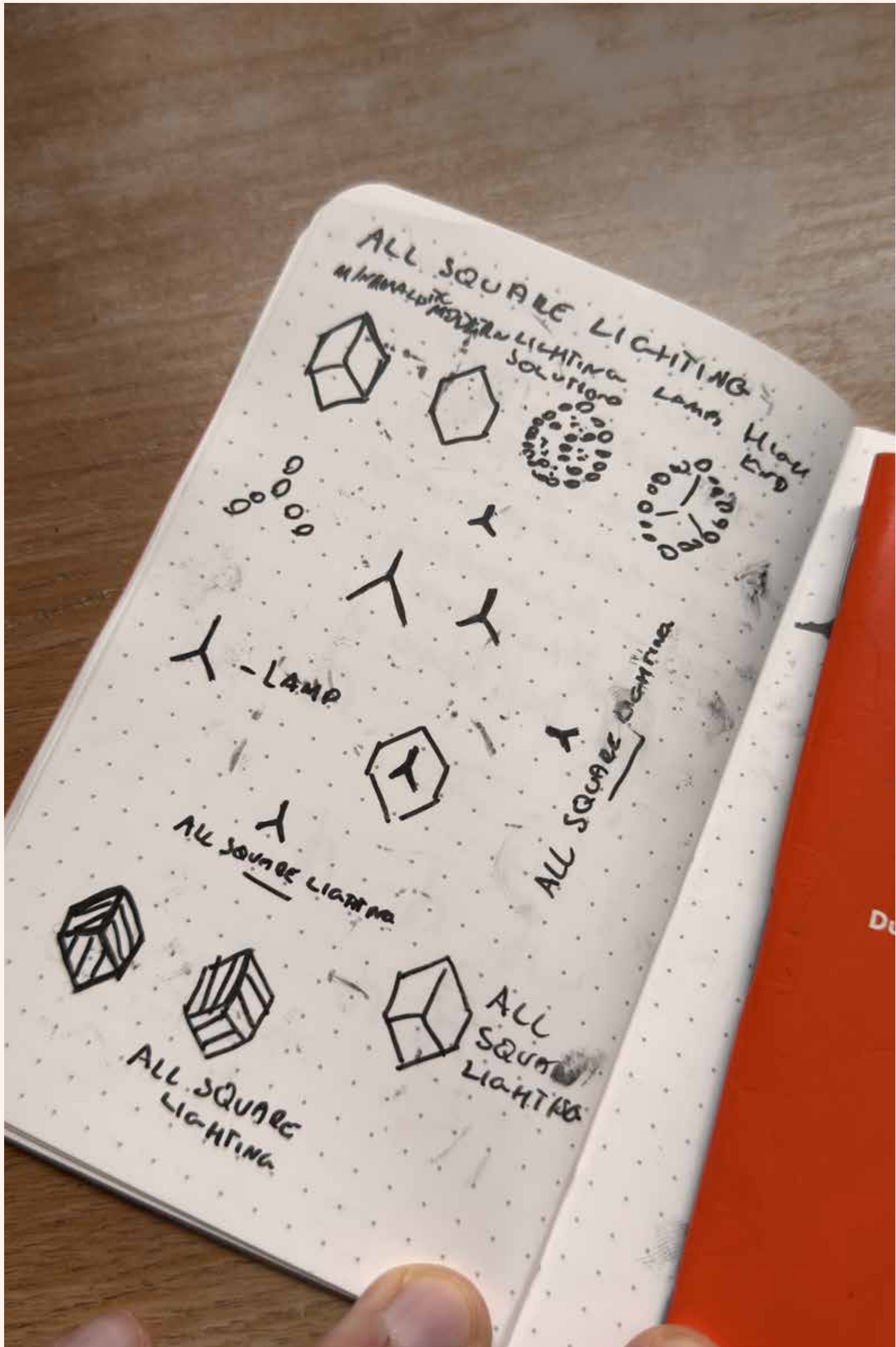


THE SOLUTION

Final design consisted of elegant emblem which can be used throughout the identity as a pattern to create depth to the overall brand.

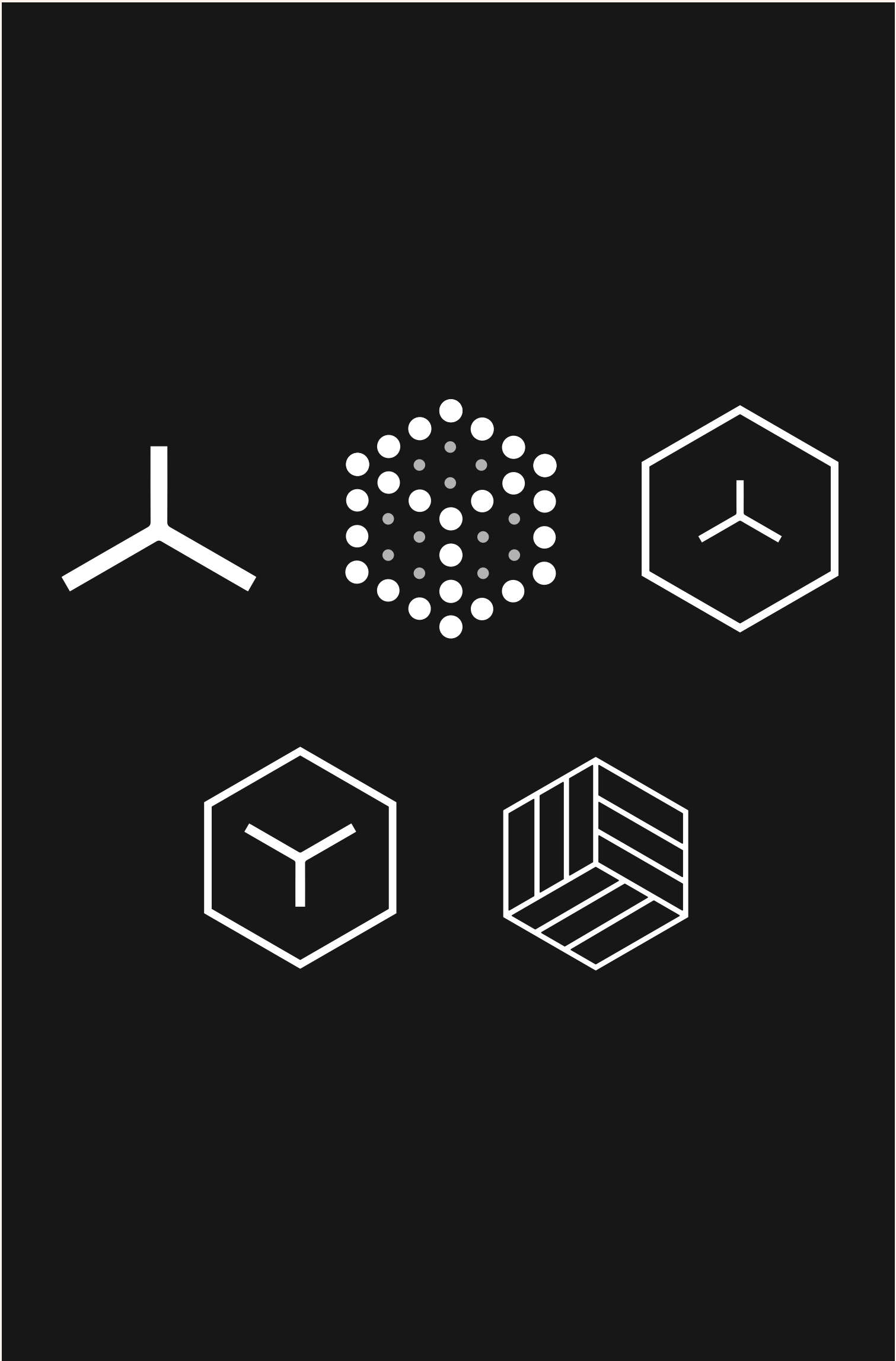
Since the customer was an already established business, the list of elements that required updating was extensive. Ranging from store front to invoices etc.





