Natalia Szcześniak

Visual Designer

Portfolio

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Profile

I design visual systems for brands, events and projects that need a clear, consistent visual language.

I start with a concept, then develop it into a visual language that works across materials, channels and formats while preserving character, clarity and quality.

Capabilities

Key visual design
Visual identity systems
Brand communication
Event communication
Presentation design

Layout & editorial design
Print and production assets
Digital communication assets
UI concept design
Cross-format adaptation
Visual storytelling
Art direction support

Ready to check it out?

What’s inside

Start anywhere

01 Accelerate
Key visual system / event communication

02 Nowy początek
Key visual system / event communication

03 Good morning MATCHA
Brand concept / packaging / social assets

04 The Power of US
Key visual system / event applications

05 Selected Concept Directions
Alternative concepts / visual explorations

06 Presentation Design
Deck design / before & after redesigns

07 Contact

Accelerate.

A dynamic visual system built around a strong key visual, developed across screens, print, signage and digital communication.

Key Visual System

Layered light, deep gradients and sharp accents create a strong, high-energy visual direction.

Depth & Motion

Glow, contrast and gradient transitions build depth and a sense of forward movement.

Applications

The system was adapted across screens, print, signage and digital assets.

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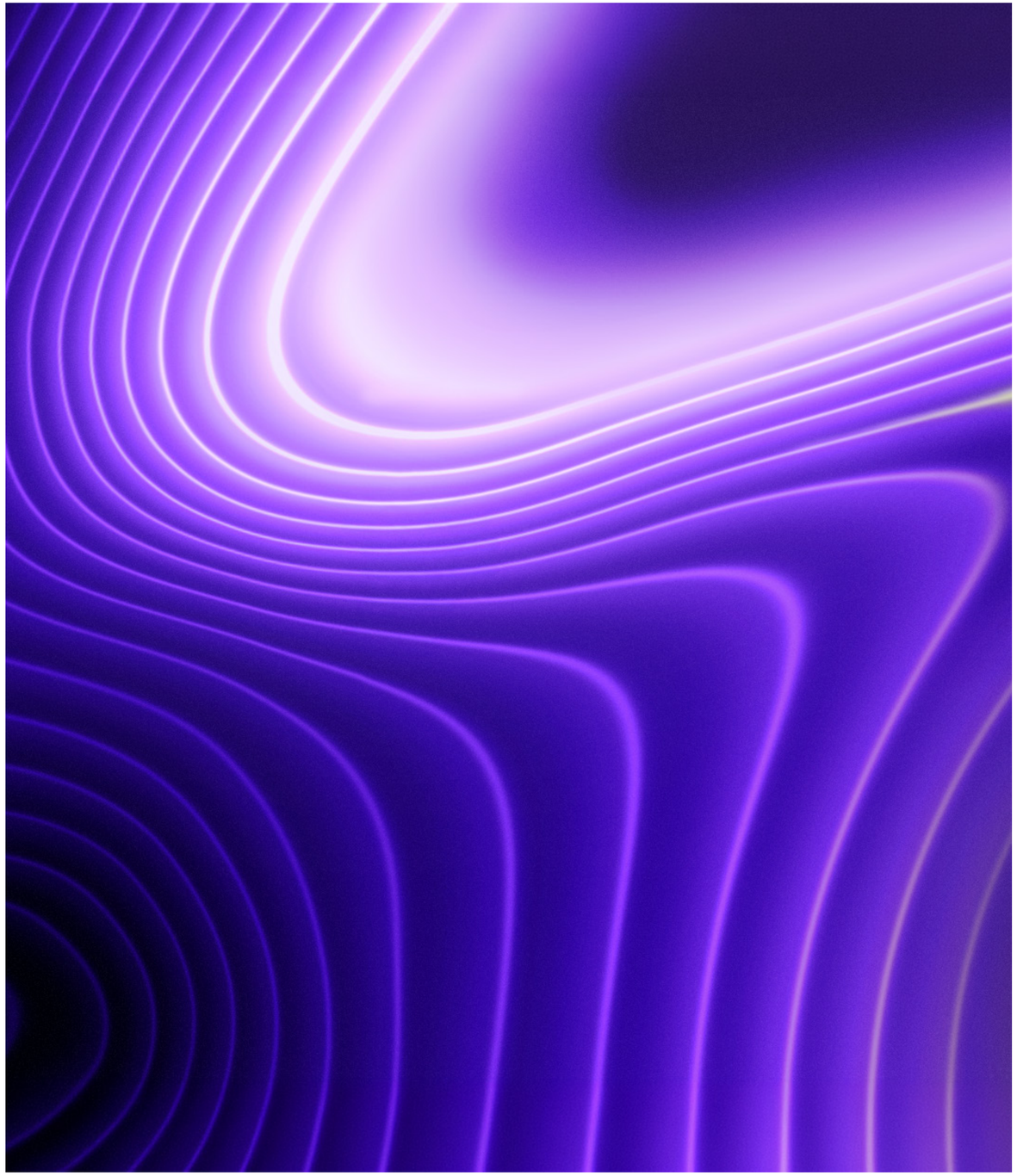
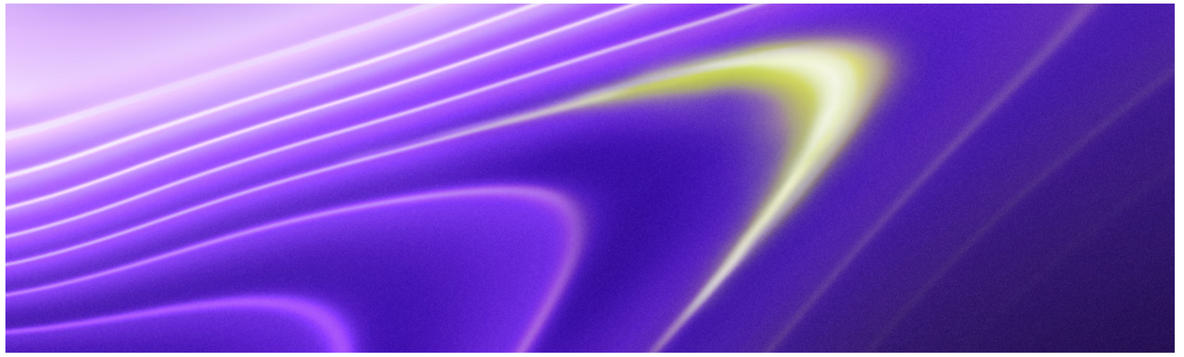
WINTER 2025
WARSAW
ACCELERATE.
Where ideas bend forward
Innovation & Collaboration
Summit



