

PORTFOLIO

Graphic Design

Marcelina Krzywdzinska

2026





About me

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Hello, I'm Marcelina, a recent graduate from Limerick school of art and design, with 2 years of experience as an in-house designer at business company horizon Globex. Studying graphic design for the past 4 years and working as an in house designer has taught me not only core design principles and proficiency in design softwares like the Adobe suite and Figma, but also helped me develop strong teamwork, communication and critical judgment skills which i believe are just as important in the field of graphic design.

I have a particular interest in branding and packaging design often integrating illustration and photography in my projects. I really enjoy developing full branding strategies, integrated across many diverse including print, social media and UX design. I am actively working on developing and improving my UX and motion design skills further to allow me to excell in this field and work on more complex projects as I develop and grow as a designer. I am always trying to learn new skills, new softwares, expand my existing knowledge and stay on top of design trends and developing technologies.

I am enthusiastic and especially drawn to working in the beauty and fashion industry as well as the arts and music industry. Working on projects that inspire change and promote positive impacts and sustainability is also of great importance to me. Finding ways to make consumer goods, digital products and brands more sustainable and accessible is something I hope to achieve in my career. Working with charities and organizations particularly those focused on the environment, conservation, protecting the natural world and supporting communities, is another thing I hope accomplish.

When I work on a project, I like to integrate a more physical, hands approach into my process. One of my favorite parts of designing is physically getting engaged with the subject matter. For me this means going into the real world, exploring and taking photos or texture prints. I like to do this throughout the entire project, from research to ideation and the finished product. It helps me stay on track on the message and what the project is meant to communicate.

01

Fíor

College Project

Services

Branding
Packaging
UX Website
Video
Promotional material

Industry

Perfume

Year

2026

Fíor is an Irish sustainable and 100% natural perfume brand. My final year project in college. Individuals can choose their own ingredients and build their own fragrance with top, middle and base notes on the Fíor website. Each ingredient is locally sourced in Ireland from different regions and ecosystems. The proceeds go towards the conservation of Irish flora and biodiversity, as well as supporting local farmers. Packaged in a 100% recycled box and glass bottle, each product label and box is unique to the person who made it and based on the ingredients chosen.







Concept Development

The concept behind the name and logo links directly to the strong Irish roots of the brand and connection to nature. Fior meaning 'true' or 'real' in Irish, communicating the all natural aspect of the brand and being true to yourself and your nature.

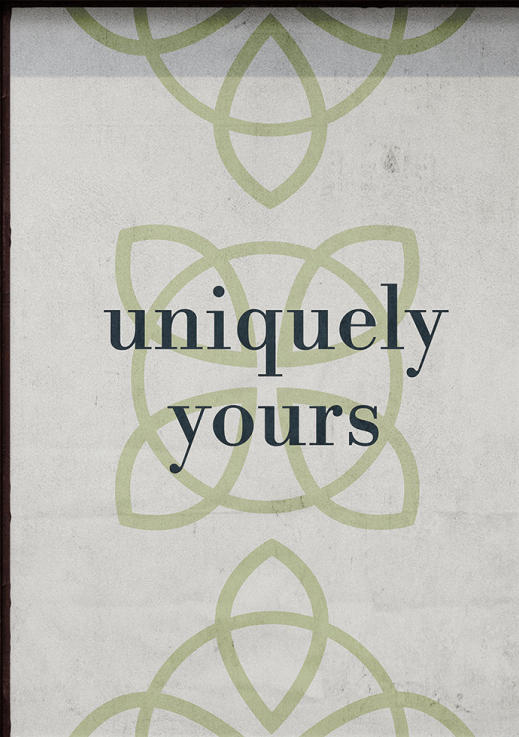
The logo mark is inspired by the Celtic five fold symbol which symbolizes harmony, balance and the connection with nature. With this logo I aimed to communicate your connection to nature, with the leaves symbolizing the ingredients, and the circle bringing it all together to center around you.

The floral illustration represents the ingredients used. The lined plant is the top note, the detailed plant is the middle note, and the flat monocoloured plant is the base note. They were designed in a way to work well together overlay to create patterns for the product



The scent
of the land

Locally sourced in Ireland. Supporting Irish farmers and giving back to the community. 100% natural and organic.



uniquely
yours



FIOR

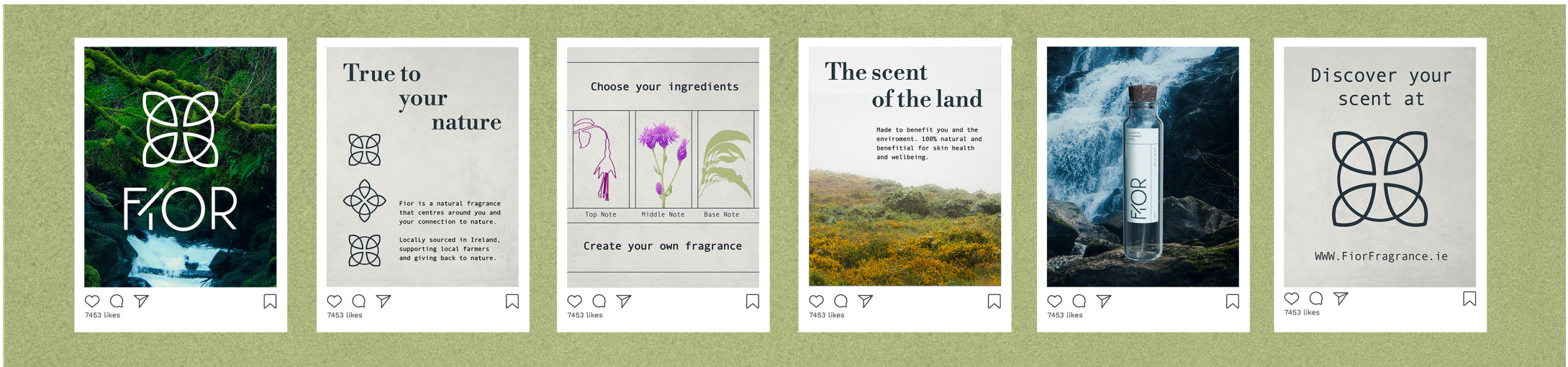


Each ingredient
tells a different story

100% natural ingredients sourced locally in Ireland. Proceeds go back to the community and nature. You choose your own ingredients and create your own personal scent.