Project Showcase:
All Square Lighting

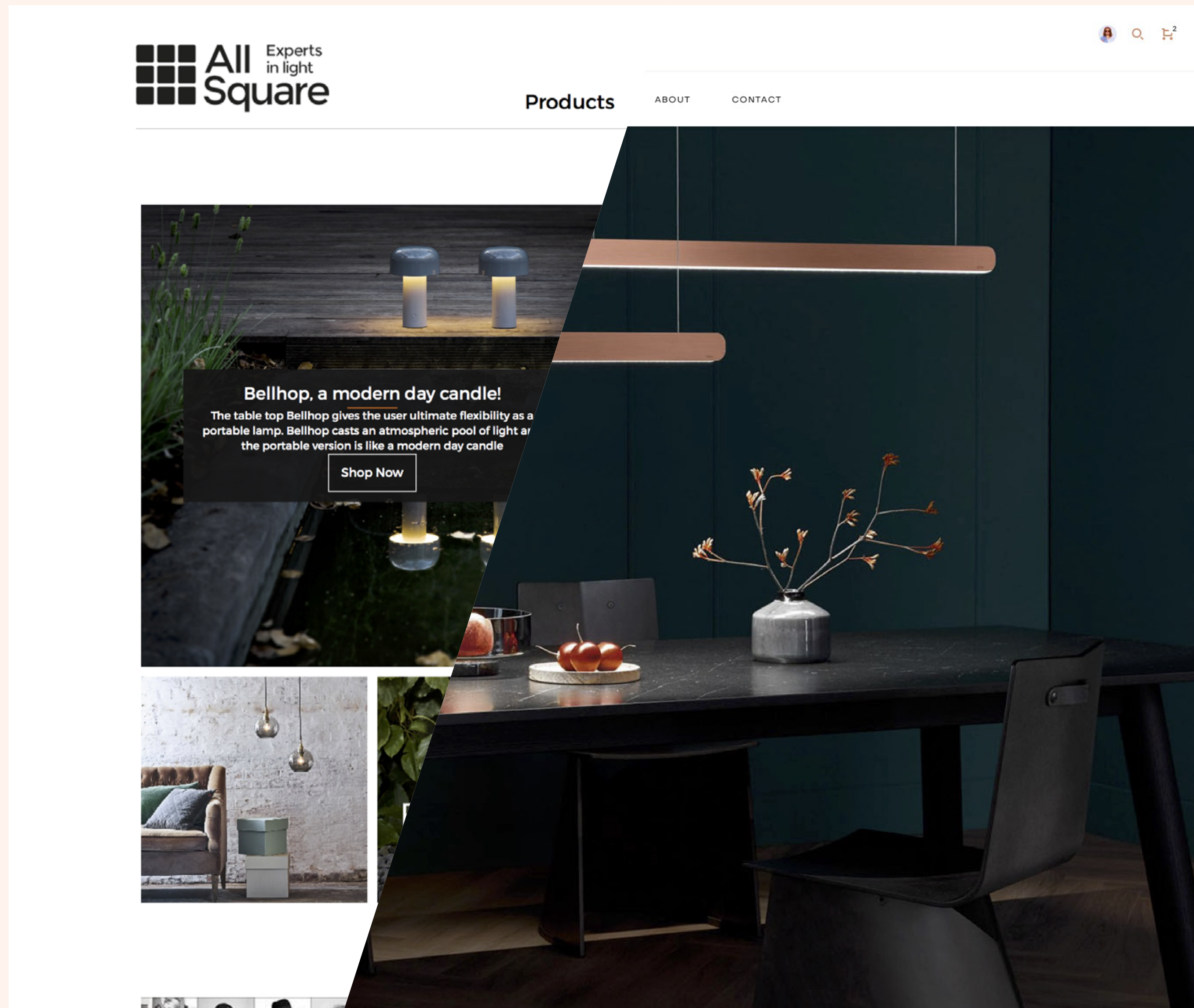
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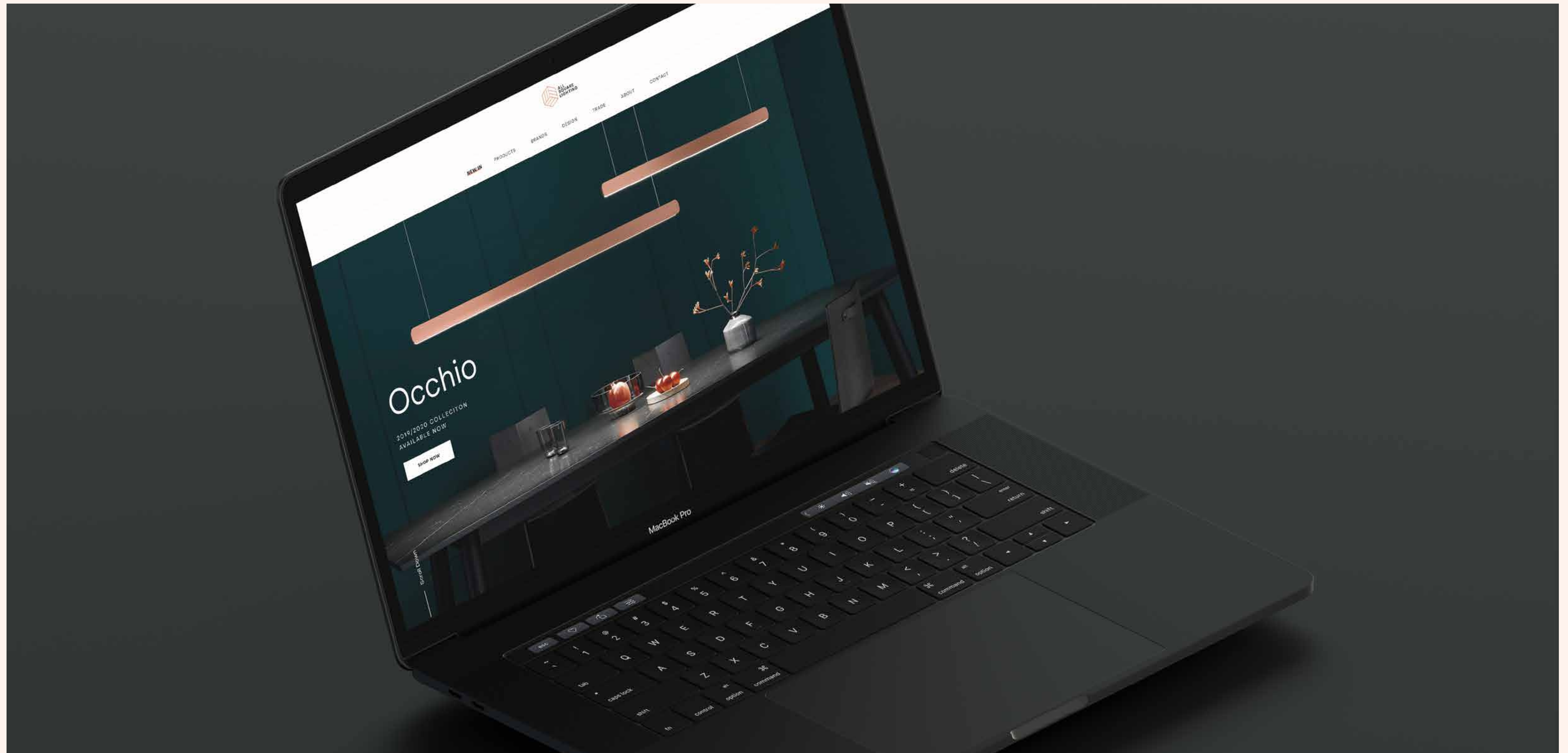


THE CHALLENGE

The challenge for the redesign was to create a design that will closely match the newly created visual identity.

Current website was heavily leaning towards trade sales, however the client wanted to implement features and functions in line with consumer level e-commerce websites.

New website's goals were to increase the average visits to the site, increase the number of sales in both Trade and Retail markets and improve sites customer journey with a friendlier / easier to use layout.