WINTER 2025
WARSAW

CELERA
eas bend forward



WINTER 2025
WARSAW
Name
Surname
SPEAKER
ACCELERATE.

STAGES
Main Stage
ROOMS
Room A
INFO
Registration

Event App Concept

Mobile companion app extending the Accelerate visual system.

Nowy początek
/ New beginning

A symbolic visual identity built on contrast, expressive typography and a subtle sense of transition.

Visual Symbol

A bird motif suggests movement, transition and renewal.

Contrast & Mood

Monochrome contrast and atmospheric texture create a dramatic editorial tone.

Applications

The visual language extends across scenography, print and supporting communication formats.

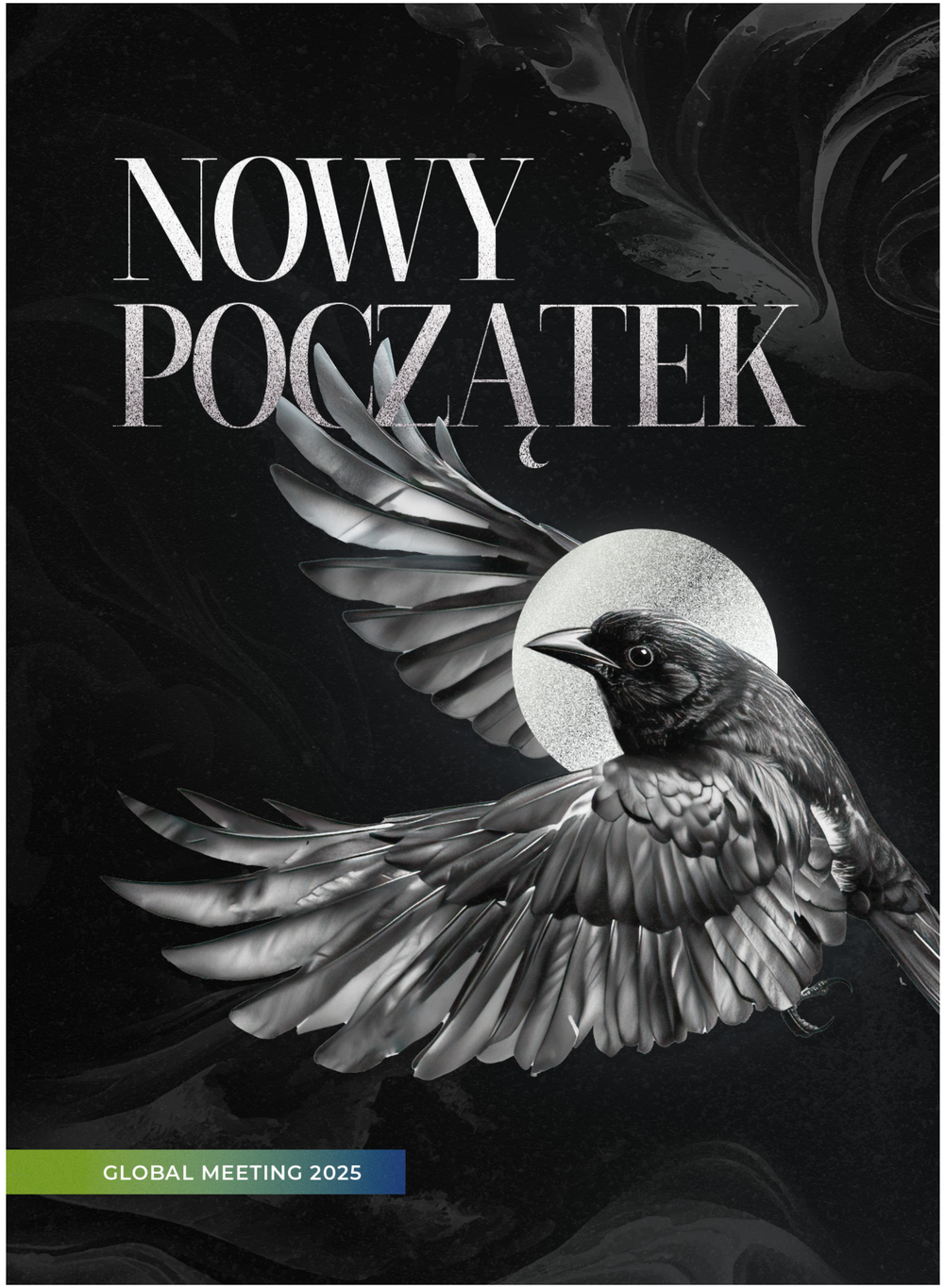
← CONTENTS

NOWY
POCZĄTEK
GLOBAL MEETING 2025

Texture system

A soft atmospheric texture creates continuity between dark, dramatic layouts and lighter scenographic variants.

NOWY
POCZĄTEK
GLOBAL MEETING 2025


NOWY
POCZĄTEK
GLOBAL MEETING 2025

NOWY
POCZĄTEK
GLOBAL MEETING 2025

NOWY
POCZĄTEK
GLOBAL MEETING 2025

Good morning MATCHA

A soft visual identity for a contemporary matcha café, designed to express calm, ritual and the atmosphere of a slow morning.

Visual Tone

Muted greens, warm neutrals and minimal compositions create a calm, welcoming brand mood.

Typography & Logo

A distinctive wordmark gives the identity character, supported by simple typography for clarity and balance.

Brand Applications

