

Natalia Szczęśniak

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
Presentation design
Layout & editorial design
Print and production assets
Digital communication assets
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.



WINTER 2025
WARSAW

ACCELERATE.

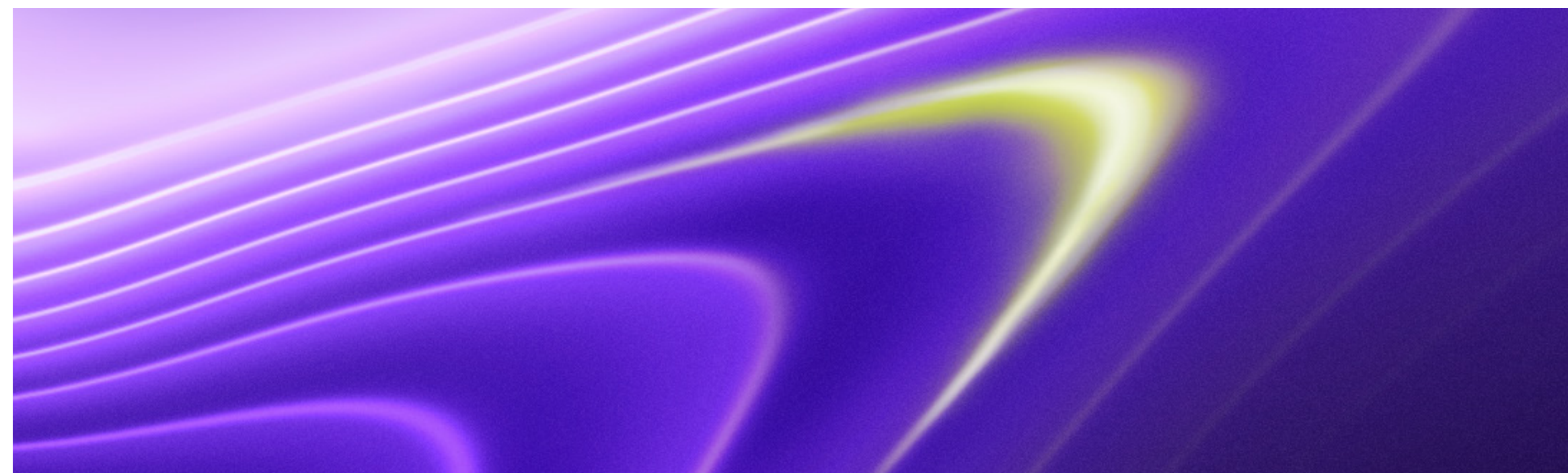
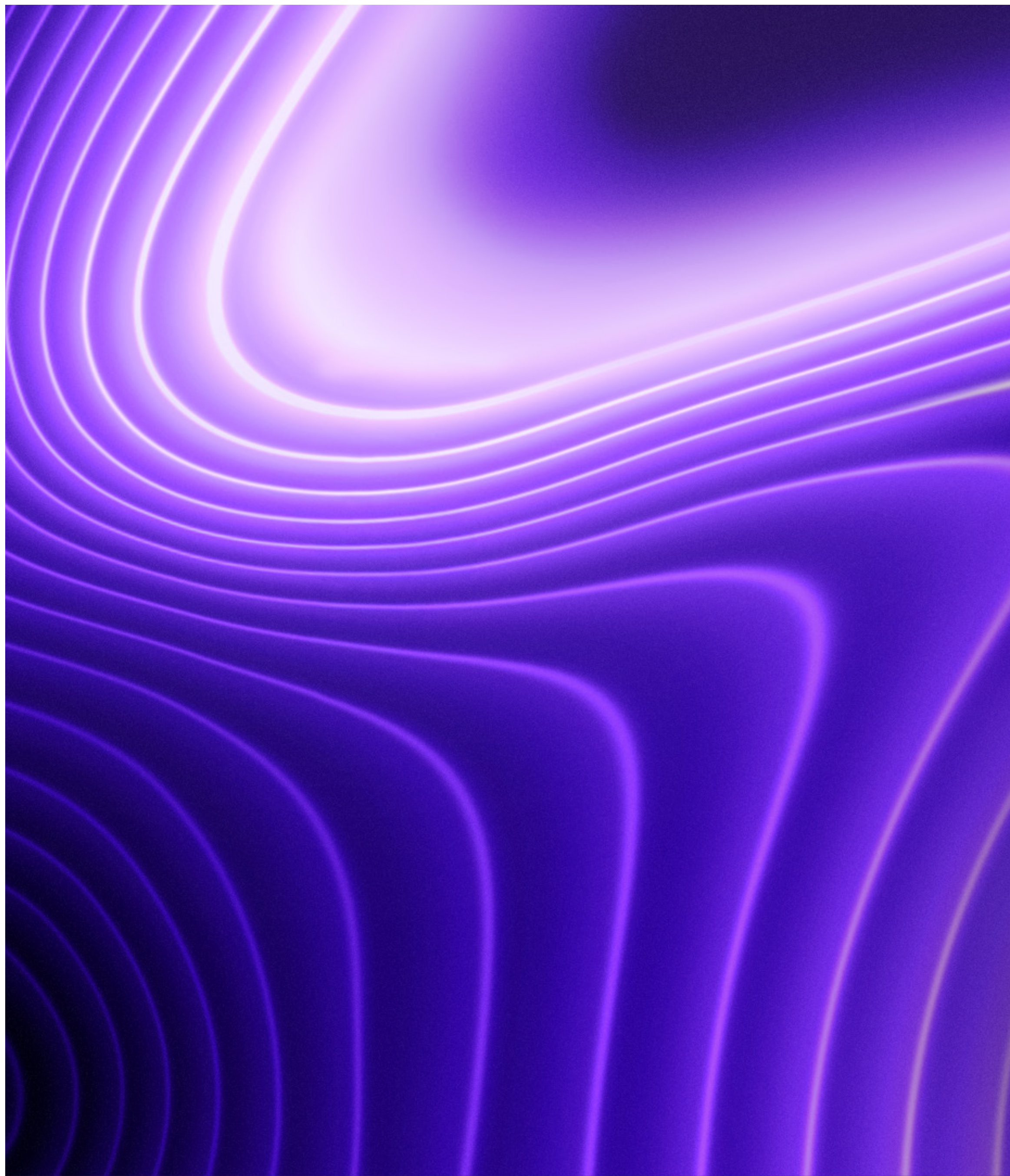
Where ideas bend forward