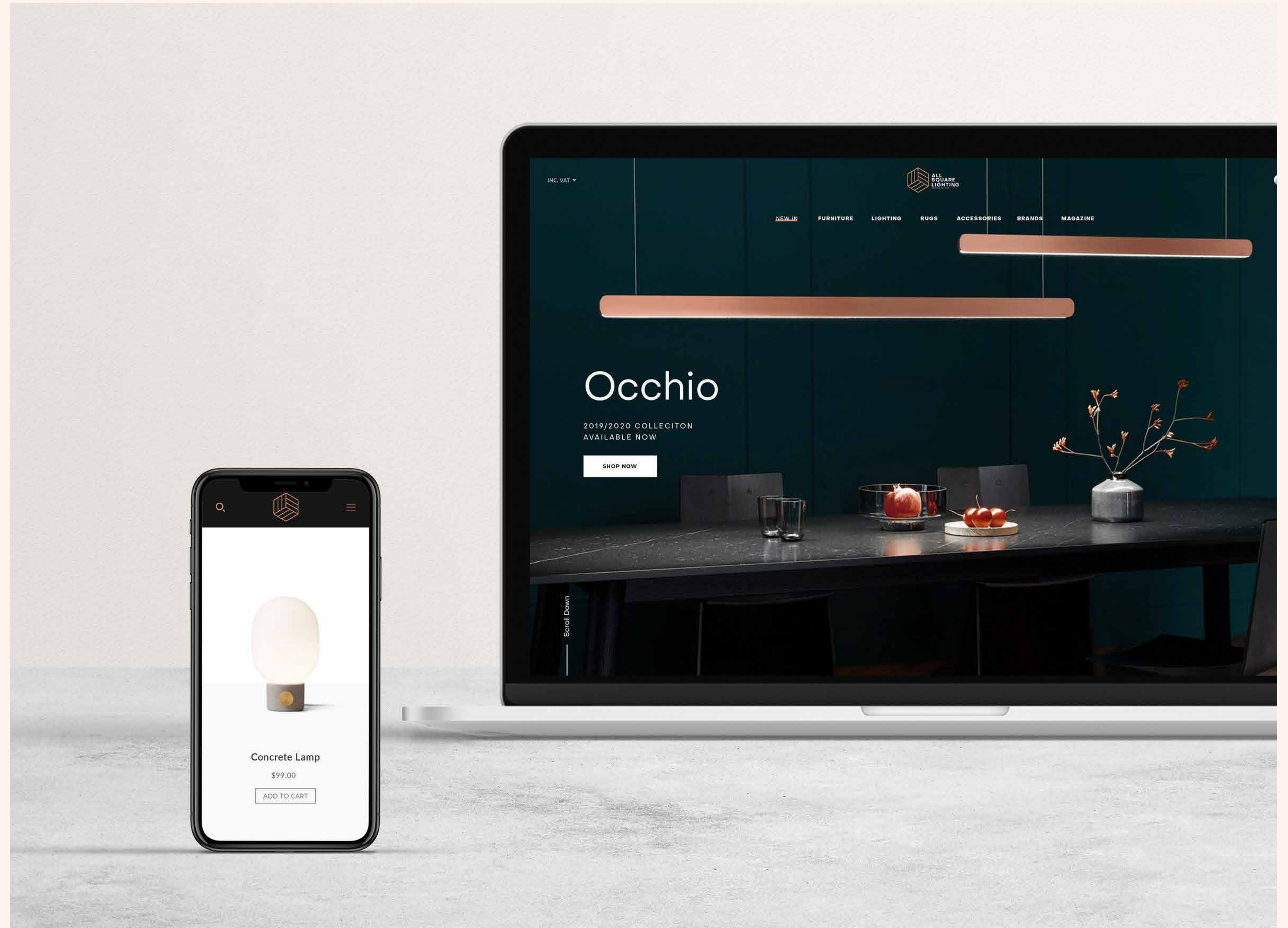


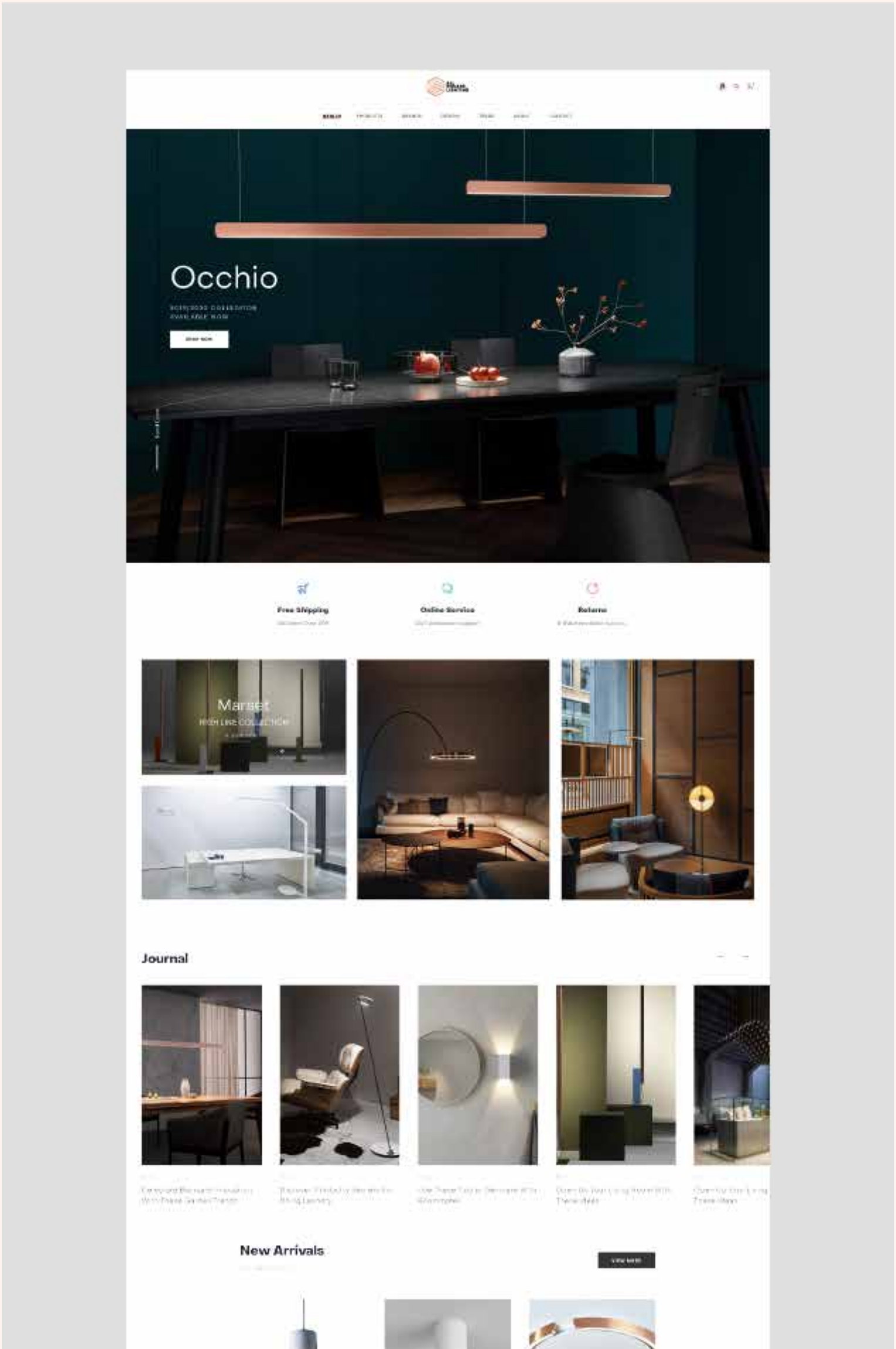
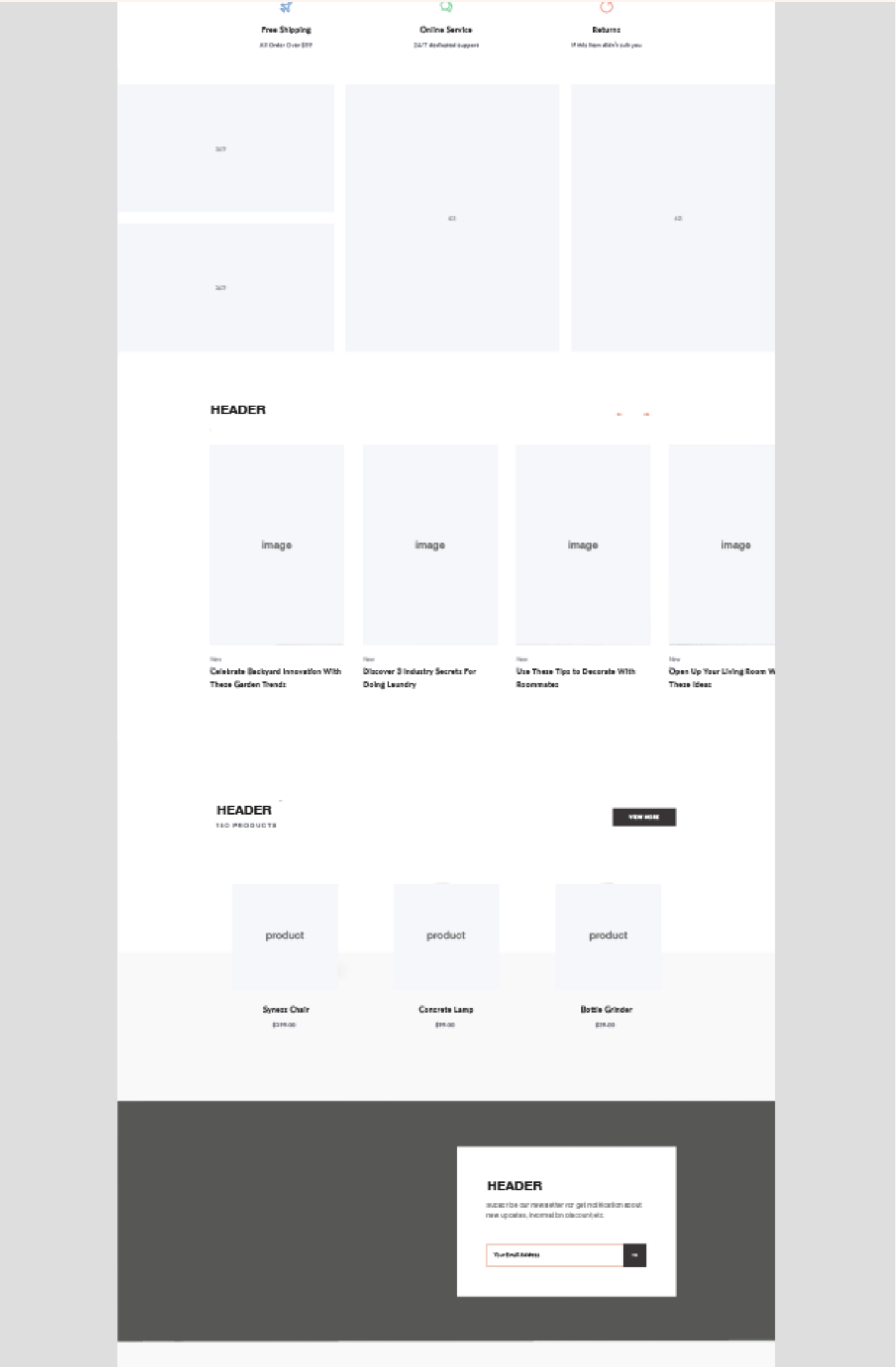
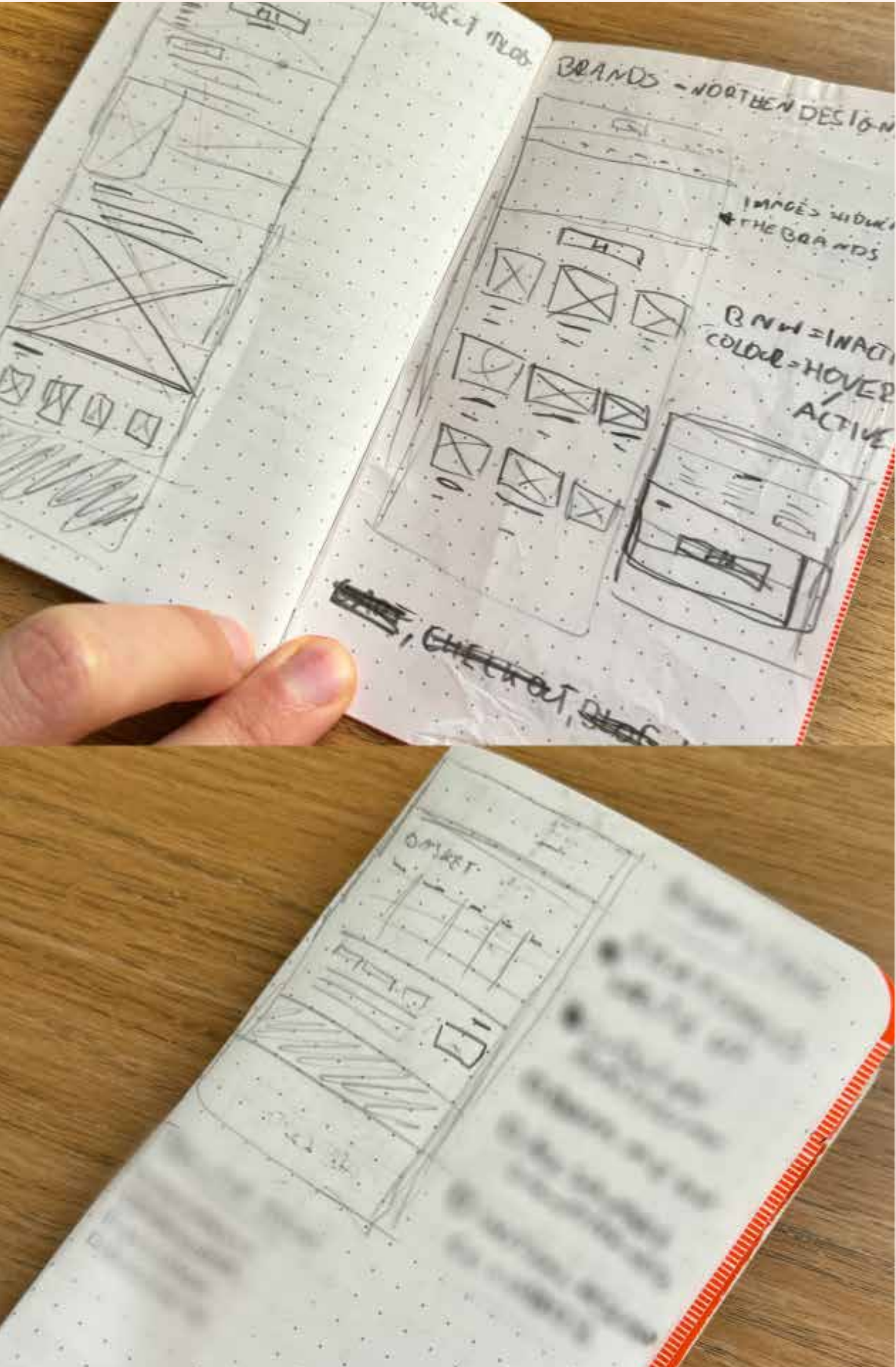
THE SOLUTION

The solution was to base the new design on responsive layout that can easily be translated to all types of devices.

The aim for the redesign were to increase the average visits to the site, increase the number of sales in both Trade and Retail markets and improve sites customer journey with a friendlier / easier to use layout.

Current site had heavy focus on trade sales, which meant that retail sales were minimal. We have focused on making sure that both Businesses and Consumers had friendly / easy to navigate site that did not require completely separate websites.