The system translates across packaging, menu design and supporting brand visuals while maintaining a cohesive look.

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for
slow
mornings.

MATCHA

MATCHA

Good
morning

MENU
MATCHA
Morning Matcha
matcha ceremonialna, mleko (owsiane / klasyczne)
250 ml / 350 ml
14 / 17
Fresh Matcha
matcha ceremonialna, zimna woda/mleko, lód
250 ml / 350 ml
15 / 18
Sweet Matcha
matcha ceremonialna, mleko (owsiane/klasyczne), naturalna wanilia
300 ml / 400 ml
16 / 21
Slow Matcha
matcha ceremonialna, mleko kokosowe, lekka nuta syropu kokosowego
250 ml / 350 ml
17 / 20
DESSERTS
Matcha Cheesecake
kremowy sernik na zimno z matchą, spód migdałowy
150g
17
Yuzu Matcha Tart
tarta z kremem matcha i lekką nutą yuzu
120g
20
Dark Chocolate Matcha Cake
ciasto czekoladowe z warstwą kremu matcha
140g
19

The Power of US.

A bold visual identity inspired by American road culture,
designed around movement, unity and forward momentum.

Shared Direction

The road acts as a metaphor for collective movement, progress and a common destination.

Cultural Signal

The identity draws on American road culture in a clear but restrained way, avoiding literal patriotic clichés. Subtle line imperfections enhance the sense of materiality and authenticity.

Adaptable System

The visual language stays bold and recognizable across formats, from hero graphics to functional event materials.

