

Graphic Designer with over 15 years experience,  
my portfolio includes a broad range of projects  
from a range of countries including the UK, Italy  
and Poland.

brand identity • logo  
design • print • photo  
retouch • illustration • book  
design • packaging • art •  
website design

**aleksandra**  
**zurczak**

# From Earth with Love

2016

Brand Identity  
Packaging



fonts

Minion Pro

main color

#1290C4

#E8A841

Our goal was to develop a labels and logo that would effectively showcase the uniqueness of the cosmetic products and enhance the overall branding of From Earth with Love. To achieve this, we created a logo, label design that effectively communicated vital product.

# Restored Naturally

2017

Brand Identity  
Packaging  
Print



fonts

Avenir Light

main color

#ACC908

#BE1321

Restored Naturally approached us with the exciting challenge of designing a new visual identity for their brand. We aimed to create a unique and memorable logo, packaging and colour palette. We are delighted with the outcome of our collaboration with Restored Naturally and we believe that the new branding and icon will help the brand stand out in a crowded market, attract more users, and ultimately achieve its business goals.

# Arise and Shine

2018-2022

Brand Identity  
Packaging



fonts

Calibri

main color

#479F33

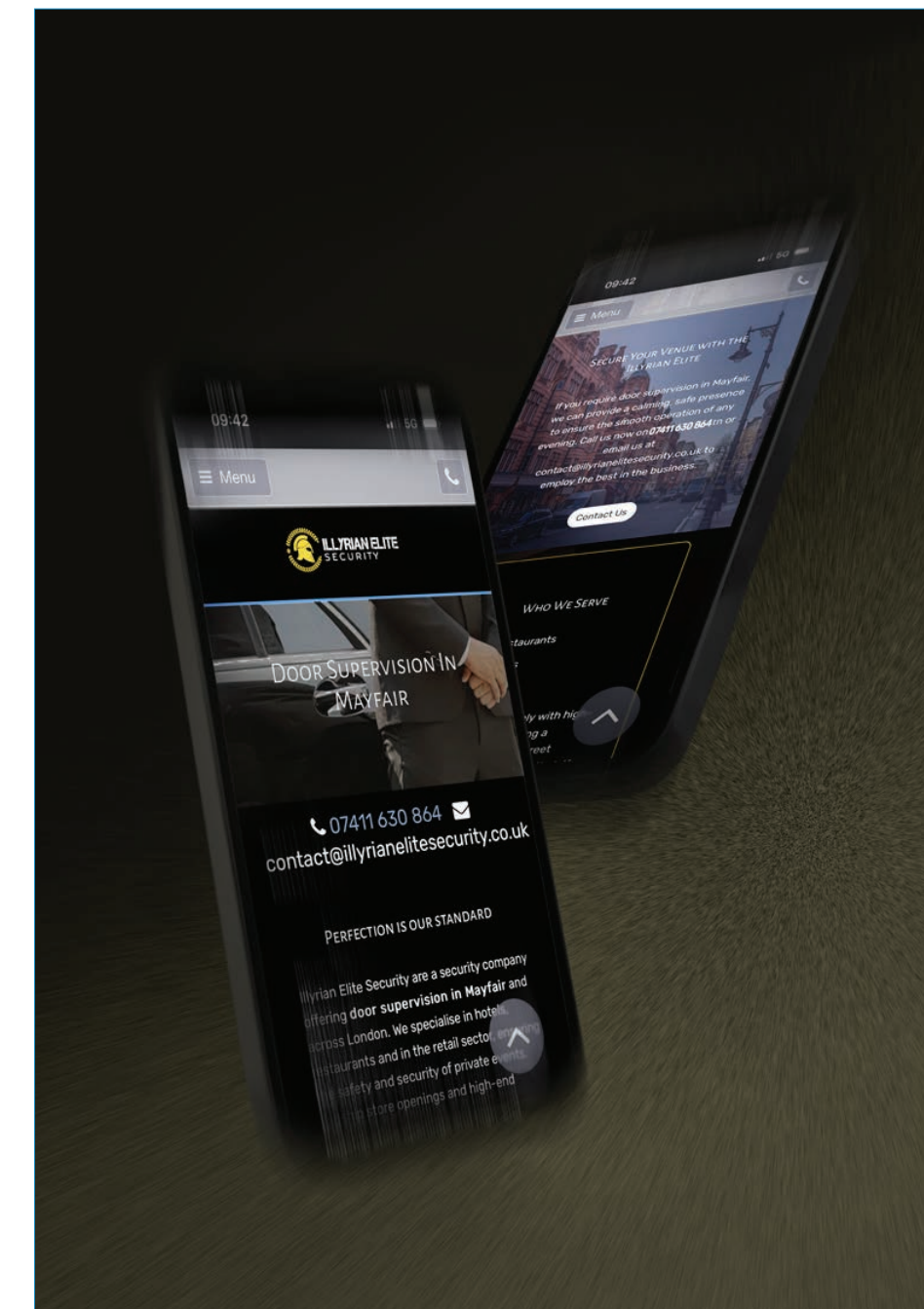
#47BED6

We are thrilled to have collaborated with Arise and Shine to revitalize their business through the consolidation of their visual identity and the harmonization of their packaging and colour palette. To achieve Arise and Shine, we worked closely with them to update their branding, developing a new visual identity that is sleek and modern and captures the essence of the brand's mission.

# Illyrian security

2020

Brand Identity  
Logo Design  
Color Palette  
Website design  
Brand Guidelines



fonts

Capture it

main color

#CFAE1D

#0F0E09

The goal of this project is to create a comprehensive brand identity for Illyrian Security. This includes designing the various visual elements that will consistently represent the brand across all communication channels, both online and offline. We enjoyed working closely Illyrian Security to revamp their branding, including a comprehensive website redesign. The new identity retained some aspects of its previous logo while enhancing its ability to adapt to various use cases and to create strong visual identity to communicate its dedication to promoting and developing security services in London.