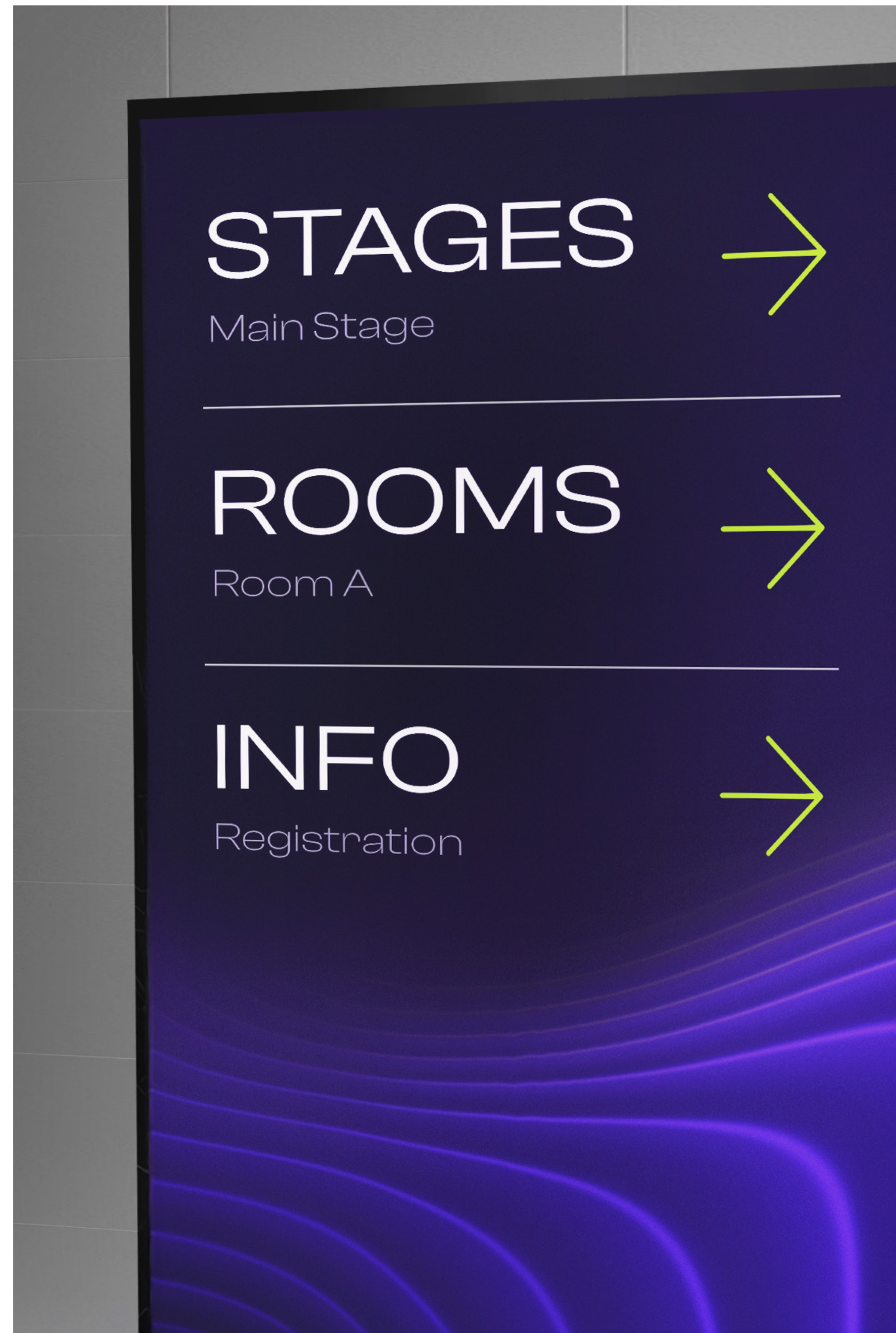
Innovation & Collaboration
Summit

WINTER 2025
WARSAW

ACCELERATE

ideas bend forward





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.