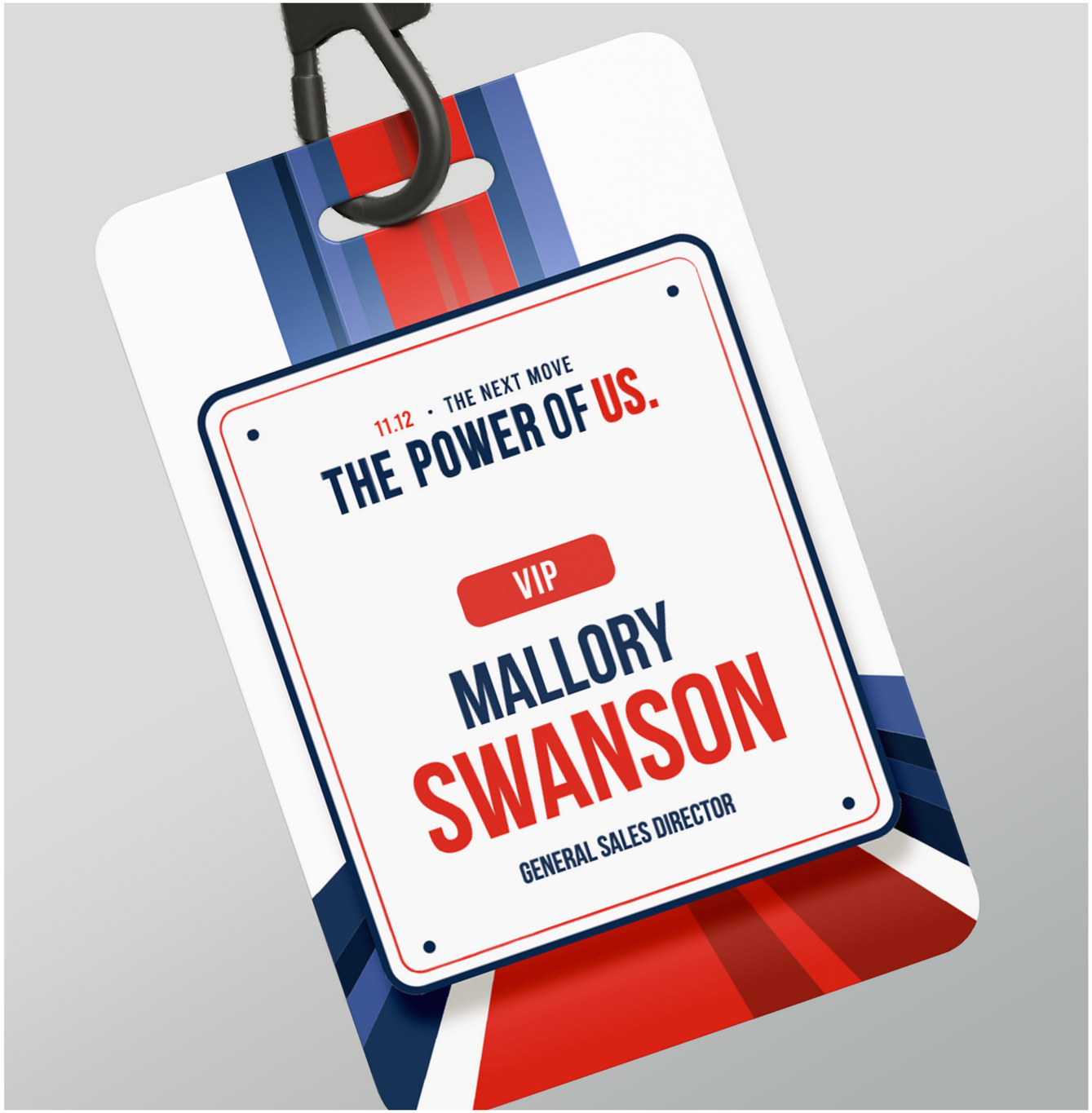
ON THE ROAD 2026
THE POWER
OF US.
11 12
THE
NEXT
MOVE

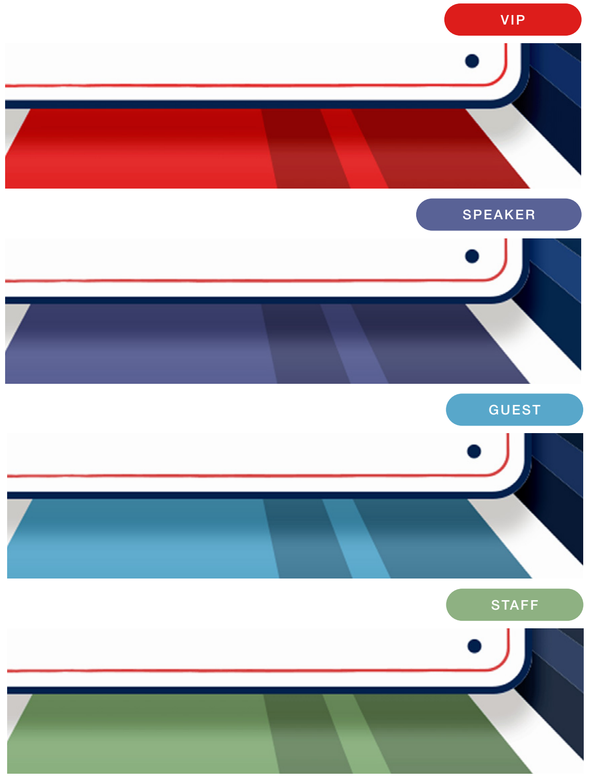
Wayfinding system

Color-coded navigation designed for clarity, hierarchy and seamless orientation.

ID badge system

A clear badge system designed for quick identification, using color coding and a consistent layout across attendee types.





Concept Directions

A selection of anonymized visual concepts originally developed for client proposals and later adapted into mockup-based portfolio presentations.

Visual Range

Different visual directions created to respond to varied briefs, audiences and communication contexts.

Application Thinking

The concepts were extended beyond a single key visual to show how the visual idea could work across real communication formats.

Anonymized Presentation

Client-specific details were removed or replaced, while keeping the core visual idea and system logic intact.