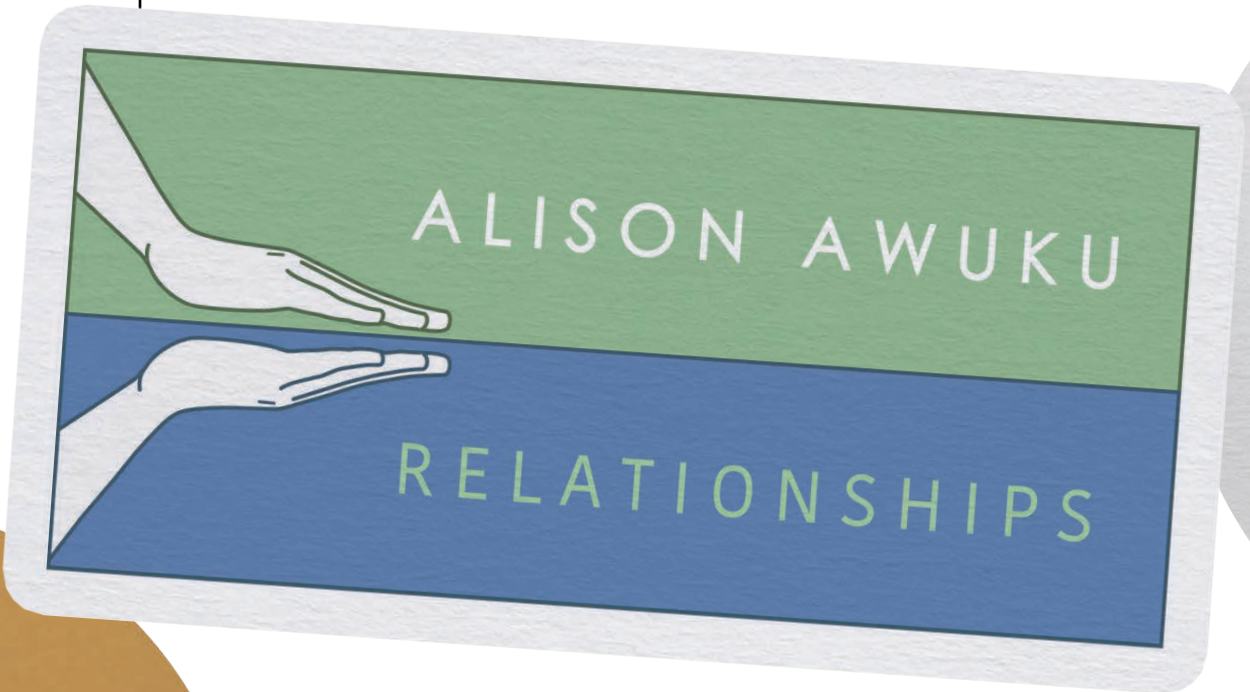
**RESTORED NATURALLY**

logo design



**ALISON AWUKU**

logo design  