NOWY POCZĄTEK

GLOBAL MEETING 2025

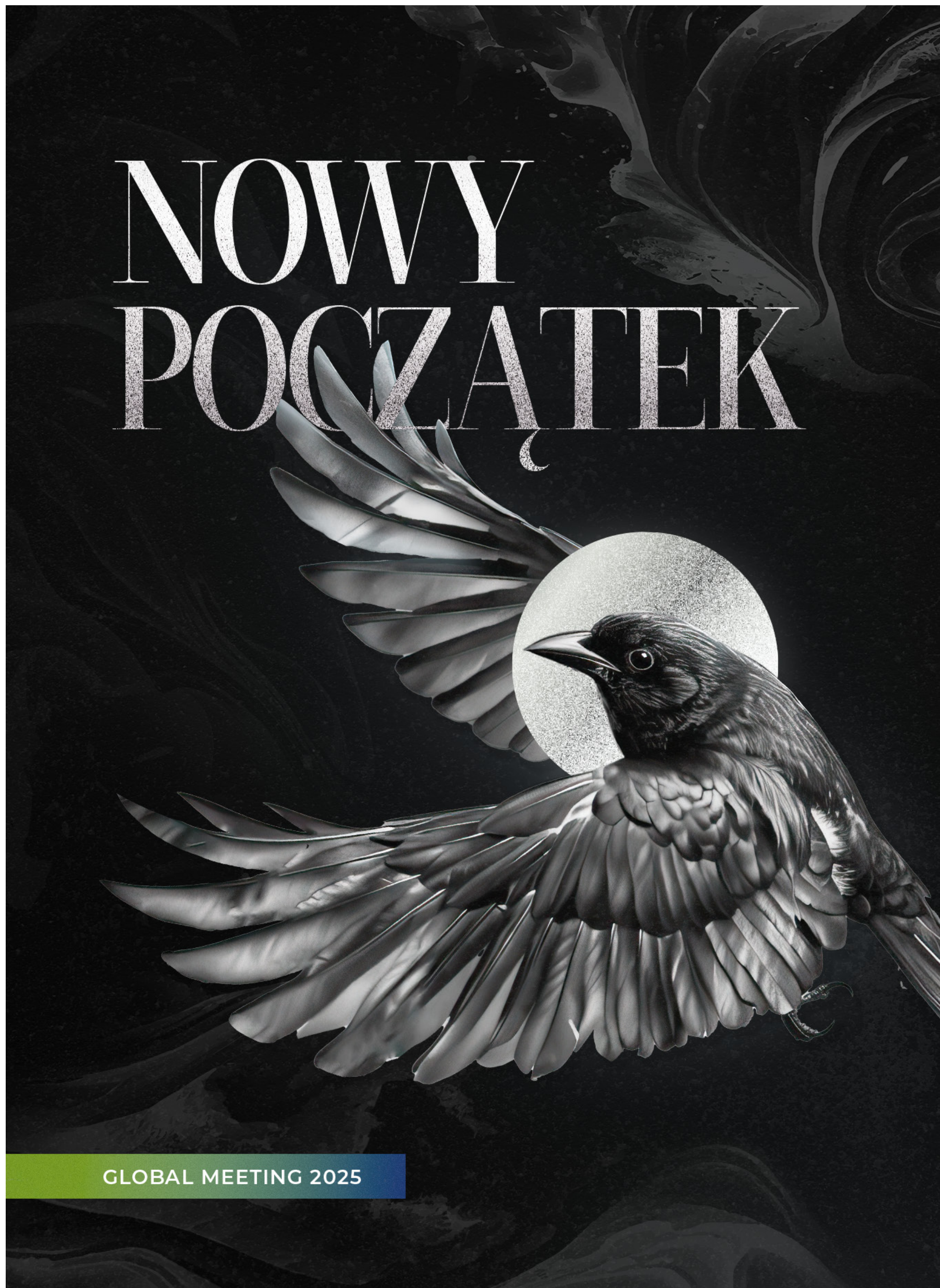




Texture system

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





NOWY POCZĄTEK

GLOBAL MEETING 2025



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.



for
slow
mornings.