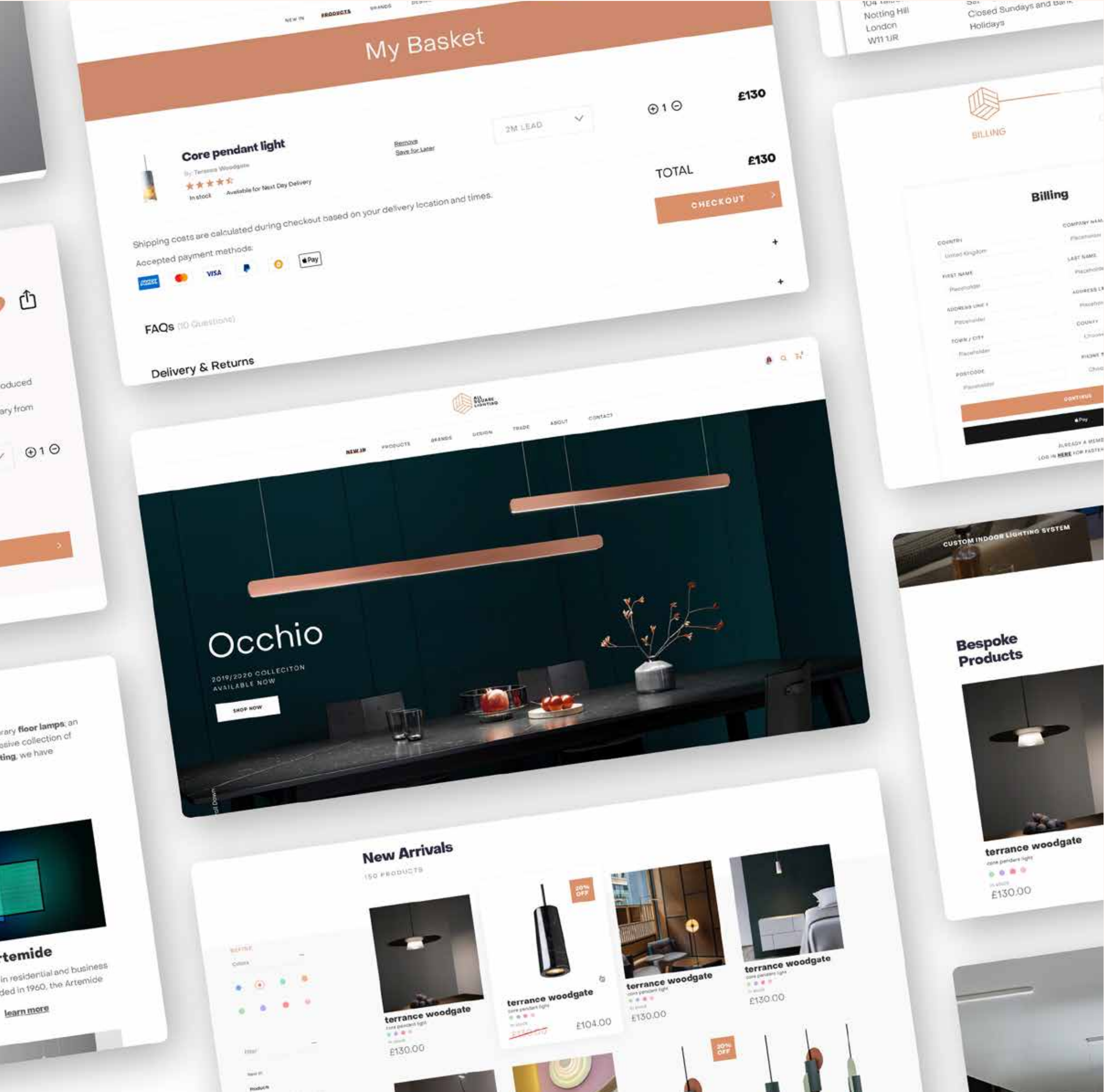


Project Showcase:
All Square Lighting

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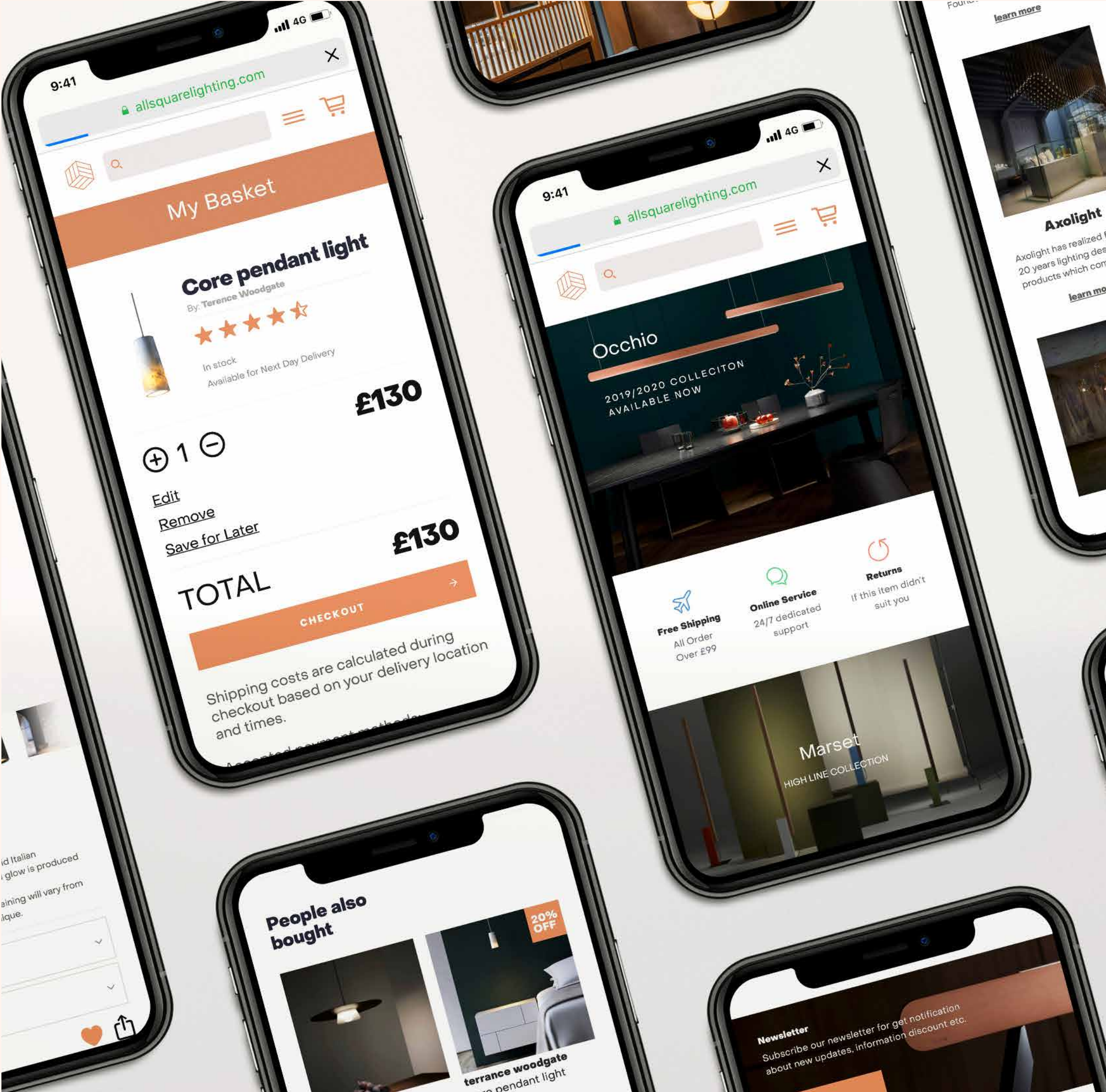
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Project Showcase:
All Square Lighting

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BERKELEY VENTURES

Berkeley Ventures sources partners with TSP's at different maturities to work with them through the process of accessing the UAE market, piloting their services & supporting them in getting further growth and success by delivering their services across multiple UAE institutions.

PROJECT: Visual Identity Design, Art Direction

DELIVERABLES: Brand Pack / Social templates

Presentation Deck



Berkeley Ventures





THE CHALLENGE

The challenge was to create a strong corporate visual identity with an easily recognisable logo mark that can work internationally.

The Identity was required to come across highly professional & trustworthy to attract Banks and other international investors. As well as being modern in its approach to align with tech start-ups around the world.