banner design



**ARISE AND SHINE COSMETICS**

rebranding  
logo design



**IL FILO D'ERBA**

logo design



**FROM EARTH WITH LOVE**

logo design  
packing



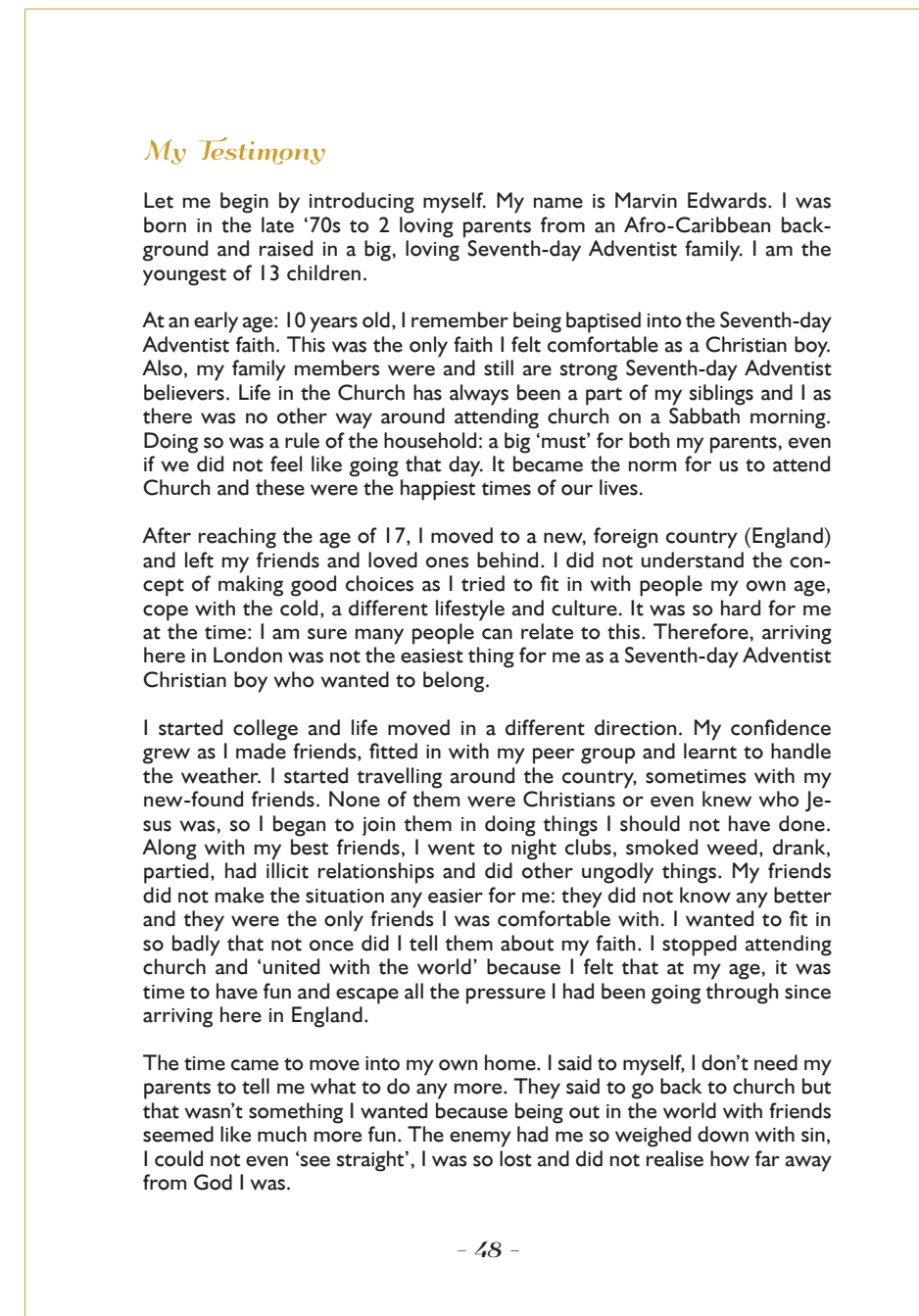