true
to

you







Website Video Link

<https://vimeo.com/1198846803?share=copy&fl=sv&fe=ci>



Promotional Video Link

<https://vimeo.com/1197758699?share=copy&fl=sv&fe=ci>

02

SkillSwitch

College Project

Services

Branding
UX

Industry

Events
Creative Arts

Year

2026

Skillswitch is a event platform for creative communities to grow, another project i worked on in my final year of LSAD. Skillswitch is about making creativity and arts and crafts accessible to everyone, making it easy to organize your own events and see what's going on locally, as well as providing assets for creating promotional material. Rather than high budget events and paid lessons, this platform is about sharing, learning and “switching skills” with other creatives in your community.

The users choose which skills they are confident in and which skills they are interested in learning, and the app recommends them events with these skills which are represented by the custom icons. The users can update their skills at any time and search by events featuring the skills they are looking to learn.





App Video Link

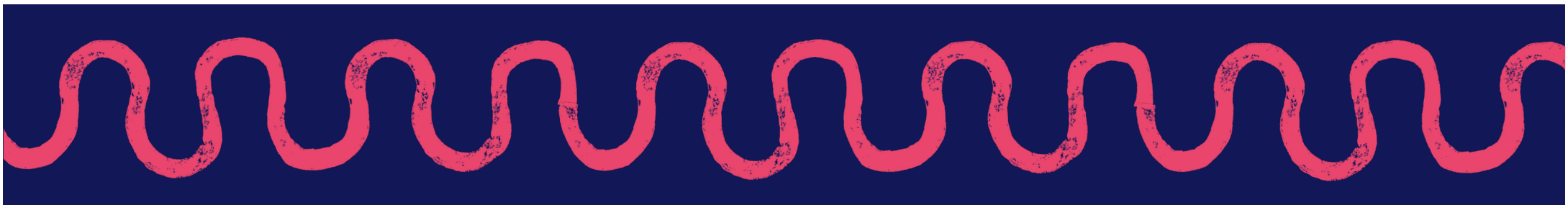
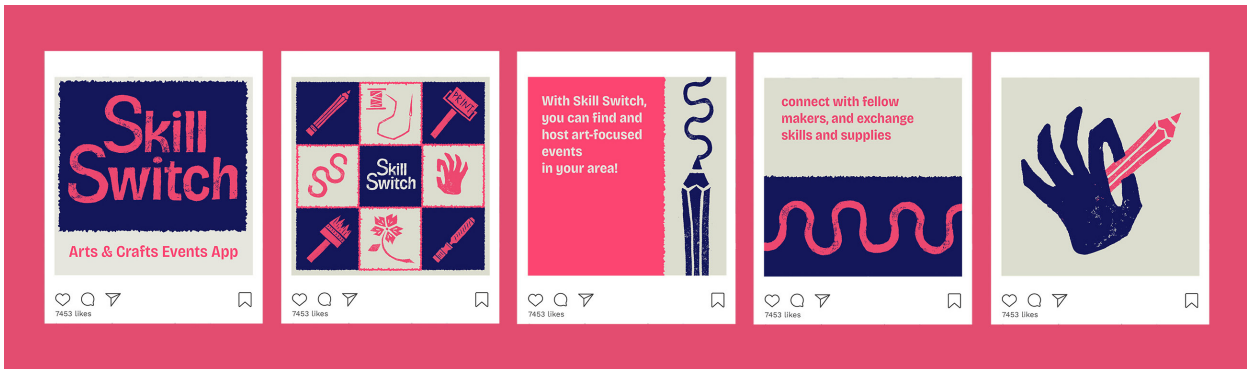
<https://vimeo.com/1198757443?share=copy&fl=sv&fe=ci>



Concept Development

The logo and icons have all been made using Lino cut printing techniques to give the app a hand crafted, rough look, communicating that this is something for people of all skills, the focus being learning new skills, connecting and organizing activities in local communities.