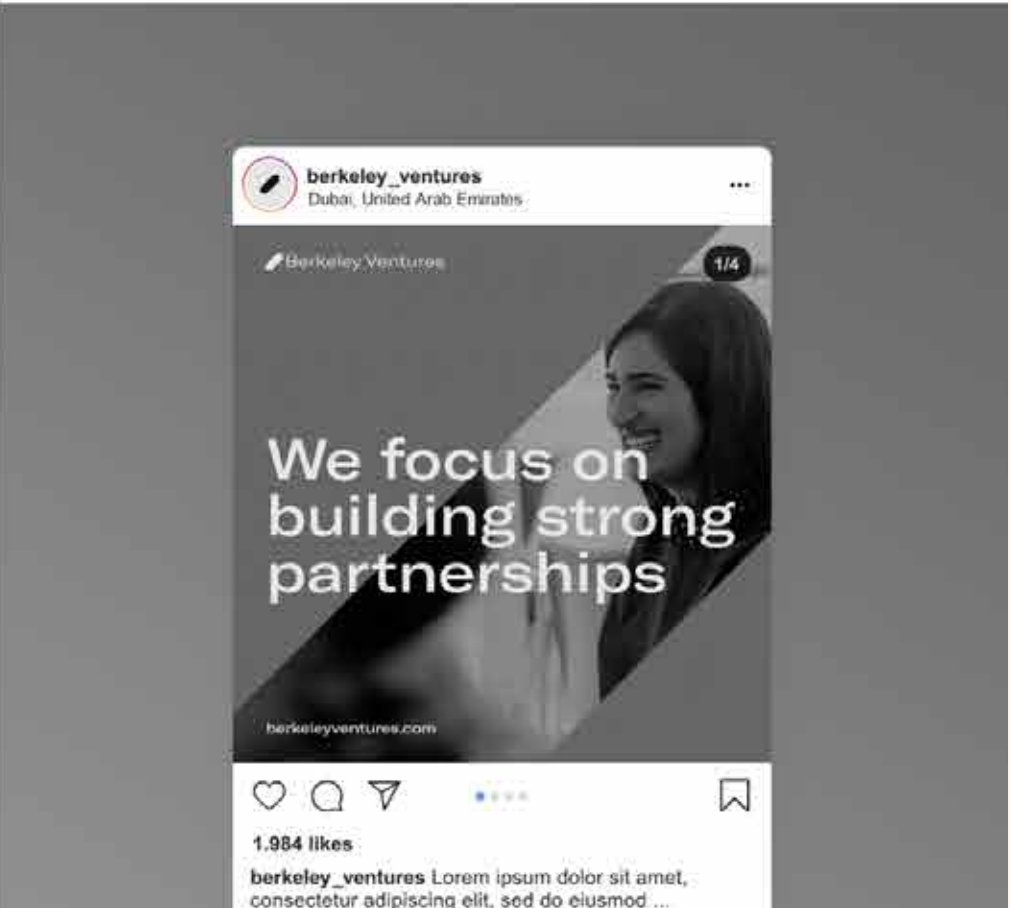
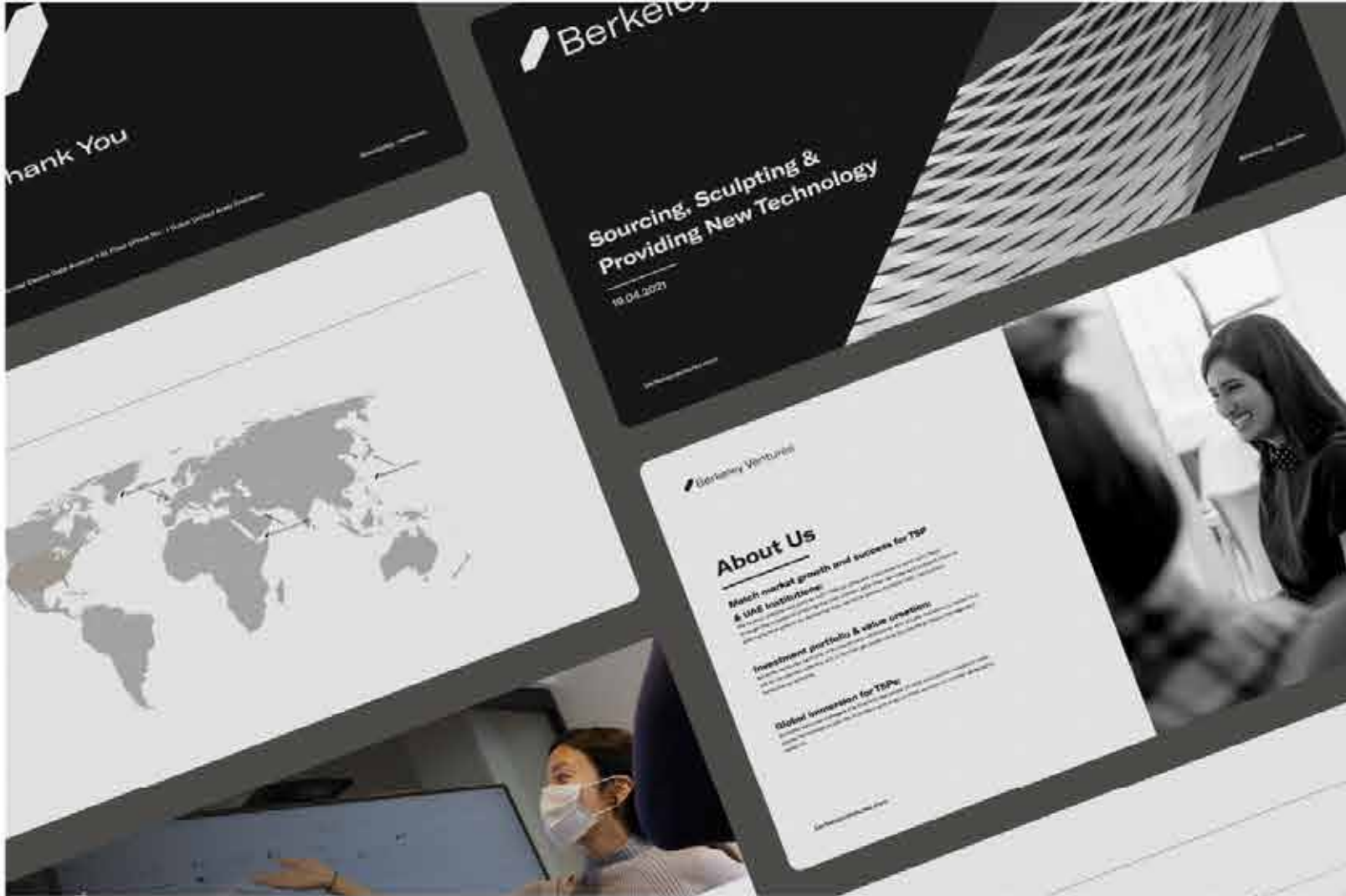
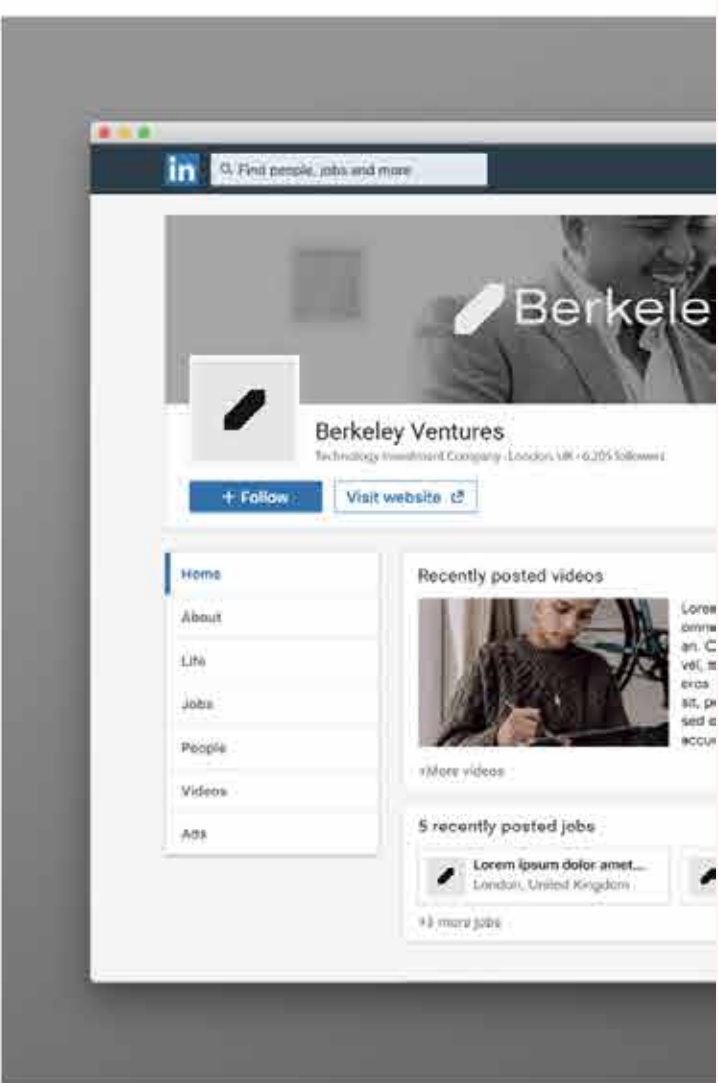
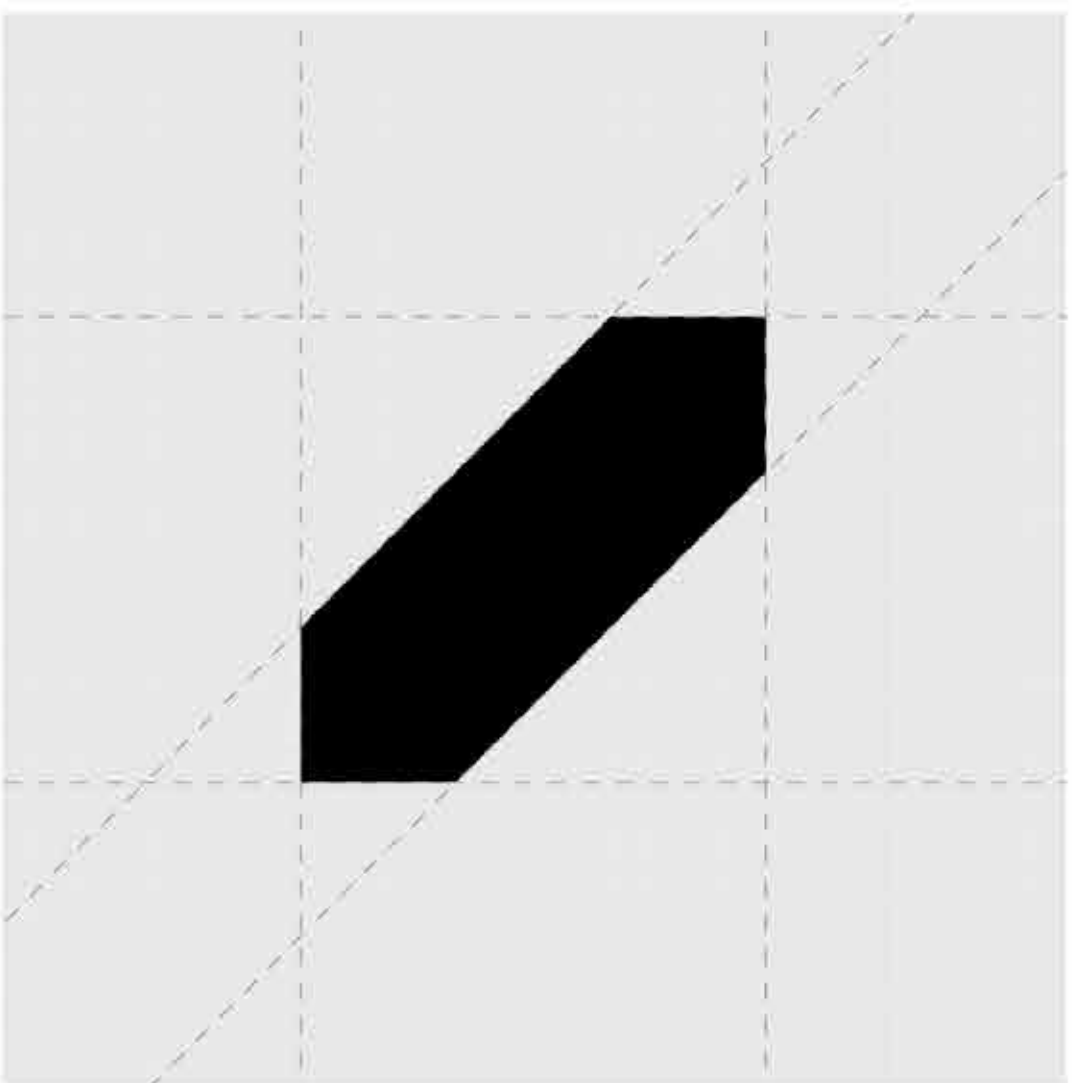