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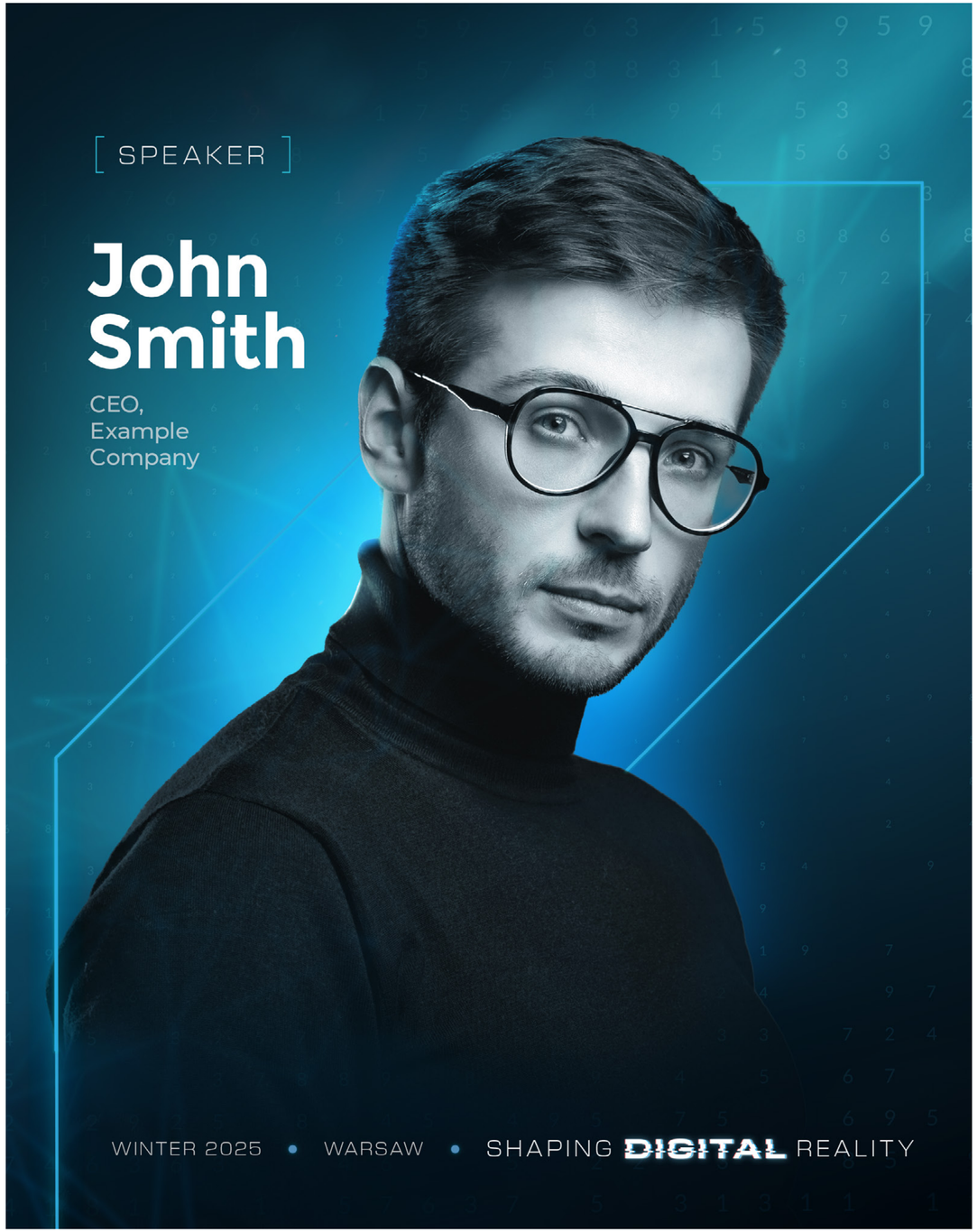
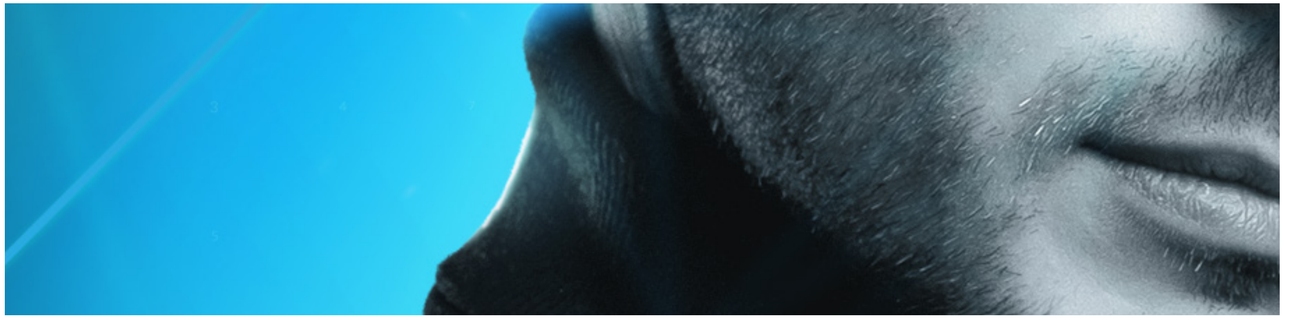
Digital Applications