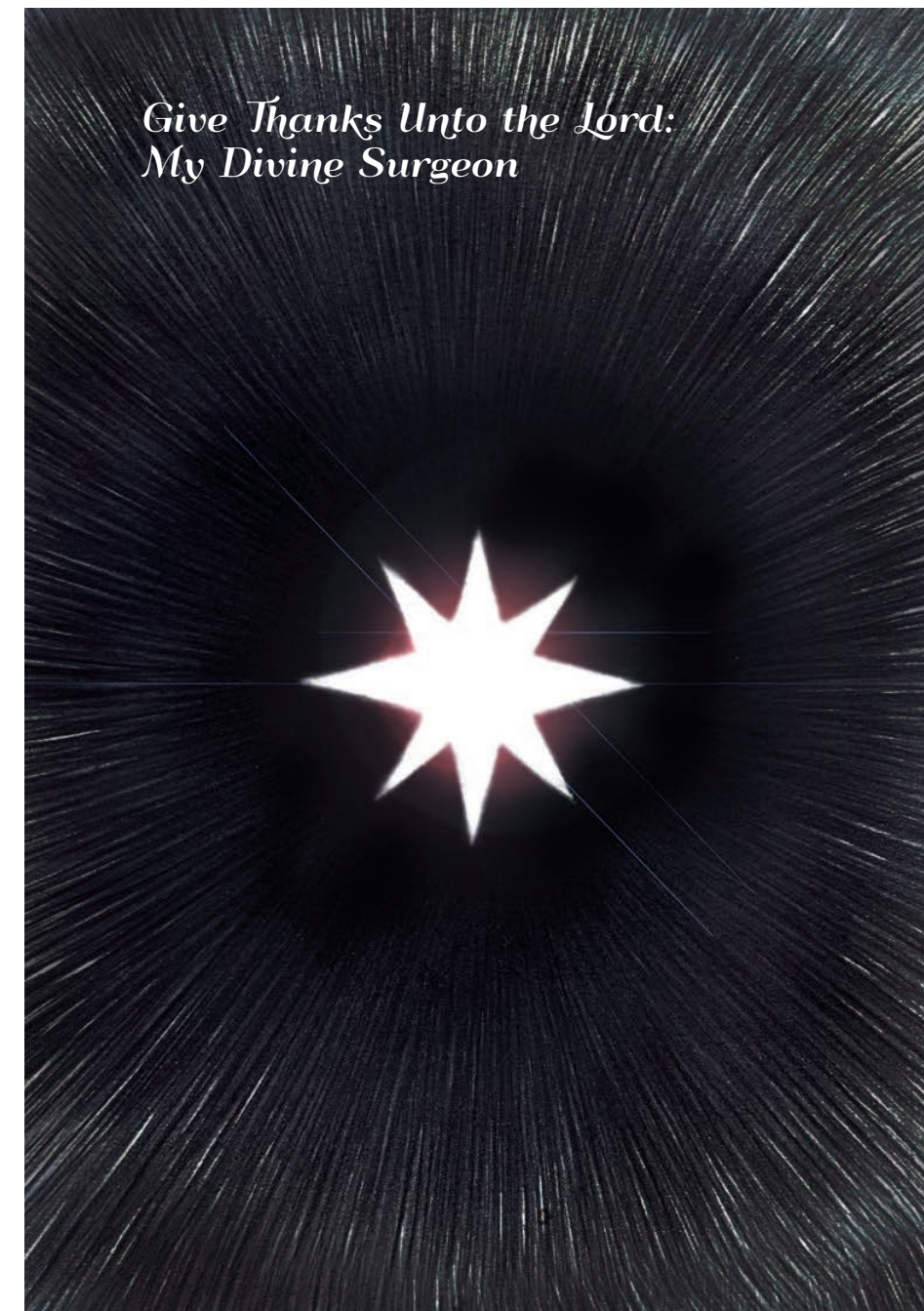
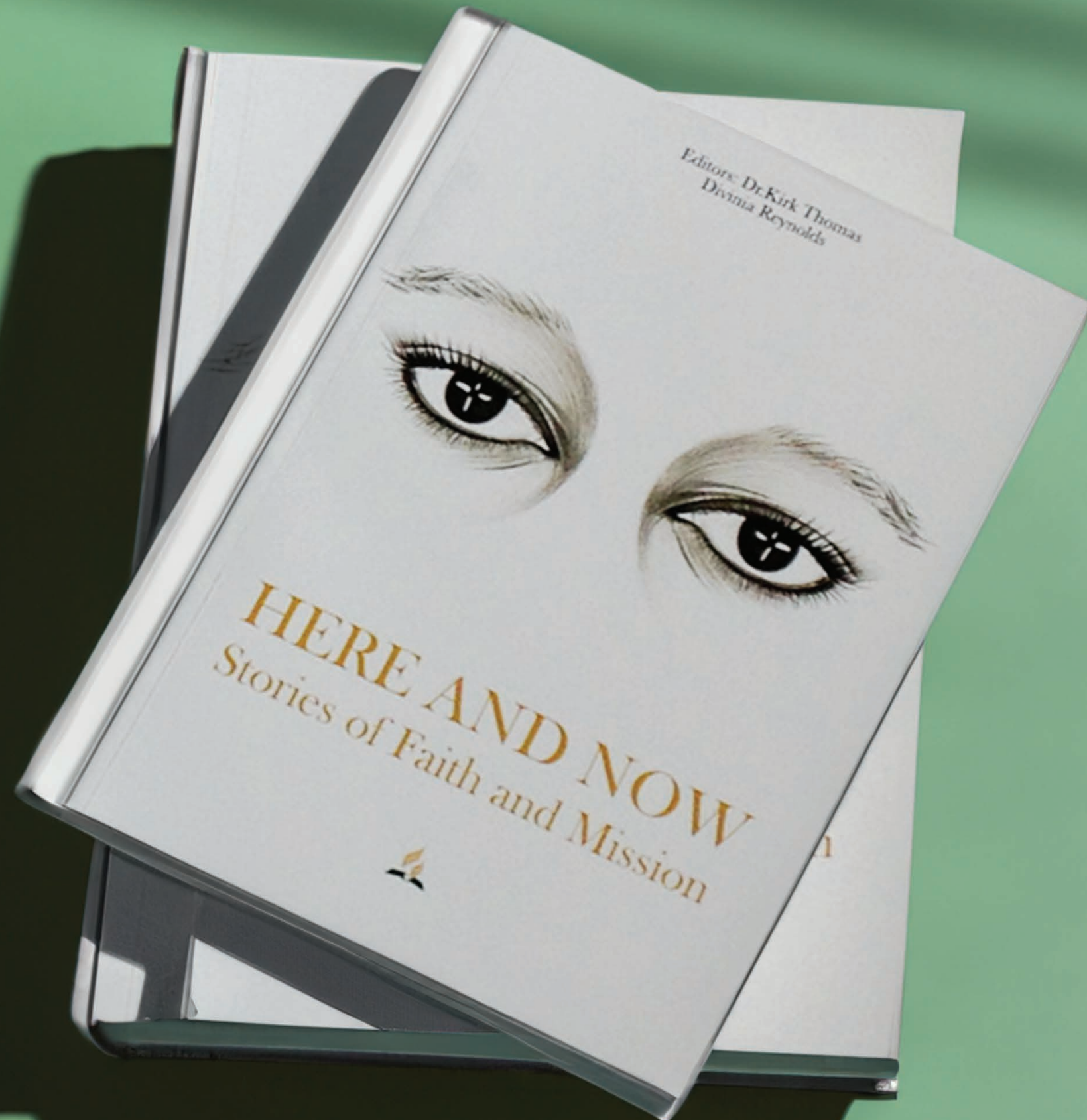
**ILLYRIAN ELITE SECURITY**