Berkeley



Secondary

Accent Colour

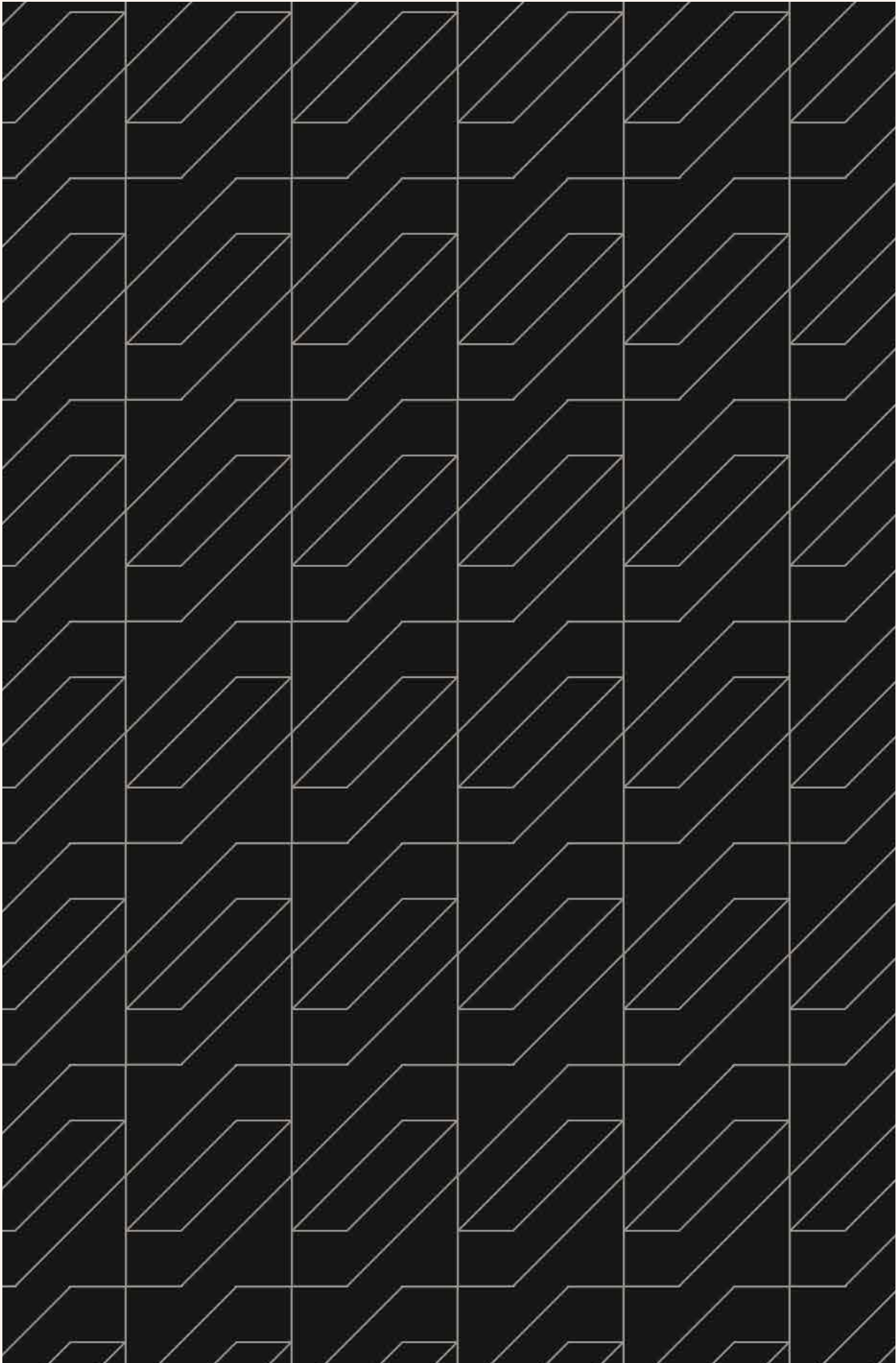
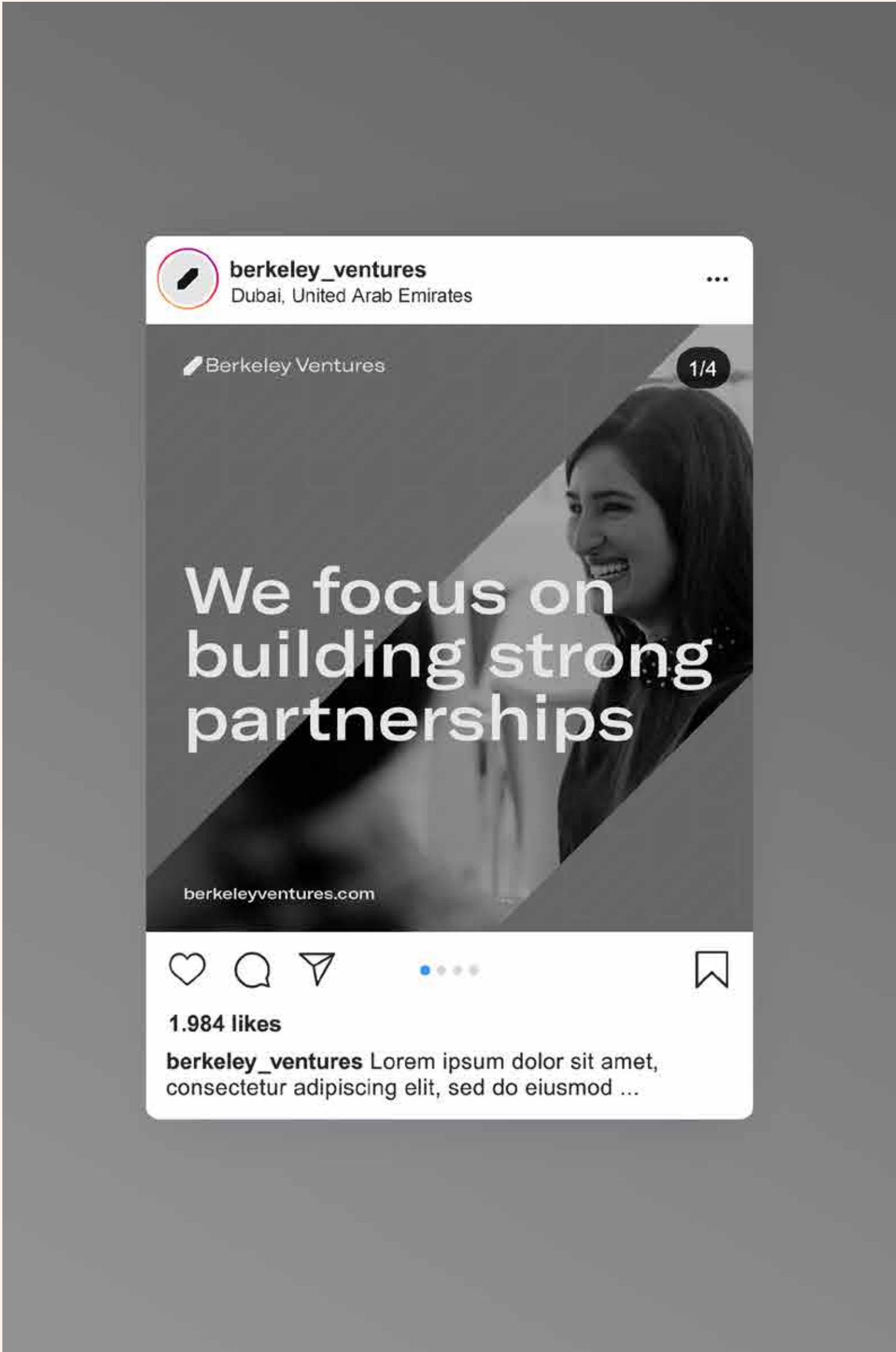


THE SOLUTION

The solution to this challenge was to create an abstract emblem that embodies strength, growth yet stays within minimal and clean corporate visual identity that can attract both, investors and tech startups.

The symbol utilises a square stretched in a diagonal forward direction conveying core brand message — confident substantial growth in technology sector to further emphasise the high end support and investments Berkeley Ventures offers to their clients we have developed a subtle pattern by utilising the emblem. This allows different elements to have Berkeley Ventures "stamp" throughout different digital and printed elements, even when the main logo is not present.