03

Upstream icons

In house industry project

Services

Vector icon set

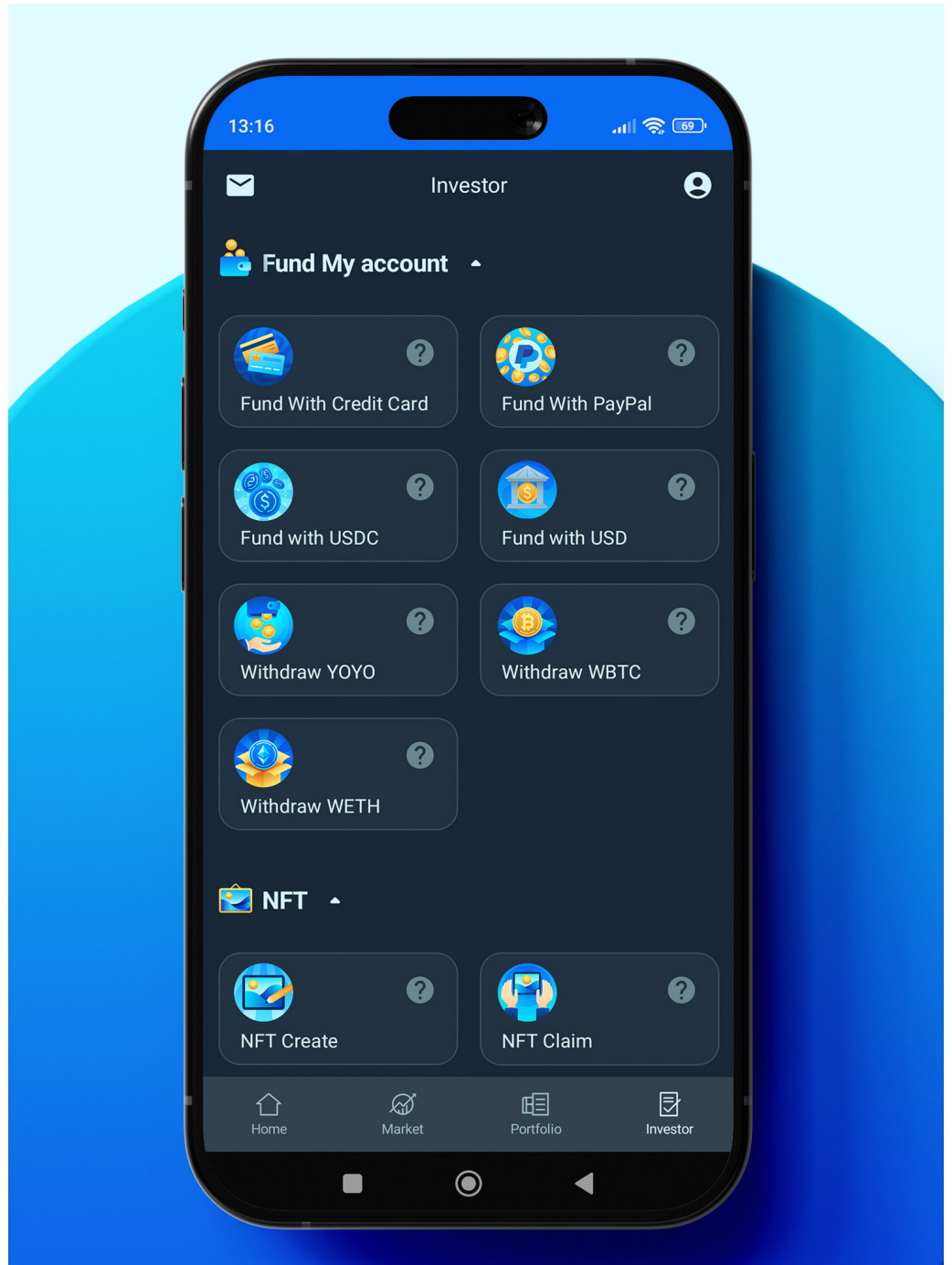
Industry

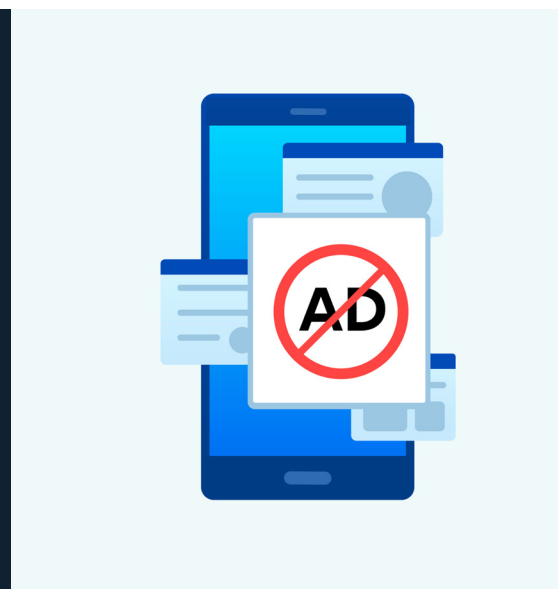
Business

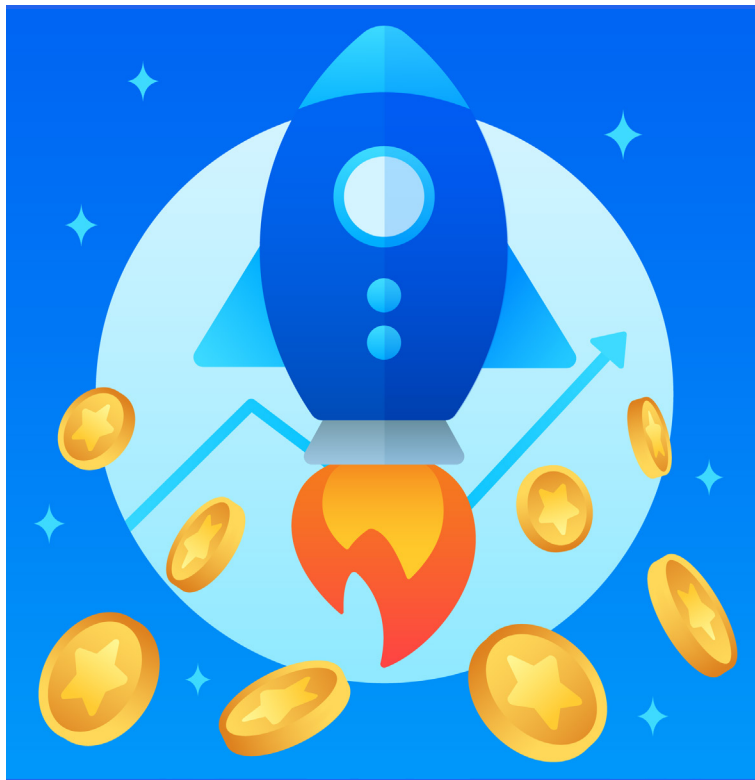
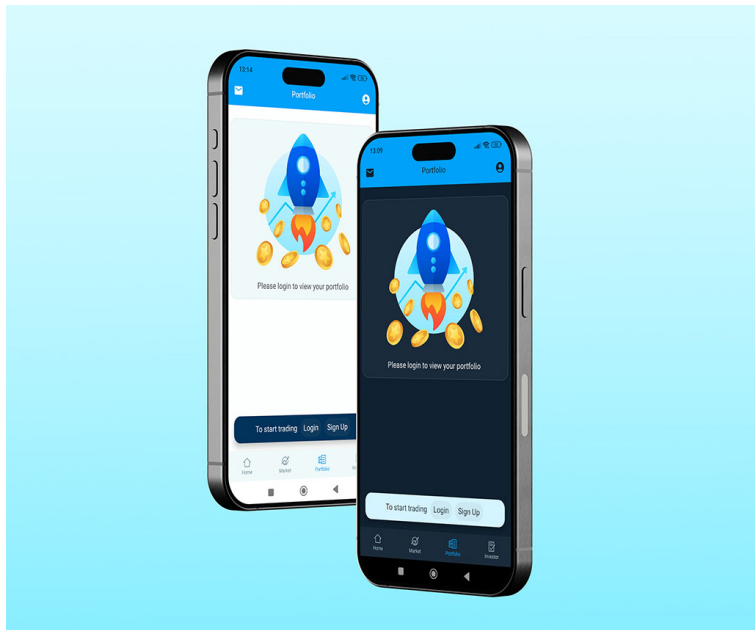
