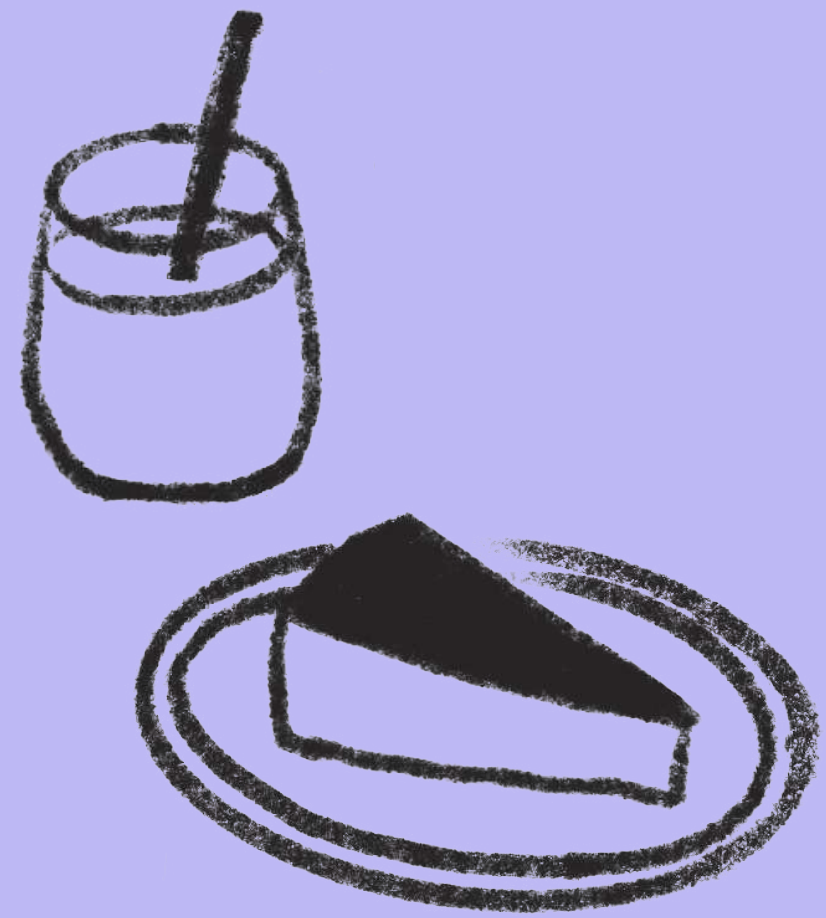




**Hi,
make yourself a coffee
& start reading :)**



BRANDING
ILLUSTRATION
PACKAGING
DIGITAL
MOTION
EXPERIMENT
BRANDING
ILLUSTRATION
PACKAGING
DIGITAL
MOTION
EXPERIMENT





By analyzing client needs, I develop bold and innovative visual strategies.

My focus is on creating human-centered brands and designs that have a meaningful impact and shape reality.

MY VALUES AS A CREATOR

Sustainability

For the past 4+ years, I've been working at a sustainable startup, and sustainability is at my core. I've learned how to enhance the entire process of implementing and thinking about design with a focus on sustainability.

Breaking Boundaries

I feel thrilled and excited when I meet people who want to think beyond the ordinary, take an idealistic approach, and are open to bold, unconventional solutions. I know how to navigate past ideas that merely look good to create something meaningful and real.

Problem Solving

Not only aesthetic - my design is focused on real problem-solving. Through careful analysis, I create designs that go beyond just looking good; they offer meaningful solutions.



OK, BUT WHAT ARE YOU ACTUALLY BUYING?