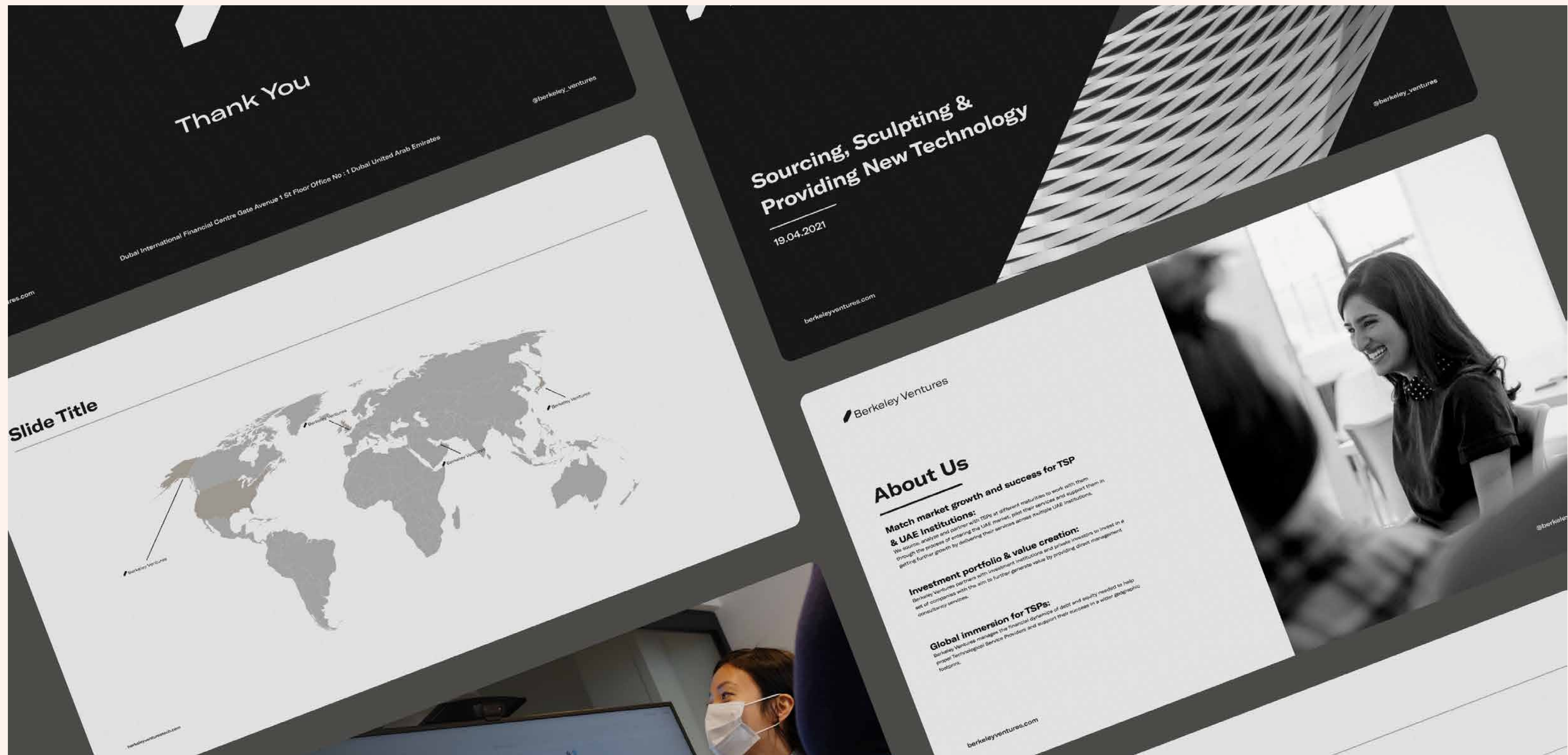


Project Showcase:
Berkeley Ventures

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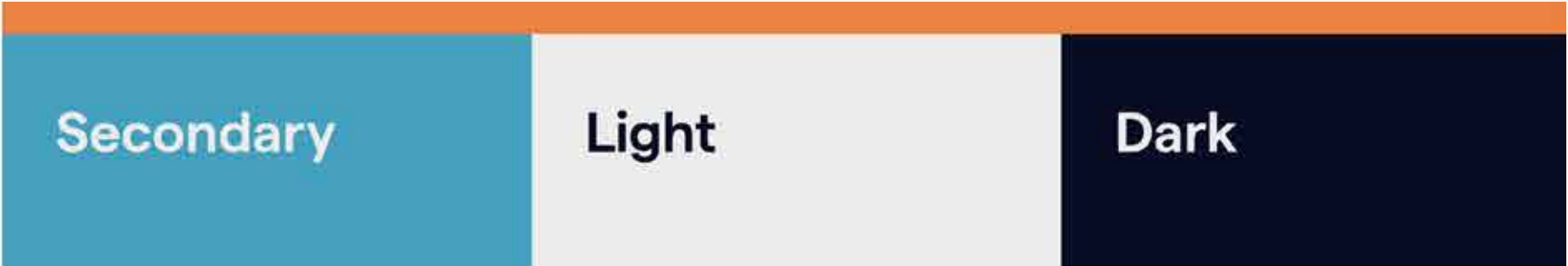
HERESY GARAGE

Hersey Garage retrofits classic cars with fully electric engines as well as specialising in fully bespoke builds.

PROJECT: Visual Identity Design

DELIVERABLES: Brand Pack / Stationery







THE CHALLENGE

The concept behind the company is to allow owner to enjoy using their classic cars, without the hassles that come with ownership of those cars. With the world moving to more sustainable forms of energy, classic cars are running a risk of not being allowed on the roads.

Heresy Garage allows those cars to have 2nd life. Their aim is to convert old classic and vintage cars to electric drivetrains. They also undertake custom builds. The challenge here was to convey both, the old and the new. The brand needs to resonate with car culture and the tech enthusiasts.





Project Showcase:
Heresy Garage

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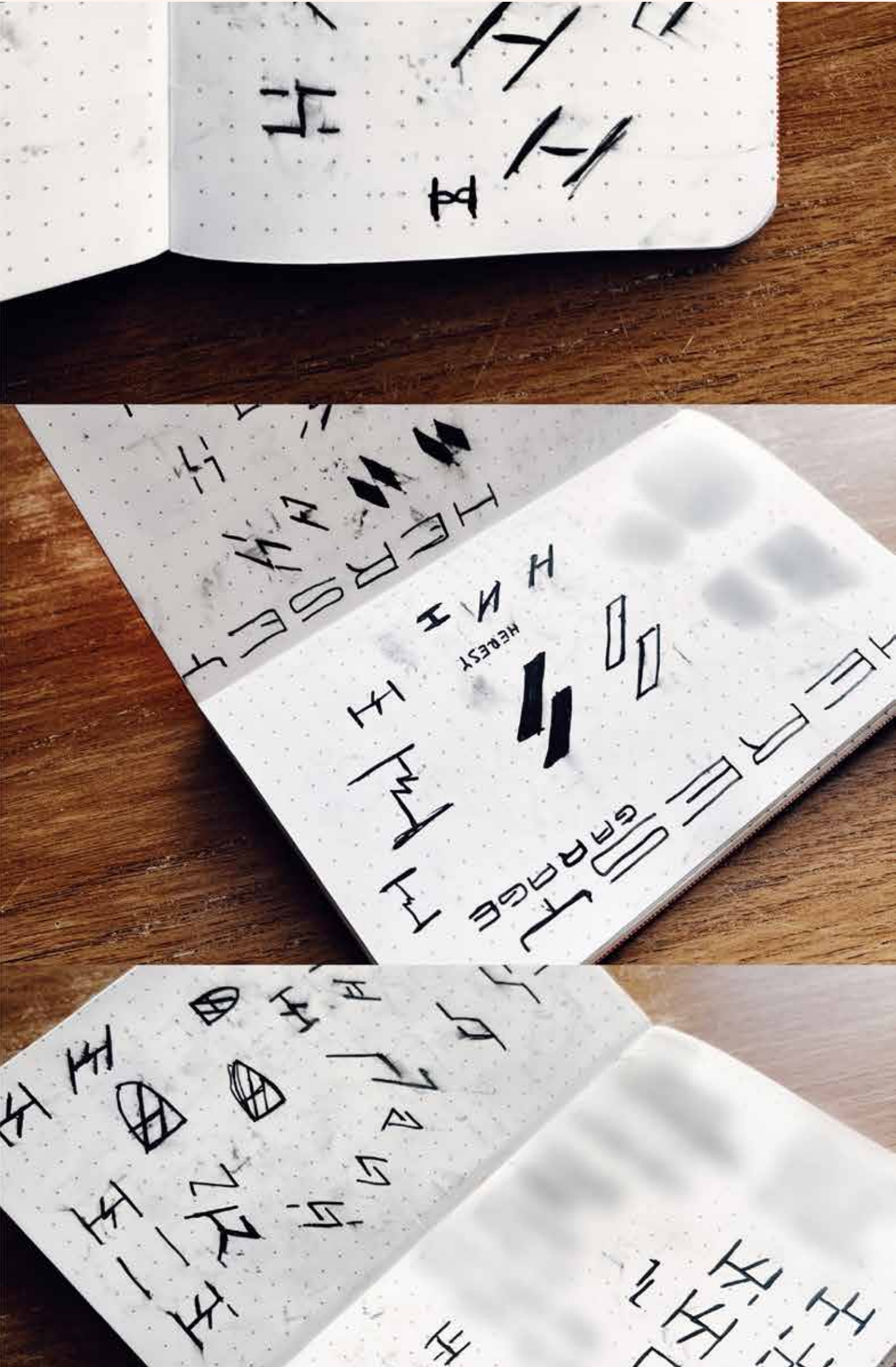


THE SOLUTION

I have research vintage and classic cars and looked at the badge designs. I have gone through dozen of sketches exploring different ways to combine the badge style with the battery tech.

During my research, I have looked into battery technologies and came across the battery diagrams, which loosely resemble the letter H. This felt like a natural direction to take the brand in. I have also developed custom logotype for the brand. The logotype uses wide letters, which both gives a nod to classic cars (Corvette, Porsche) and feels futuristic at the same time.









Project Showcase:
Heresy Garage

Design
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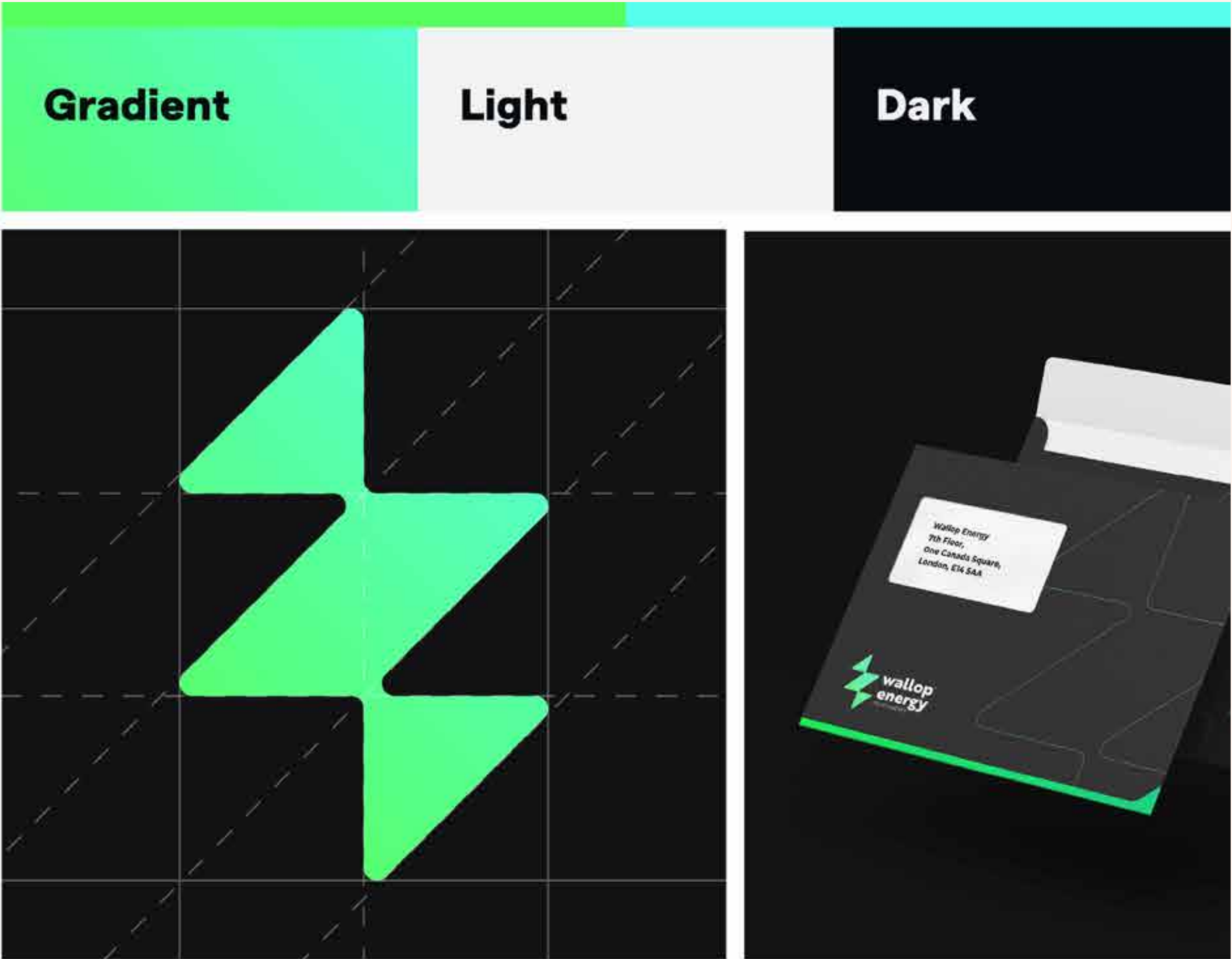
WALLOP ENERGY