Unite
to Evolve
ENTERPRISE EVENT
WINTER 2026
Michael
Kowalski
Agenda
10:00–10:30 Opening Session: Welcome & Introduction
Anna Nowak
10:30–11:30 Keynote: Future of Digital Tech
David Chen
11:30–12:00 Coffee Break
12:00–13:00 Workshop: Scalable Design Systems
Michael Kowalski
13:00–14:00 Lunch Break
14:00–15:00 Workshop: Practical Applications of AI in Business
Sophia Martinez
15:00–15:30 Coffee Break
15:30–16:30 Panel Discussion: Innovation & Leadership in Tech
Various Speakers
Full schedule
& updates

YOU'RE INVITED TO
SHAPING
DIGITAL
REALITY
Join us for an inspiring gathering where technology meets vision and innovation shapes the future.
Explore new perspectives, connect with industry leaders, and discover how digital transformation is redefining collaboration.
CONFIRM YOUR ATTENDANCE

WINTER 2025 • WARSAW
SHAPING
DIGITAL
REALITY





Speaker Announcement

Presentation Deck

A content-heavy deck redesigned into a cleaner, modular presentation system with stronger hierarchy and clearer reading flow.

Content Challenge

Dense content needed clearer structure, stronger hierarchy and a more accessible visual flow.

Information Design

Long text blocks were broken into sections, comparisons and reusable content modules.

Visual System

Consistent typography, spacing and a structured approach to imagery improved readability and helped turn the deck into a scalable presentation system.

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Bottom-fermented beers

- Bottom-fermented beers are a *category of beers that are produced using specific yeast strains that ferment at lower temperatures* and tend to settle at the bottom of the fermentation vessel during the brewing process
- this method of fermentation is typically associated with longer conditioning times and results in beers that are generally cleaner, more stable and more consistent in flavor profile compared to top-fermented beers.
- These beers are usually fermented and stored at low temperatures over an extended period of time, which contributes to their clarity, smoothness and overall refined character, making them widely appreciated by a broad group of consumers.
- - Common examples of bottom-fermented beers include **pilsners, pale lagers and export-style beers,** which are widely produced and consumed across Europe and in many other parts of the world.

Comparison of Beer Styles

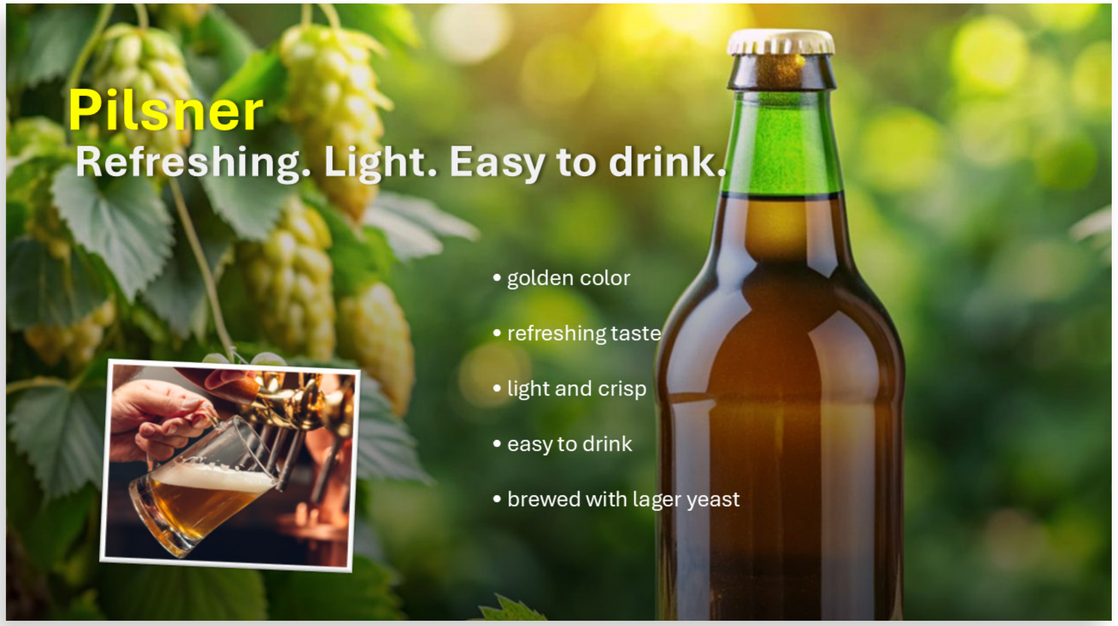
- Pilsners and pale lagers are both popular styles of bottom-fermented beers, but they have some key differences in terms of flavor, aroma, appearance and brewing process.