MATCHA

MATCHA

Good
morning





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

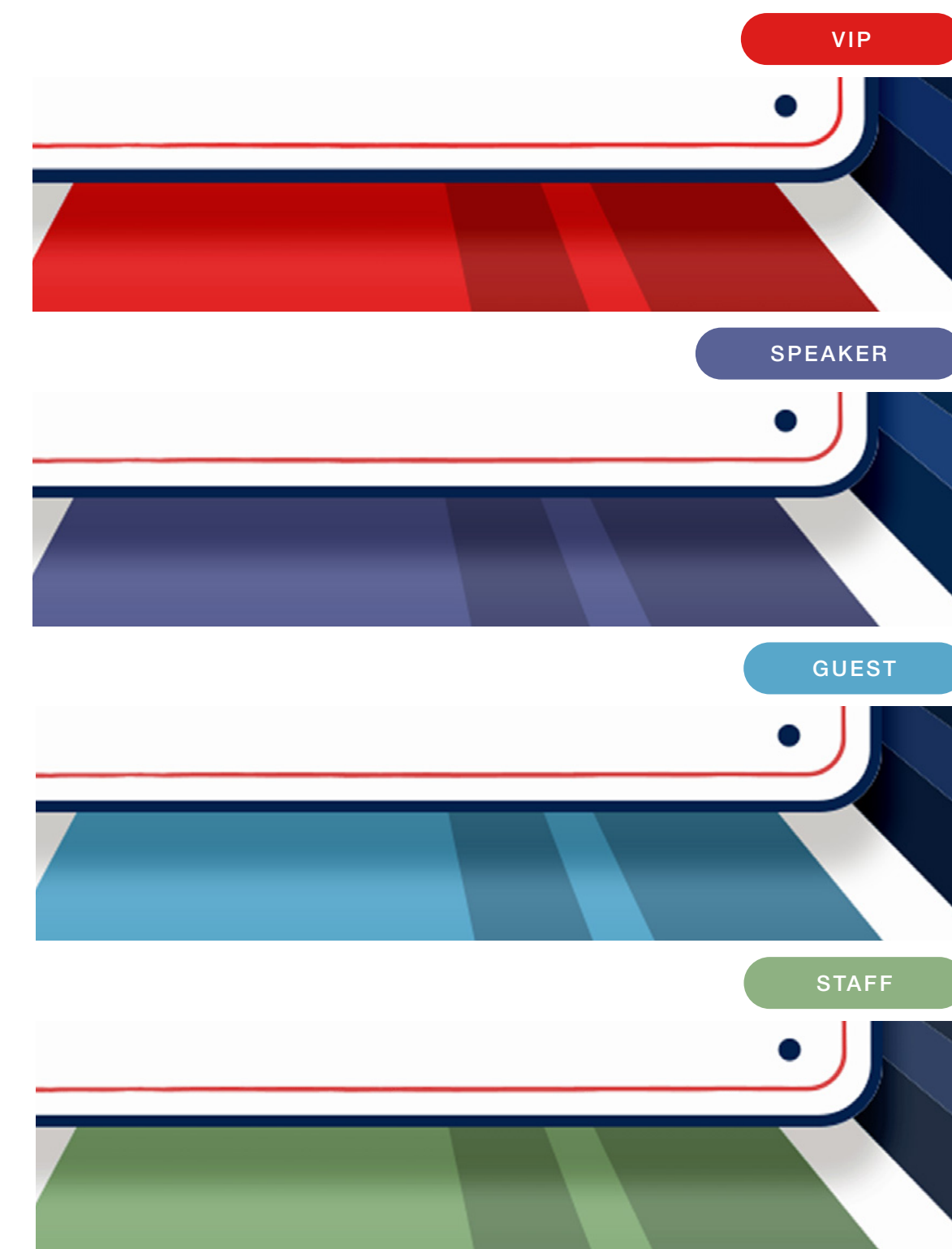