logo design  
web design

# Here and Now

2014

Book Cover  
Internal pages design  
Illustrations



## fonts

QumpellkaNo12  
Humanst521 BT

## main color

#D3A10C

I provide a comprehensive book design service that encompasses content consultation, art direction, cover and interior layout design, and meticulous oversight during the printing process. I understand that the cover and interior design of a book can be just as important as its content. A well-designed book can help get people to read it, show the tone and style of the writing, and make reading an experience to remember. That's why I take a thoughtful and strategic approach to book design, working closely with our clients to understand their unique needs and goals.

# Art Catalogue, Il Ponte

2014

Book Cover  
Internal pages design  
Art works



fonts

Helvetica

main color

#D9D9D9

*I Best wishes: happy and nice life*  
sculpture in resin, wood, mirror, dimensions variable  
Rotunda gallery, Poznan, 2009

*II Antonym*  
book of drawings, 42x30 cm.

text:  
-Była sobie góra a w niej dom mój.  
There was a mountain inside of which was my home.

Była sobie góra a w niej piekło moje.  
There was a mountain inside of which was my hell.-

*III Bastion*  
Lamelli gallery, Crocwo, 2009  
Curated by Agnieszka Kwiecien

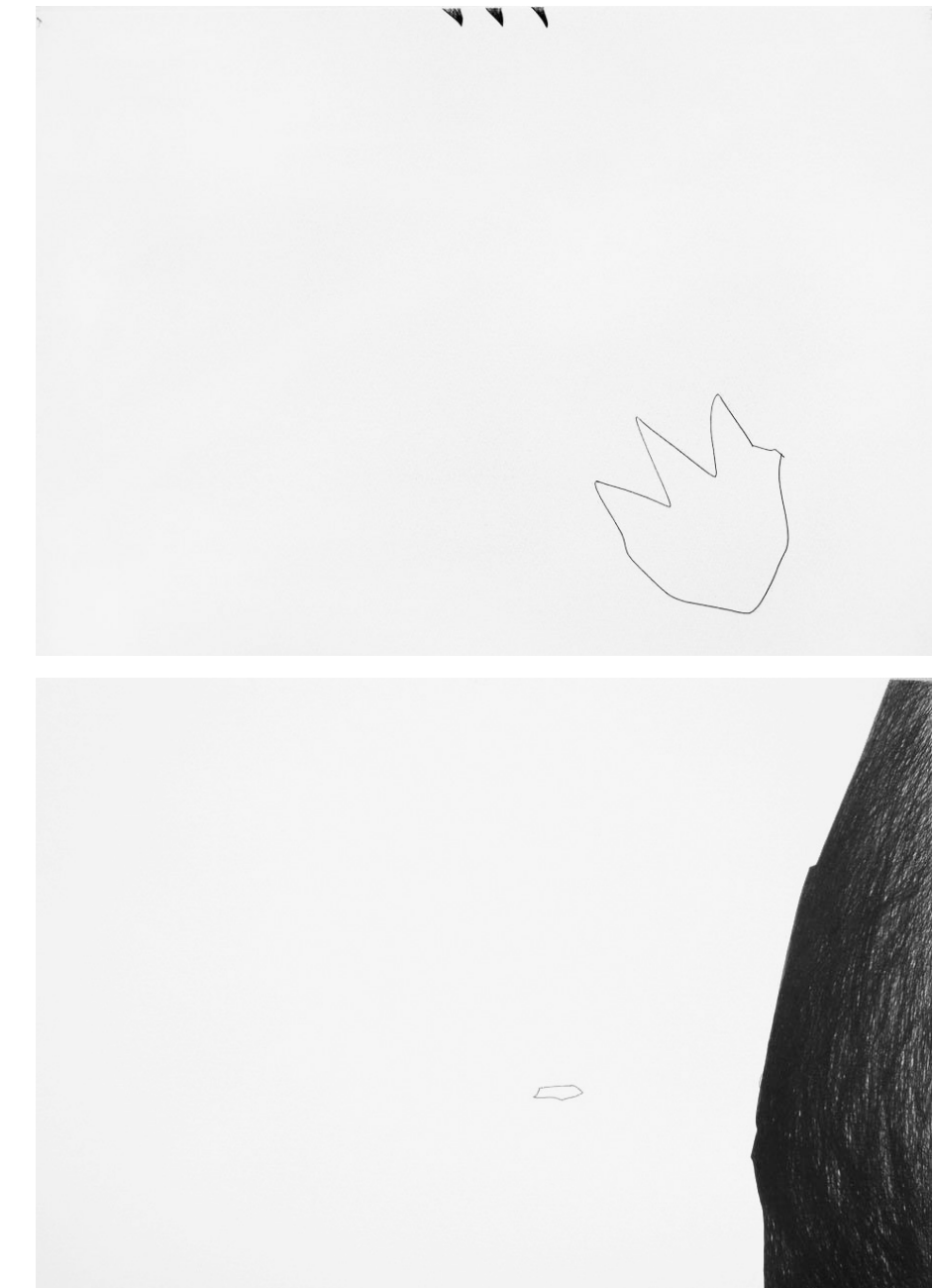
«The exposition consists of her works: drawings, installations and artistic book. The essential motive of this presentation is the confrontation of point and mass, small piece and hugeness of everything, single element and chaotic matter. The contrast of quantity and quality provokes continuous changes of single, little and prone to distortion parts, every deformation on carnal and mental surface. As a result of constant influences, the unit becomes an unshaped, trembling matter which seeks for it's own sanctuary. The artist asks: is there any place where a man feels completely free, in which - without obstacle - he can observe and listen to himself? Is this place real? To find it, he travels in reality and mentally. A man climbs to the top of a mountains like a romantic hero to find answers and descends into the deepest caves. But a man is there a distorted, small point who seeks for freedom and is overwhelmed by the infinity of matter.»