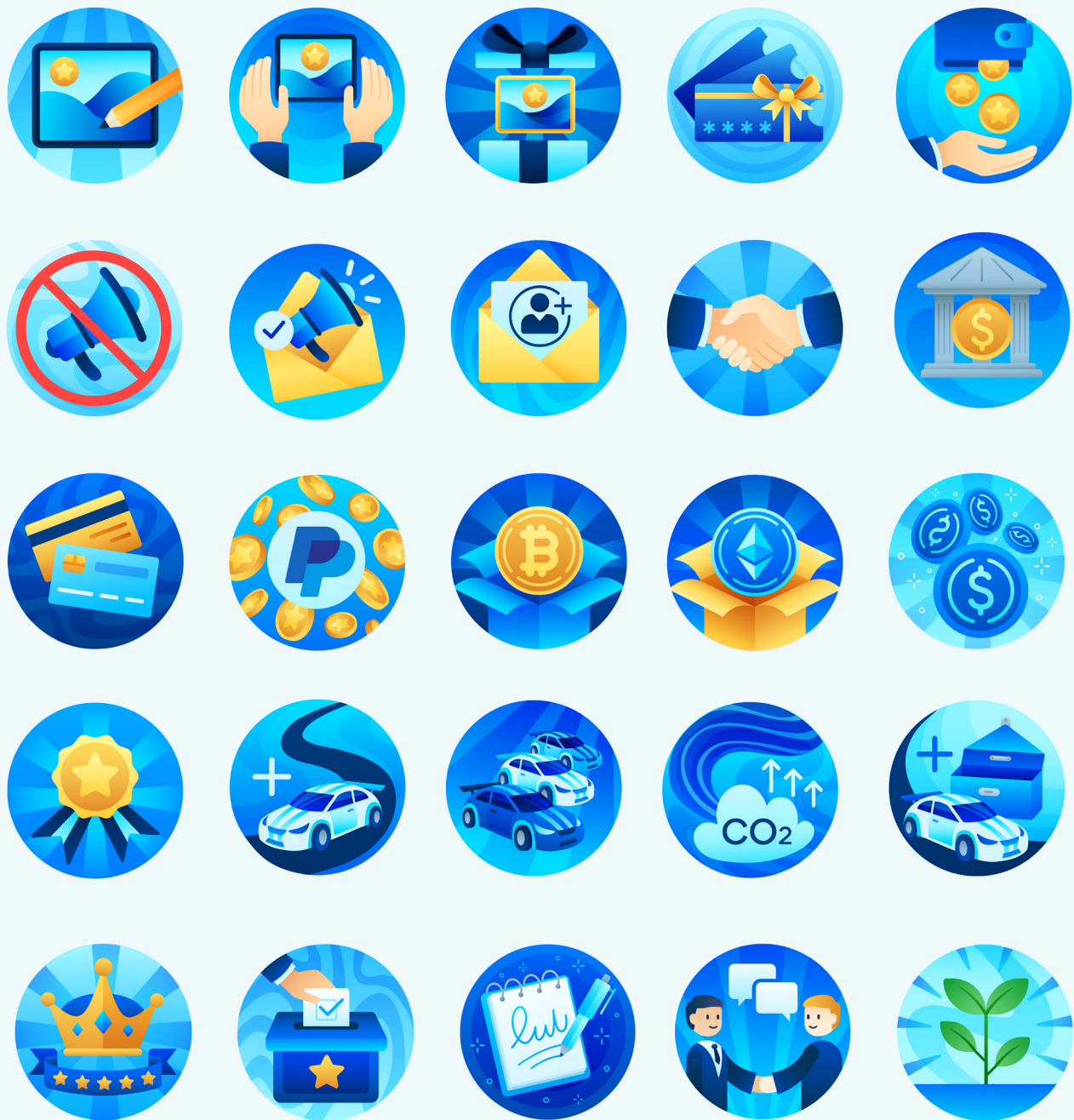
Year

2024

Set of icons I developed for a stock trading app called upstream, during my employment as a graphic designer at horizon globex. The icons were designed to match the brand colours and needed to work in both light and dark mode.