Wallop Energy aims to be UK's 1 stop shop for all of your renewable energy needs.

PROJECT: Visual Identity Design / Art Direction

DELIVERABLES: Visual Identity Design, Merchandise,
Vehicle Wrap, Print





Project Showcase:
Wallop Energy

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THE CHALLENGE

Since Wallop Energy is a start-up within an already competitive market, my aim was to create an identity that can allow Wallop Energy to establish itself within the market, and yet stand out.

Wallop has approached us very early on, which meant that their offering and focus has been evolving alongside with the brand. The company started off hoping to offer solar and bulk fuels. However by the end of it, Wallop Energy fully focused themselves on renewable energy and installations. Working with a client that is still evolving their focus came with it challenges. However I think the final result did not suffer because of that.





Project Showcase:
Wallop Energy

Design
Portfolio



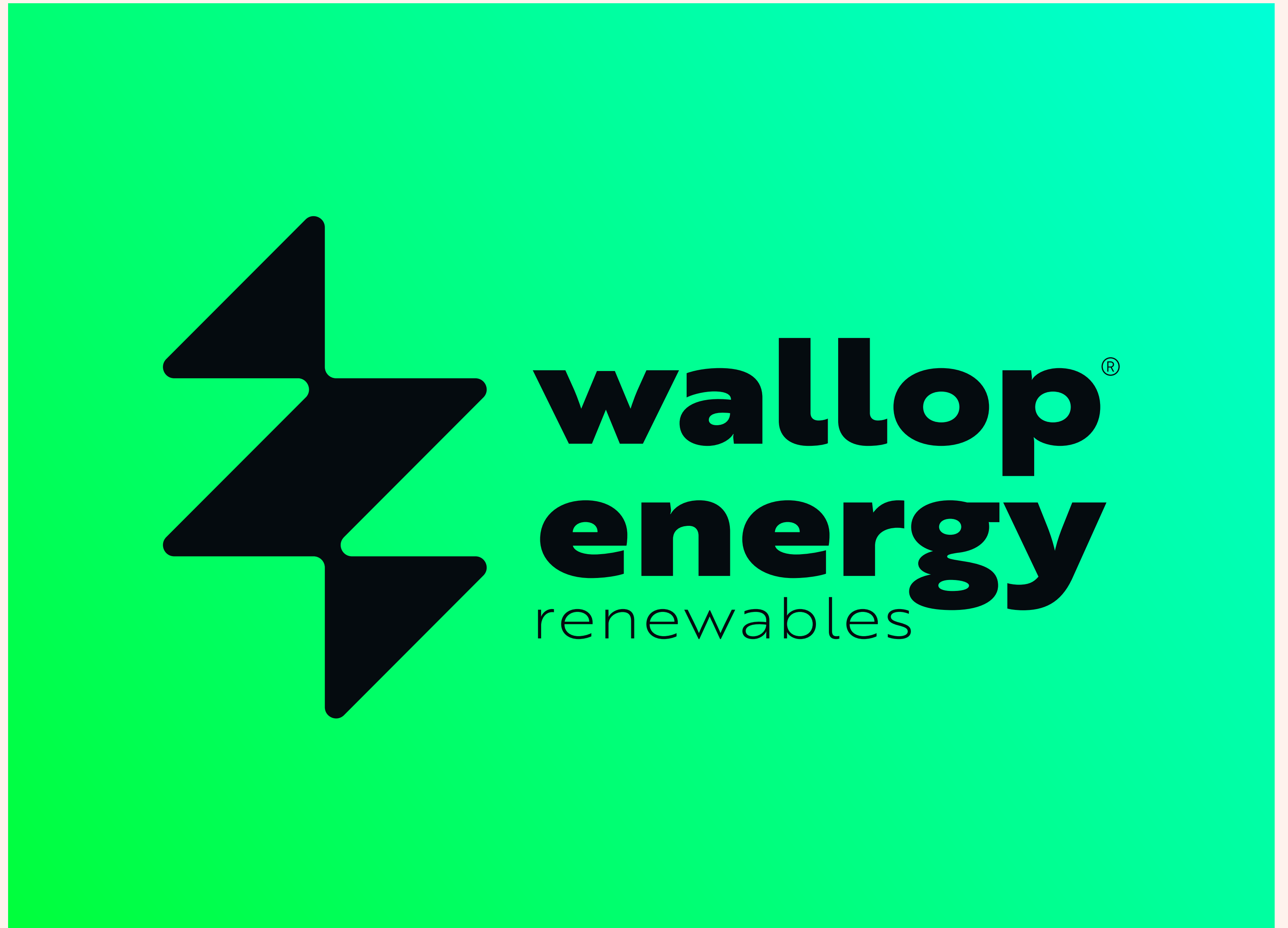
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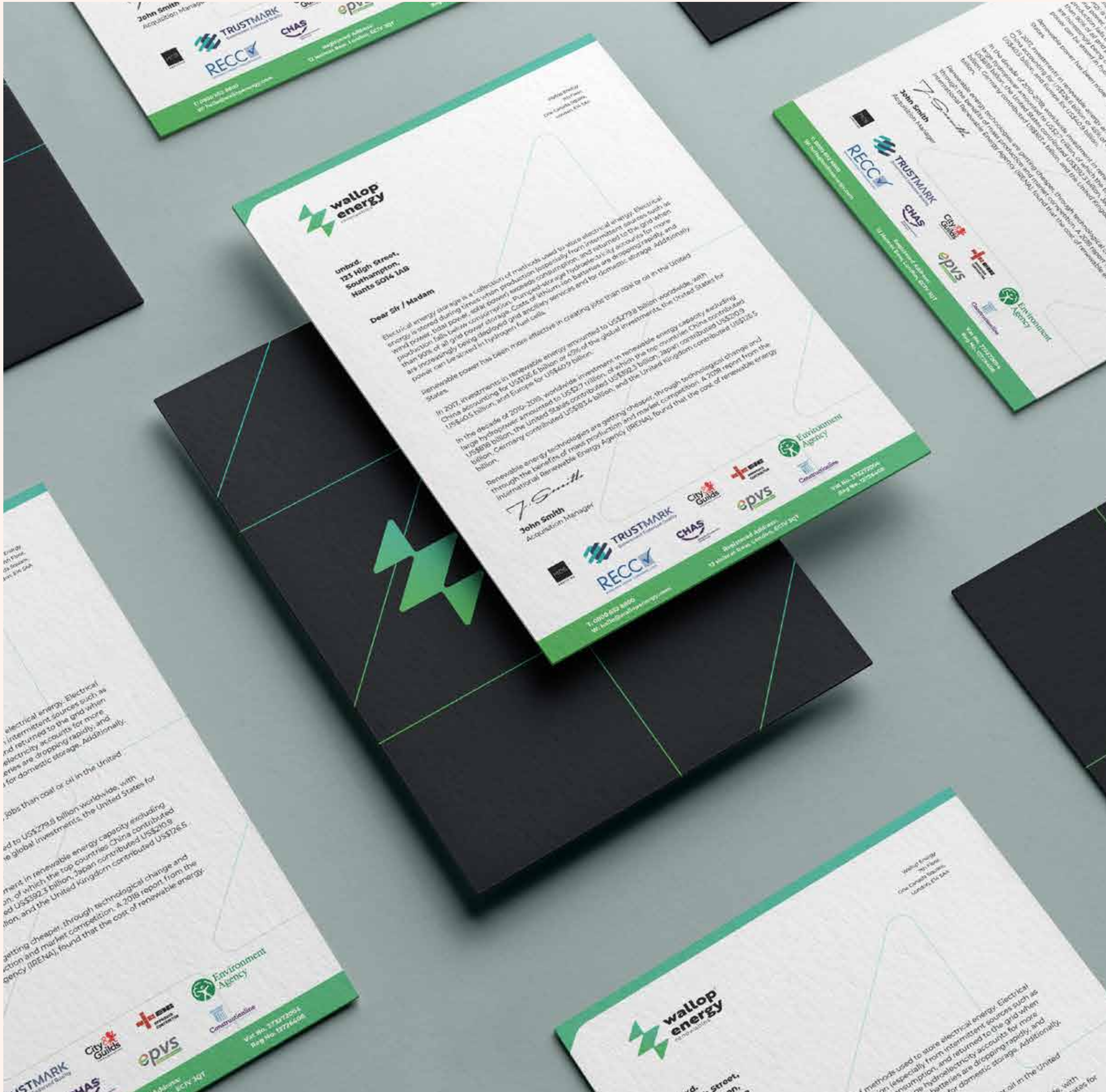
THE SOLUTION

The solution was to create an easily identifiable, yet unique identity. I have gone through 50+ iterations of the emblem, typography and colours as company's core messaging has been evolving throughout the process.

The final identity embraces the renewable energy by the emblem consisting of two electric bolts coming together. The colour scheme utilises bright gradients throughout with clean shades of black and white, which help the gradients stand out.







Project Showcase:
Wallop Energy

Design
Portfolio



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THANK YOU

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