Pilsner

- **Bitterness**: Medium to High
- **Aroma**: Strong hop aroma
- **Color:** Golden
- **Alcohol:** 4,5% - 5,5% ABV
- **Body:** Light to Medium
- **Flavor:** Crisp, hoppy, slighlty malty
- **Serving Temp:** 4-7°C
- **Examples:** Czech Pilsner, German Pilsner

PALE LAGER

- **Bitterness**: Low to Medium
- **Aroma**: Mild
- **Color:** Light Golden
- **Alcohol:** 4,0% - 5,0% ABV
- **Body:** Light
- **Flavor:** Clean, malty, slightly sweet
- **Serving Temp:** 2-6°C
- **Examples:** American Lager, International Pale Lager



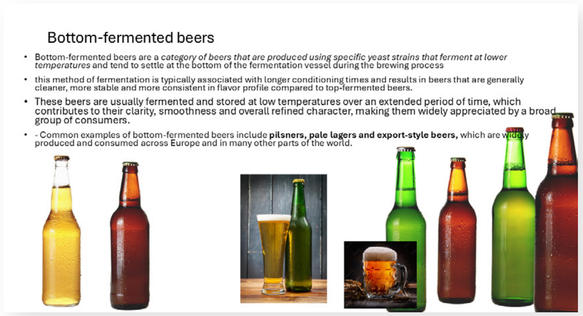
Beers styles overview

- LAGERS are bottom-fermented beers that use yeast strains which ferment at lower temperatures, usually between 7–13°C, and are conditioned for a longer period of time, resulting in a cleaner, crisper and smoother taste with less fruity esters and more emphasis on malt and hop balance, examples include Pilsner, Helles, Märzen, Dunkel, Bock and many more styles.
- Ales are top-fermented beers that ferment at warmer temperatures, typically between 15–24°C, which allows the yeast to work more quickly and produce more complex and fruity flavors, this broad category includes styles like IPA, Pale Ale, Stout, Porter, Brown Ale, and many traditional and modern craft beer variations.
- **IPAs (India Pale Ales) are known for their higher hop content, stronger bitterness, and bold aroma, they can range from sessionable and light to strong and intense, with sub-styles including West Coast IPA, New England IPA, Double IPA, Black IPA and more, making it one of the most popular styles in the craft beer world today.**
- WHEAT BEERS ARE BREWED USING A SIGNIFICANT PORTION OF WHEAT MALT, WHICH GIVES THEM A LIGHTER BODY AND A SOFT, SMOOTH CHARACTER, THESE BEERS ARE OFTEN REFRESHING AND CAN HAVE FRUITY, SPICY OR CITRUS NOTES, EXAMPLES INCLUDE HEFEWEIZEN, WITBIER, WEISSBIER AND AMERICAN WHEAT ALE.
- Stouts are dark, rich and full-bodied beers that often feature roasted malt flavors like coffee, chocolate, and caramel, with styles such as Dry Stout, Milk Stout, Oatmeal Stout, Imperial Stout and Pastry Stout, each offering a unique combination of roasted character, sweetness and body.
- Sour beers are intentionally brewed with bacteria or wild yeast strains that produce tart, acidic and funky flavors, they can be very refreshing and complex, with styles including Berliner Weisse, Gose, Lambic, Gueuze, Flanders Red Ale and many innovative modern sour beers.
- Belgian beers are famous for their diversity and use of unique yeast strains, offering a wide range of flavors from fruity and spicy to strong and malty, including styles like Belgian Blonde Ale, Dubbel, Tripel, Saison, Quadrupel, Witbier and many monastic and abbey ales.
- Beer styles continue to evolve with craft brewers experimenting with new ingredients, techniques and flavor combinations, resulting in endless possibilities for beer lovers to explore and enjoy, from traditional classics to modern innovations, there is always something new and exciting in the world of beer.

Before

The original deck relied on dense text blocks, inconsistent image use and weak hierarchy, making the content harder to scan.

BEFORE / DENSE CONTENT



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- These beers are usually fermented and stored at low temperatures over an extended period of time, which contributes to their clarity, smoothness and overall refined character, making them widely appreciated by a broad group of consumers.
- Common examples of bottom-fermented beers include **pilsners, pale lagers and export-style beers,** which are widely produced and consumed across Europe and in many other parts of the world.

AFTER / STRUCTURED SECTION OPENER

BEER GUIDE / 01

BOTTOM-FERMENTED BEERS

01 FERMENTATION

Fermented cold, using yeast that settles at the bottom.

02 CHARACTER

Cleaner, smoother and more stable in flavor.

03 STORAGE

Conditioned longer at low temperatures.

04 EXAMPLES

Includes pilsners, pale lagers and export-style beers.

Dense bullet content was reorganized into a clearer section structure with stronger hierarchy and improved reading flow.