04

Restore Rebuild

College project

Services

Poster
Motion Design

Industry

City Planning &
development

Year

2025

This poster was created to combat Ireland's huge problem with vacant and derelict buildings. The aim is to show the value in old buildings and their potential to become something new.

Targeted towards people who are interested in purchasing a property or opening a business, aiming to convince people to consider and raise interest in purchasing and renovating old buildings. Visually communicating the potential that derelict sites have and the positive impact renovating them would have on the city.



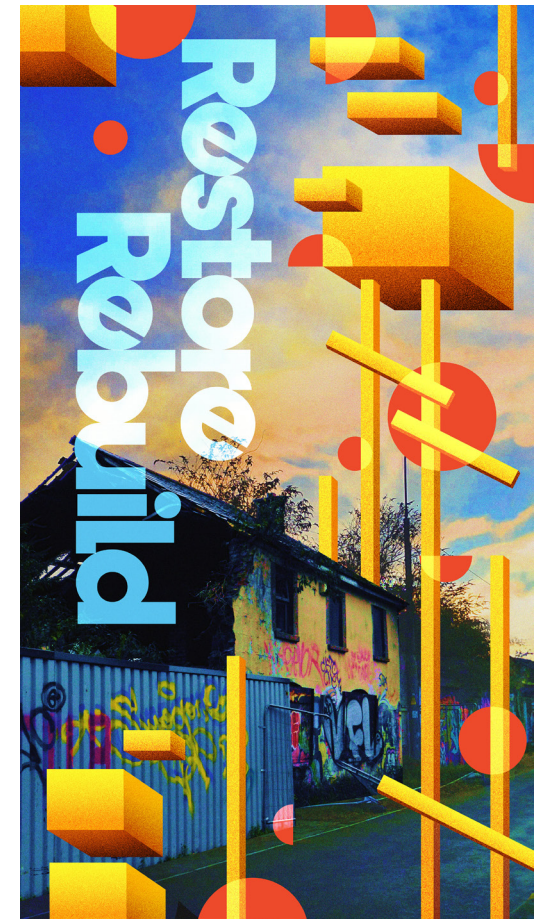
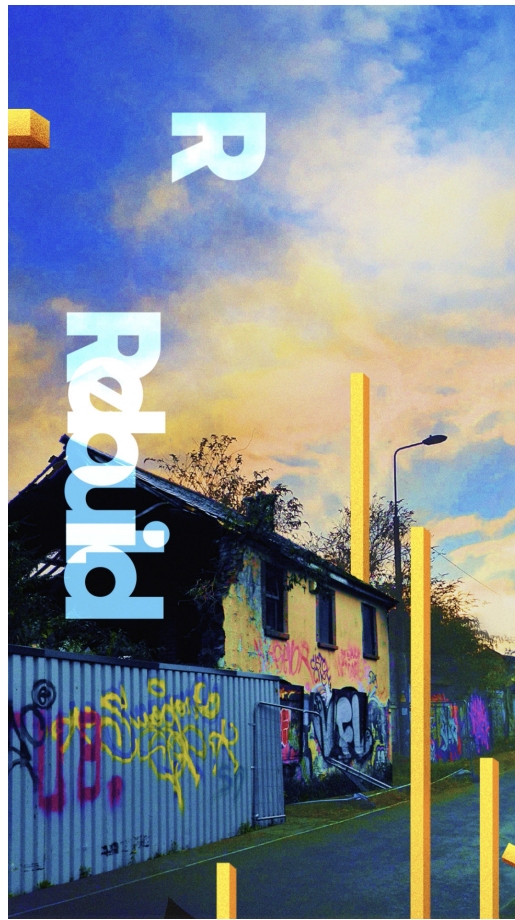


Concept Development

As part of this projects development I did a lot of hands on primary field research. I went around limerick city and found a lot of derelict cites and took photos of building decay. I also took direct print impressions from urban features like pot holes and walls to aid me in the development of ideas and the visual style, to get a real sense of the urban landscape.

A lot of my initial iterations portrayed the derelict sites as dark, exaggerating the deterioration and contrasting it with bright shapes, However, in the end I decided to take a different approach, keeping the derelict building bright and saturated, choosing one with graffiti, highlighting its potential.





Promotional Video Link

<https://vimeo.com/1198837442?share=copy&fl=sv&fe=ci>

The Abstract visual elements were intentionally chosen with the Yellow shapes inspired by scaffolding, representing new modern architecture springing to life out of something old and forgotten. The red circles are also a representation of new opportunities appearing and are visually inspired by location markers on maps.

The colours I chose are representative of those commonly used on urban planning maps yellows for residential areas, reds for commercial zones, blues for institutions.

05

Protect Bialowieza

College project

Services

Awareness
Campaign
Branding
Illustration

Industry

Conservation

Year

2025

This Project is an awareness campaign for the harmful wall that has been built in the recent years on the Poland and Belarus border and its negative effects on the ecosystem of the Bialowieza forest. Endangered species living in bialowieza rely on long distance migration for the survival of their already dwindling numbers. They need to cross for food and water sources, but most importantly, mates to diversify their genetic pool and prevent inbreeding and diseases.





Concept Development

With my campaign I used illustration to portray the forest as a beautiful place with the wall being something that doesn't fit and isn't right. I used the colour black for the wall to create contrast between the bright forest and a sense of dread and negativity without being too dark with the imagery.

I used bold typography to stand out on the illustrative background and emphasized the 'under threat' part by making it larger to give it a sense of urgency. For the main ad shell and social media post I chose the wording 'Europe's last ancient forest' instead of just Bialowieza forest to give the viewer some context as to why this forest is so special and important, as even a lot of Polish young adults don't know about this forest and the issues affecting it right now.