Wayfinding system

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

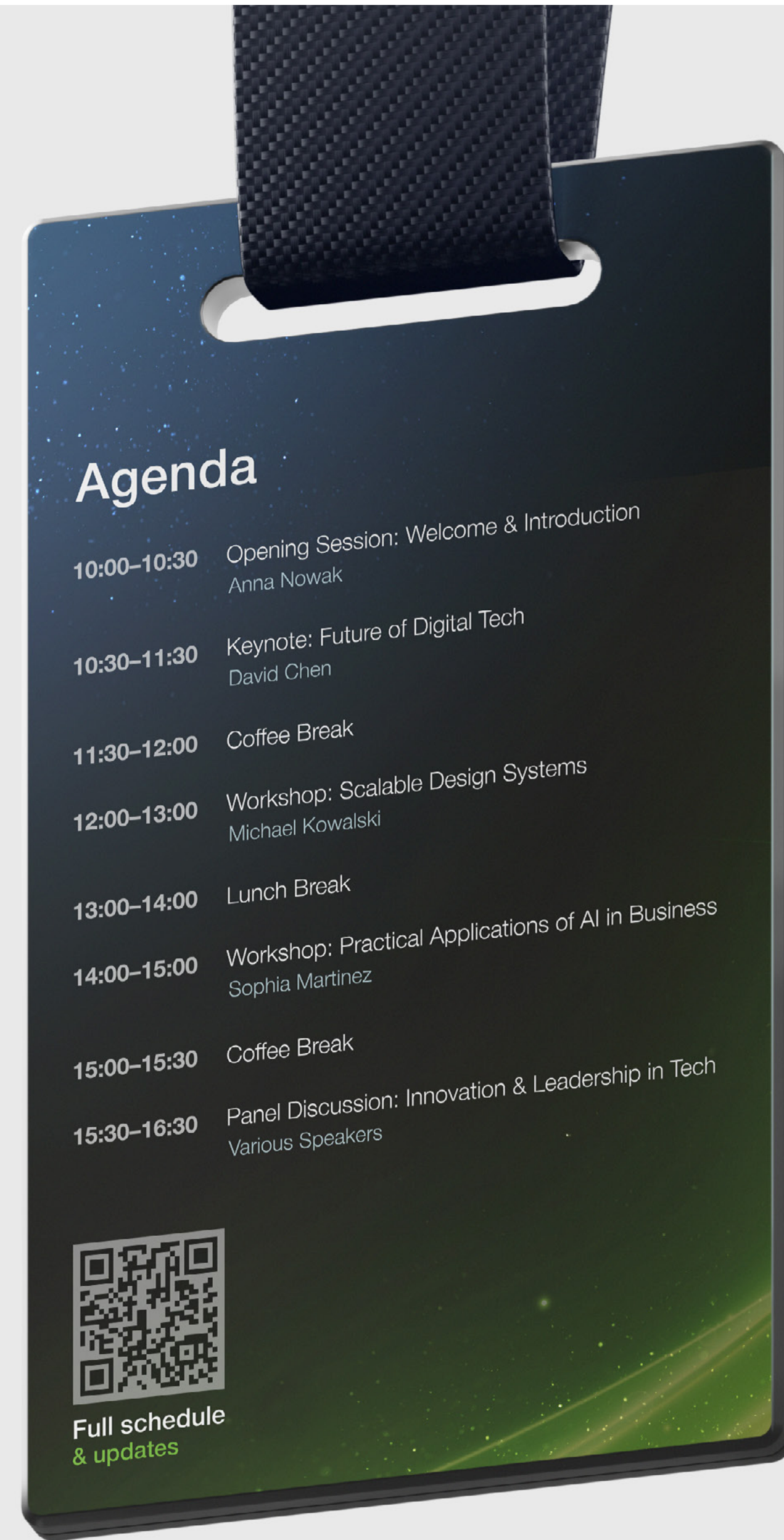
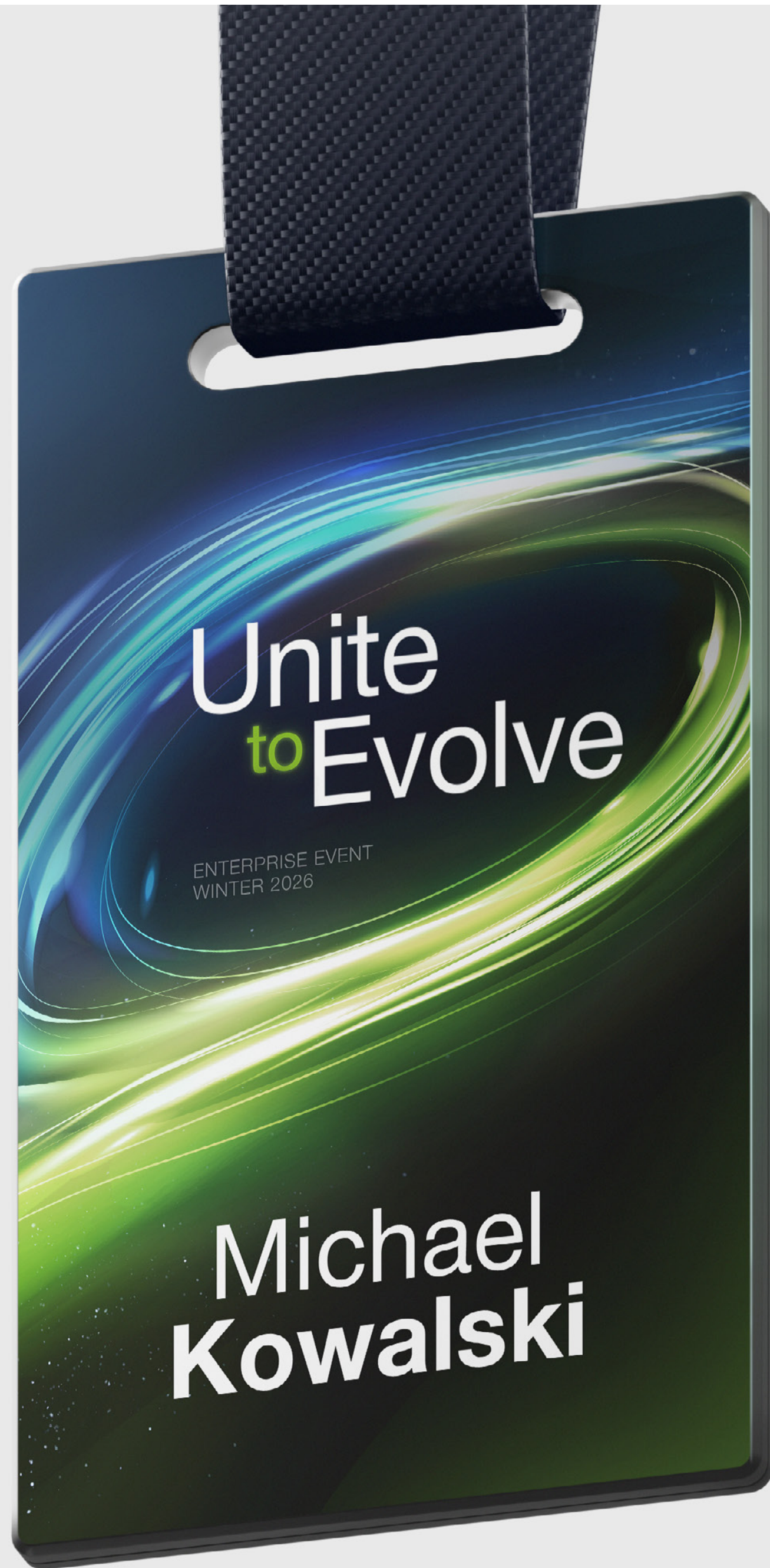
The concepts were extended beyond a single key visual to show how the visual idea could work across real communication formats.