BEFORE / RAW COMPARISON

Comparison of Beer Styles

- Pilsners and pale lagers are both popular styles of bottom-fermented beers, but they have some key differences in terms of flavor, aroma, appearance and brewing process.

Pilsner

- **Bitterness:** Medium to High
- **Aroma:** Strong hop aroma
- **Color:** Golden
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- **Flavor:** Crisp, hoppy, slightly malty
- **Serving Temp:** 4-7°C
- **Examples:** Czech Pilsner, German Pilsner

PALE LAGER

- **Bitterness:** Low to Medium
- **Aroma:** Mild
- **Color:** Light Golden
- **Alcohol:** 4,0% - 5,0% ABV
- **Body:** Light
- **Flavor:** Clean, malty, slightly sweet
- **Serving Temp:** 2-6°C
- **Examples:** American Lager, International Pale Lager

AFTER / VISUAL COMPARISON SYSTEM

BEER GUIDE / 02

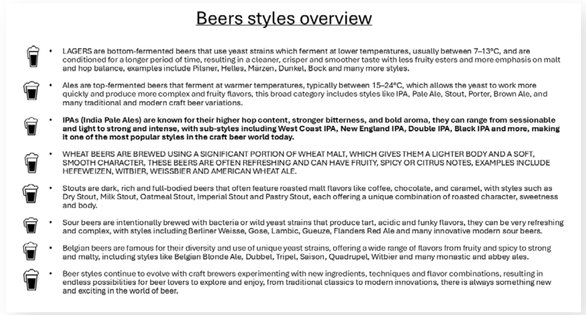
PILSNER vs PALE LAGER

Key differences in flavor, aroma and brewing process.

Bitterness	Medium to high	Low to medium
Aroma	Strong hop aroma	Mild
Color	Golden	Light Golden
Alcohol	4.5–5.5% ABV	4.0–5.0% ABV
Body	Light to medium	Light
Flavor	Crisp, hoppy, slightly malty	Clean, malty, slightly sweet
Serving	4–7°C	2-6°C
Examples	Czech, German	American, International Pale

Raw comparison content was turned into a structured side-by-side layout, improving hierarchy and scanability.

BEFORE / LONG OVERVIEW LIST



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- Beer styles continue to evolve with craft brewers experimenting with new ingredients, techniques and flavor combinations, resulting in endless possibilities for beer lovers to explore and enjoy, from traditional classics to modern innovations, there is always something new and exciting in the world of beer.

AFTER / MODULAR CONTENT CARDS

Long overview content was reorganized into modular cards, making categories easier to scan and compare.

BEERGUIDE/01

BOTTOM-FERMENTED BEERS

01 FERMENTATION
Fermented cold, using yeast that settles at the bottom.

02 CHARACTER
Cleaner, smoother and more stable in flavor.

03 STORAGE
Conditioned longer at low temperatures.

04 EXAMPLES
Includes pilsners, pale lagers and export-style beers.

IPAS
Hoppy, bitter and aromatic.
Known for stronger hop character and bold aroma.
Examples: New England IPA, Double IPA.

BEERGUIDE/03

PILSNER

Pure clarity. Bright hops. Clean finish.

A classic lager style defined by clarity, hop aroma and a clean finish.

BEERGUIDE/02

PILSNER vs PALE LAGER

Key differences in flavor, aroma and brewing process.

	Pilsner	Pale Lager
Bitterness	Medium to high	Low to medium
Aroma	Strong hop aroma	Mild
Color	Golden	Light Golden
Alcohol	4.5–5.5% ABV	4.0–5.0% ABV
Body	Light to medium	Light
Flavor	Crisp, hoppy, slightly malty	Clean, malty, slightly sweet
Serving	4–7°C	2-6°C
Examples	Czech, German	American, International Pale

BEERGUIDE/04

SPECIALITY BEER STYLES

STOUTS
Dark, rich and full-bodied.
...roasted malt, coffee and chocolate notes.
...Stout, Imperial Stout.

SOUR BEER
Tart, acidic and complex.
Brewed with bacteria or wild yeast for sharper flavor.
Examples: Berliner Weisse, Gose, Lambic, Gueuze.

CRAFT STYLES
Experimental, diverse and evolving.
Built around new ingredients, techniques and flavor ideas.
...Pastry Stout, Black IPA, modern hybrids.

Aroma	Strong hop aroma	Mild
Color	Golden	Light Golden
Alcohol	4.5–5.5% ABV	4.0–5.0% ABV
Body	Light to medium	Light
Flavor	Crisp, hoppy, slightly malty	Clean, malty, slightly

BEER GUIDE / 02

PILSNE

Key differences in flavor,

and chocolate notes.

ial Stout.

System notes

Clear comparison system
Consistent spacing
Modular content cards
Image-led rhythm

Thank you for viewing.

For projects or collaborations:
natalia@fatcat.graphics

← ONE MORE LOOK?