*IV Gravity Point*  
book of monotype, litographs, 29x21 cm

*V Punto di gravità*  
Centro d'Arte Contemporanea Luigi Pecci, Prato, 2010  
Ombro, text by Laura Vecere

«The shadowy matter seems to have effectively been blocked by a large nail that joins two strips of obscurity in a distant point on the floor, blocking the trails of the strange silhouettes traced on the walls. They are configured to a certain extent like playing cards, but, unlike these, the vertical mirror image is not symmetrical. On one hand there are two busts, attached by a neck with its, one, head missing; on the other in place of the upper part there appear a pair of legs splayed in a V-shape. In the dual attempt to staple the shadow down and to stabilise a volatile substance like a gas, the artist seems to want to enact a sort of myth of Sisyphus, a myth that despite taking place in a gravity-less world, has the weight of a tiring and difficult action all the same, because it is inane, reiterated and absurd. The condition of Sisyphus, as

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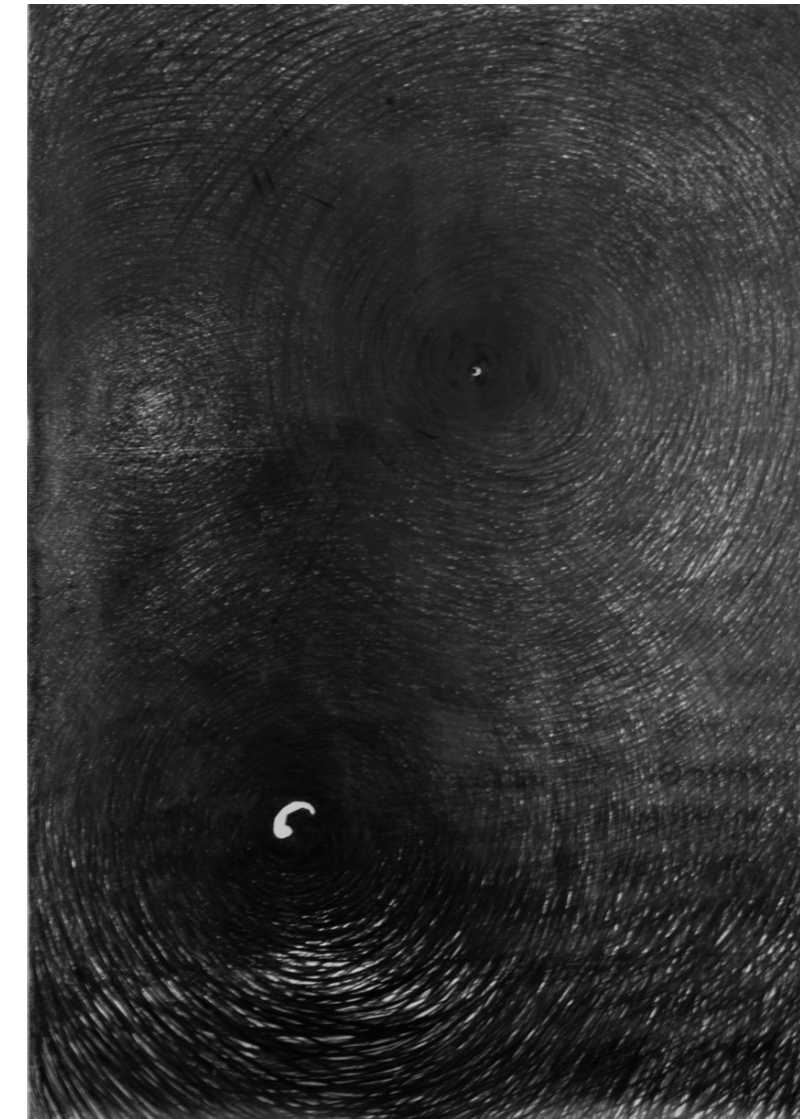
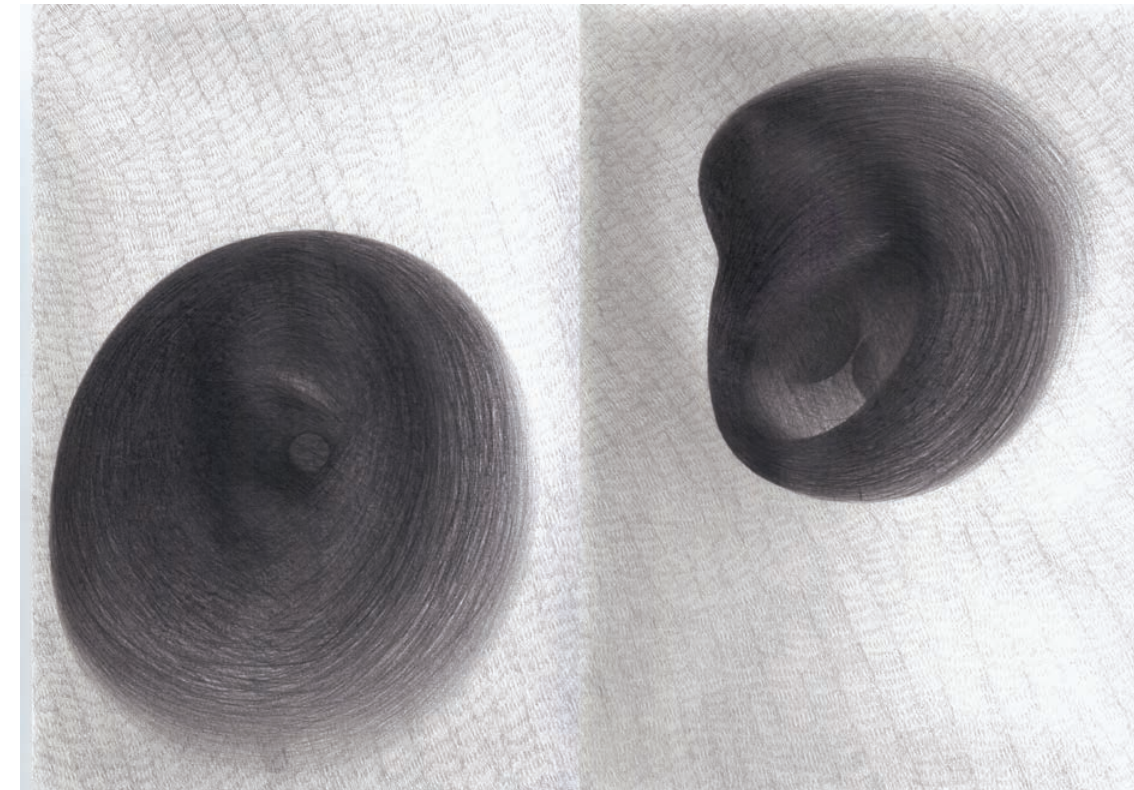








My art consists of: drawings, paintings installations and artistic book. In the strong etchings I create willow charcoal, dense and intricate skeins organise themselves to define shapes that recollect natural elements. The density of a material whose signs go beyond the two dimensions to at times find space in sculptural forms as external elements interacting with the surface.





G.A. ART STUDIO

*Luca*