Anonymized Presentation

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



Digital Applications





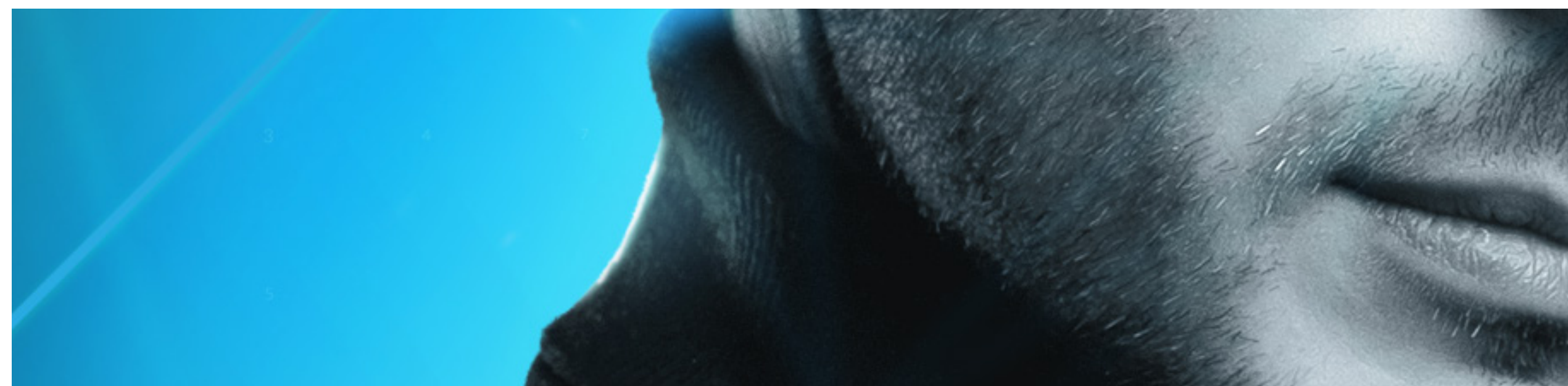
[SPEAKER]

John Smith

CEO,
Example
Company



WINTER 2025 • WARSAW • SHAPING **DIGITAL** REALITY



[SPEAKER]



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.

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, 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

Pilsner

Refreshing. Light. Easy to drink.

- golden color
- refreshing taste
- light and crisp
- easy to drink
- brewed with lager yeast



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.

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.

BEFORE / DENSE CONTENT

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
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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.



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

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

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		PALE LAGER
<ul style="list-style-type: none"> Bitterness: Medium to High Aroma: Strong hop aroma Color: Golden Alcohol: 4.5% - 5.5% ABV Body: Light to Medium Flavor: Crisp, hoppy, slightly malty Serving Temp: 4-7°C Examples: Czech Pilsner, German Pilsner 		<ul style="list-style-type: none"> 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



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

BEER STYLES OVERVIEW

LAGER

Clean, crisp and smooth.
Fermented cold and conditioned longer.

Examples: Pilsner, Helles, Märzen, Bock.

ALES

Fruity, fuller and more expressive.
Fermented warmer with faster development.

Examples: IPA, Pale Ale, Stout, Porter.

IPAS

Hoppy, bitter and aromatic.
Known for stronger hop character and bold aroma.

Examples: New England IPA, Double IPA.

WHEAT BEERS

Soft, light and refreshing.
Often cloudy, with citrus or spicy notes.

Examples: Hefeweizen, Witbier, Weissbier

BEFORE / LONG OVERVIEW LIST

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.
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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.

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

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.

PILSNER vs PALE LAGER

Key differences in flavor, aroma and brewing process.

- Bitterness
- Aroma
- Color
- Alcohol
- Body
- Flavor
- Serving
- Examples

Medium to high
 Strong hop aroma
 Golden
 4.5-5.5% ABV
 Light to medium
 Crisp, hoppy, slightly malty
 4-7°C
 Czech, German

Low to medium
 Mild
 Light Golden
 4.0-5.0% ABV
 Light
 Clean, malty, slightly sweet
 2-6°C
 American, International Pale



PILSNER

Pure clarity. Bright hops. Clean finish.

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



SPECIALITY BEER STYLES

STOUTS

Dark, rich and full-bodied. Brewed with roasted malt, coffee and chocolate notes.
 Examples: Dry 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.
 Examples: Pasty 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

PILSNER

Key differences in flavor, s

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:
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