The animal I chose to depict in my imagery is the European bison, it is not the only endangered species in the forest but Bialowieza is specifically known for its bison and this habitat is especially important for them.





06

PostrPin

College Group Project

Services

Branding
UX

Industry

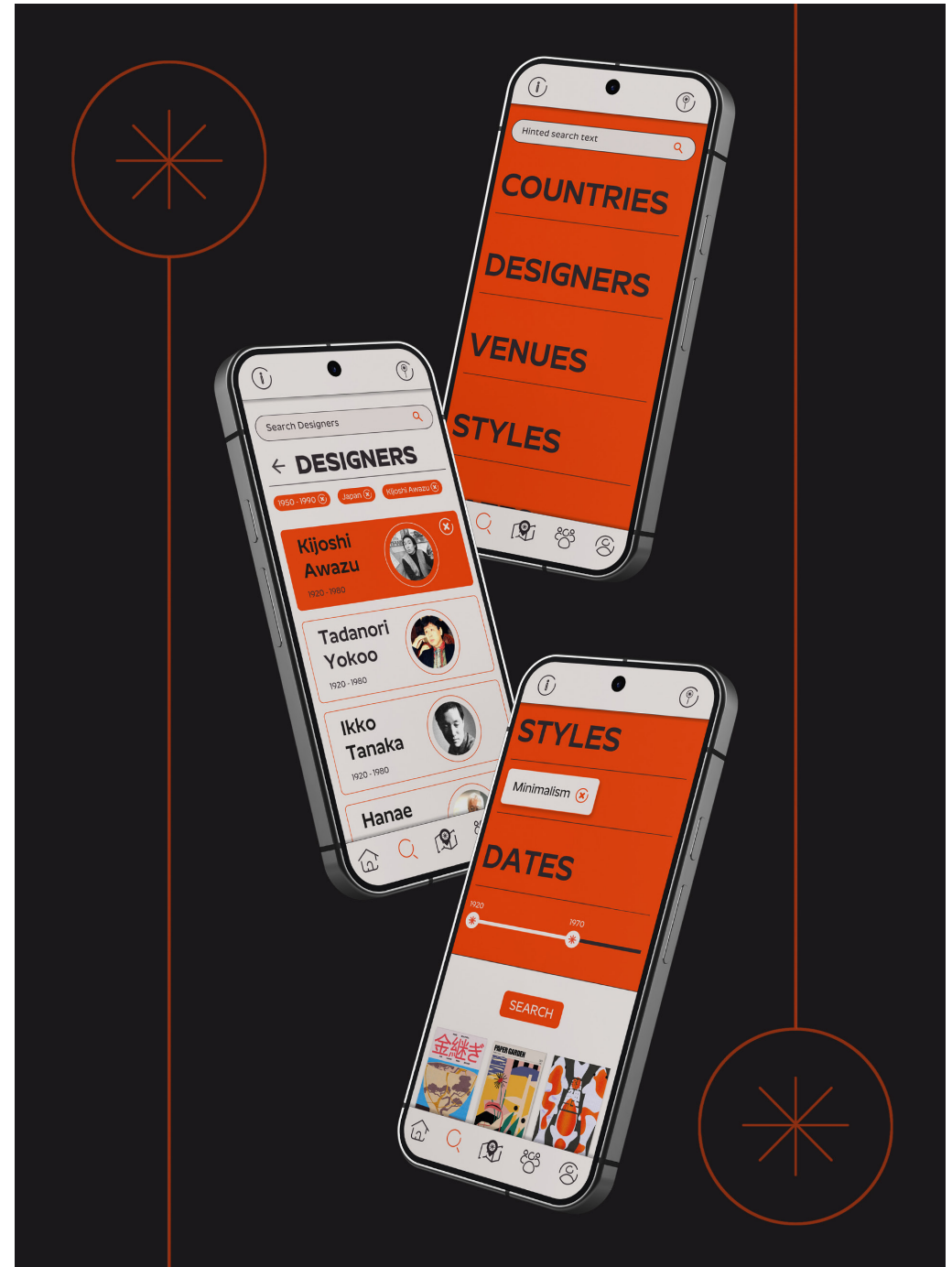
Creative Arts
Museum

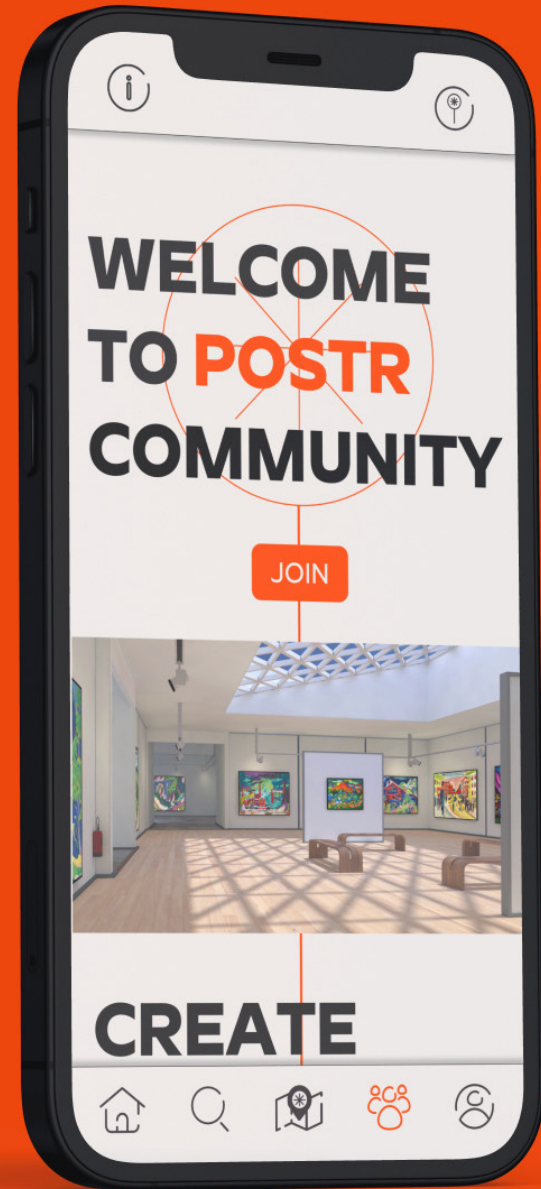
Year

2024

Brand identity and app design for a digital archive of the Micheal O'Connor poster collection, created as part of a group project, collaborating with my classmates Sophia Ball, Julia Liska and Wiktoria Gruszczyka. The collection is currently located in the Limerick City Gallery of Art and faces a number of issues limiting its accessibility, preservation and availability to the public. The collection contains over 2,800 film and theatre poster, and the gallery does not have the room to display them so they remain in storage. Another issue faced is the exposure to light that the posters will face when in display resulting in the deterioration of the artifact.