A structured and
tailored-to-your-
-needs process

Materials develo-
ped through
a combination
of business and
artistic expertise

Problem-Solution
outcome

High-quality,
unique, and tailored
to your brand
design project

Guidelines and
detailed instructions
how implement the
result of our
cooperation

WHAT I WILL BRING TO THE TABLE



Using art in design

**Ability to create in wide range
of stylistics & visual styles**

Business knowledge

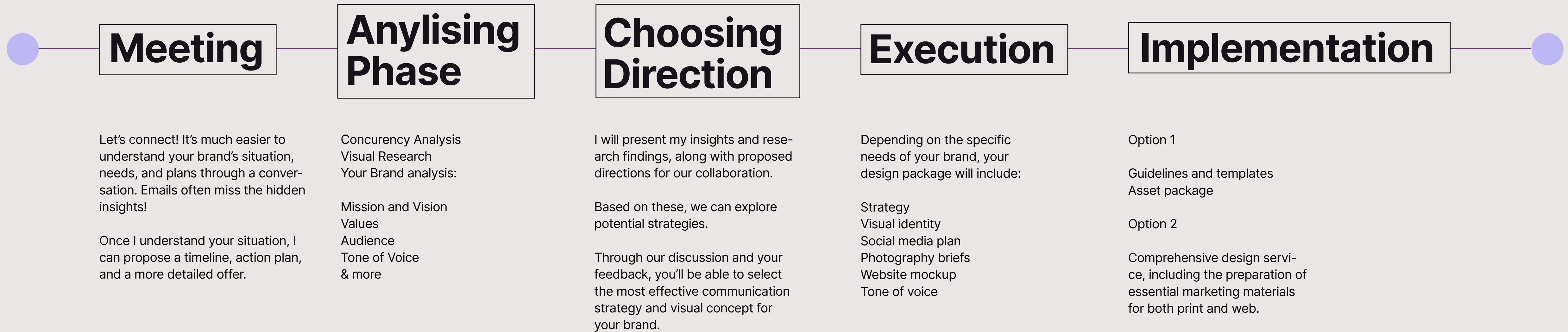
Commitment & passion

**Openness to visionary,
unconventional solutions**

Analytical mind

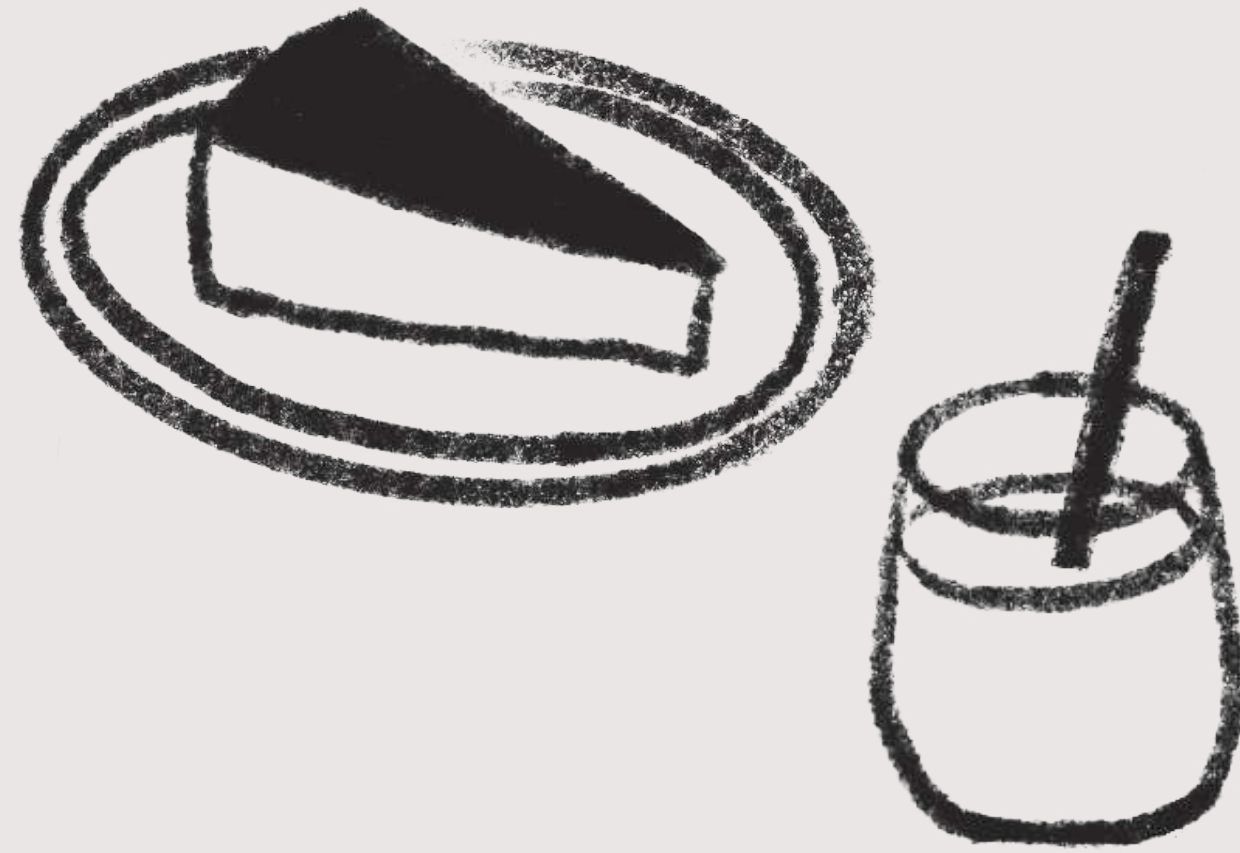


SIMPLIFIED PROCESS*



***EVERY SCHEDULE IS ADJUSTED TO THE SPECIFIC CASE**

SERVING GOOD FEEDBACK



GOOD FEEDBACK means **CONSTRUCTIVE** *FEEDBACK*

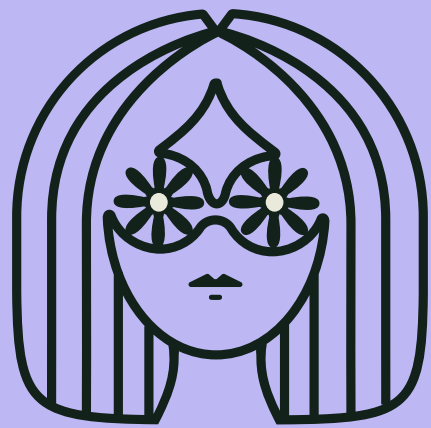
The rules are simple: we are a team working towards a shared goal. At the beginning of our collaboration, we will outline key *don'ts* — strict visual and strategic elements that we will avoid incorporating into the project.

We will maintain a respectful tone, refraining from inappropriate language or negative metaphors, and honoring each other's contributions.

Our discussions will focus on the project's objectives rather than personal preferences, as we prioritize what will resonate best with the target audience.

**Coffee and conversation
about next project?
Let's make it happen—
drop me a message!**

kruszynskajulia7@gmail.com



**Curious about face
hidden behind the
brand? Visit my
instagram account:**

@not_seriously_designed

*Have you noticed that in some
books flocks of swallows are flying
between the verses? Stanzas of
swallows. You should learn to
read from the flight of these birds.*

Bruno Schulz, The Hour-Glass Sanatorium