The app serves to solve this issue of accessibility, making it easier for users to search for specific posters, putting a focus on categories, searching posters by theme, designer, or style. The app also serves as a way of preserving these posters, solving the issue of deterioration, and ensuring they are not forgotten. Another key part of the app is the community feature and the poster saving or "pinning" aspect. Users can comment and post any opinions, reviews or additional information on these previously undocumented posters. They can also create their own virtual gallery with their pinned posters.







07

Nomad

College Project

Services

Branding

Industry

Dining

Year

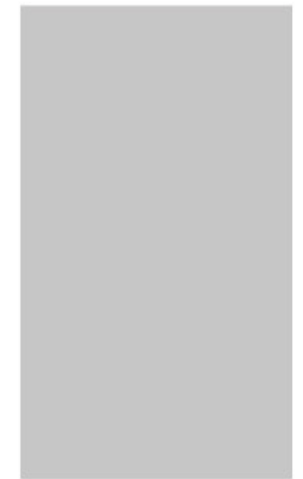
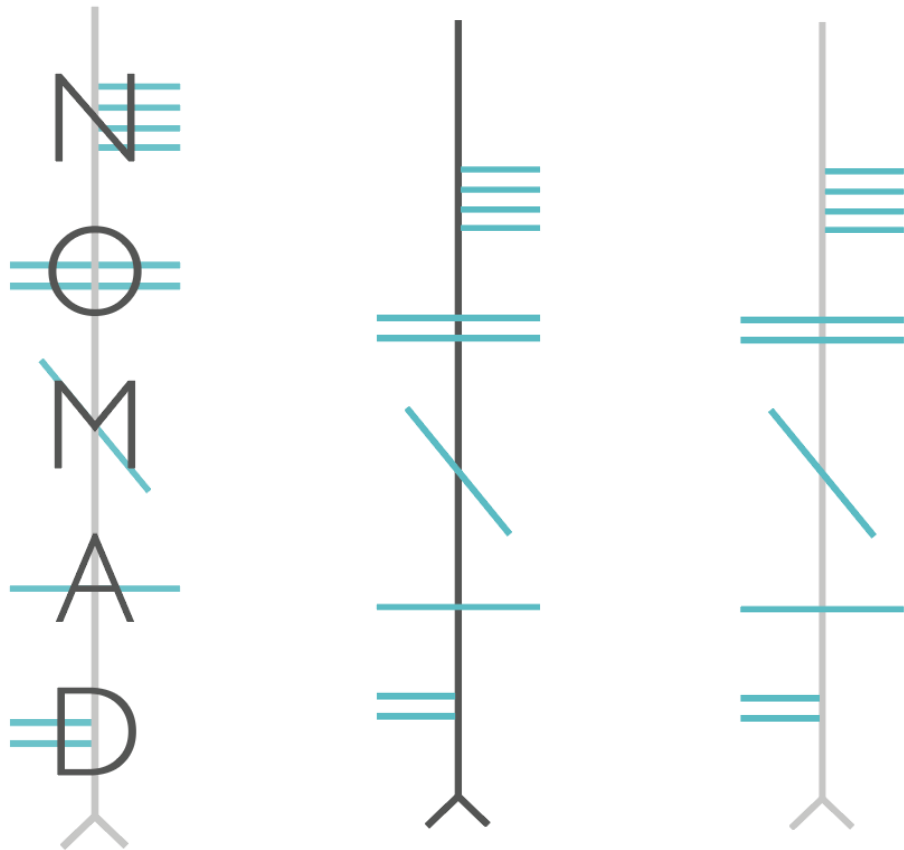
2023

Brand identity concept for a local restaurant in Galway West end, an Irish city rich with history and culture, popular amongst tourists as well as keeping a strong local community alive and active with live events and festivals all year round.

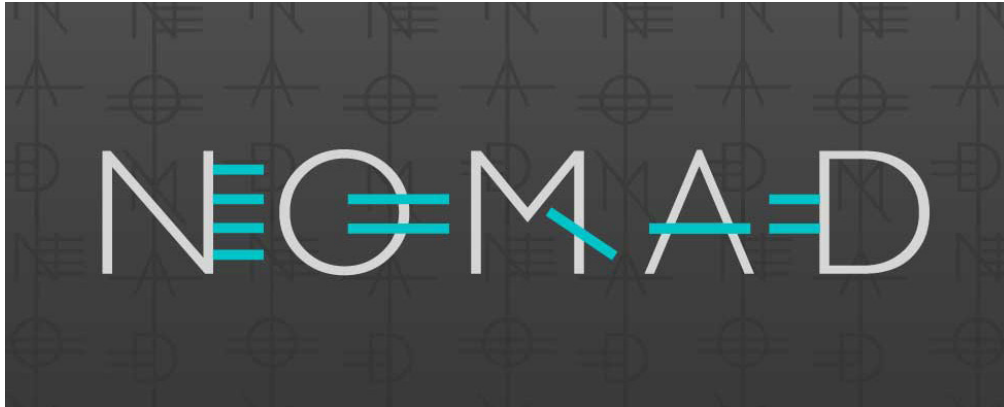
The restaurants core values focus around community, quality and a memorable experience. The type of food served is diverse and global, inspired by food from all over the world, while the ingredients are sourced locally from the farmers and fisheries in Galway.



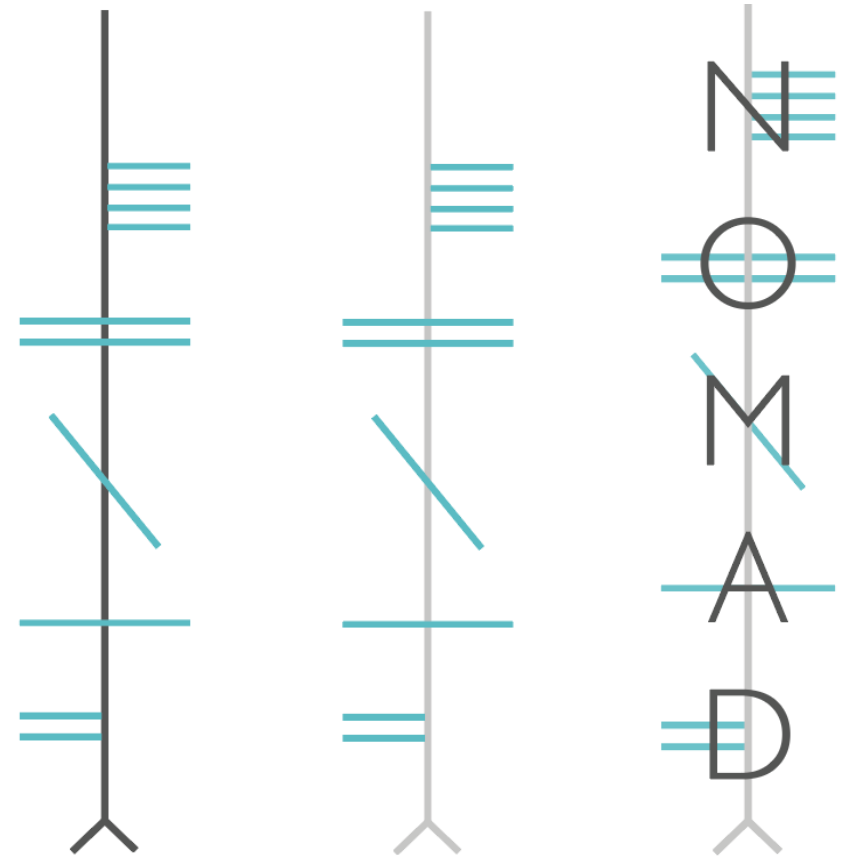
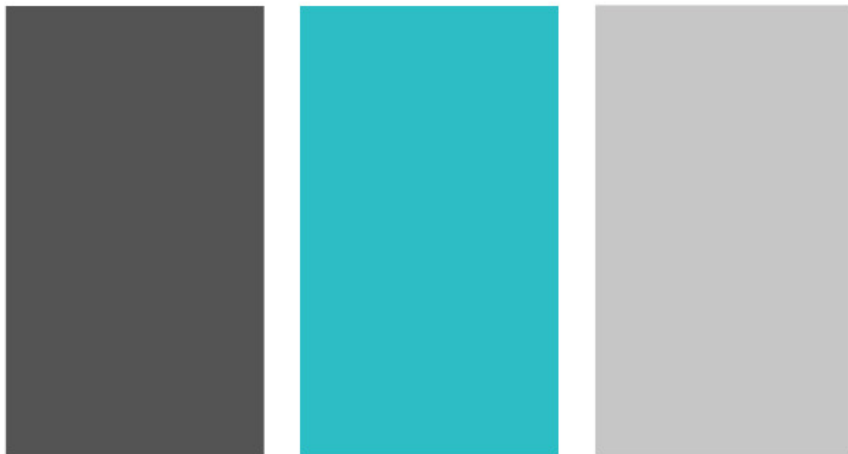
NEOMAD







NOMAD



Concept Development

I tried to communicate the core values of the restaurant, as well as its place of origin with the concept behind the visual identity. The name Nomad was chosen to portray the global aspect of the restaurant, and the visual language was inspired by the ancient Irish Ogham alphabet and Celtic stone motifs, which rooted the identity in Ireland. The name nomad also ties in with the concept, represent the ancient nomadic people who wandered from place to place which is the kind of lifestyle the ancient people of Ireland lead.

I took this concept and tried to create the feeling of a place that modern “nomadic” people could stop by and create a sense of community between traveling tourists and locals.

08

Lullaby

College Project

Services

Illustration
Record sleeve

Industry

Music

Year

2023

Vinyl sleeve design project for secret 7 vinyl design competition. The track I chose was lullaby by Souxsie and the banshees. This design was mainly inspired by feeling and tone of the song 'lullaby' which made me think of a melancholic serenade on a desolate battlefield. Some of the visual lyrics like "morning sword" and "jagged beam" are represented in the texture and shapes and colours. The flute instrumental in this song is reminiscent of traditional Japanese music which inspired the Japanese brush stroke style in the artwork. The textures were made physically using both dry and wet watercolour techniques on paper, scanned into Adobe illustrator to create the final piece.



