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



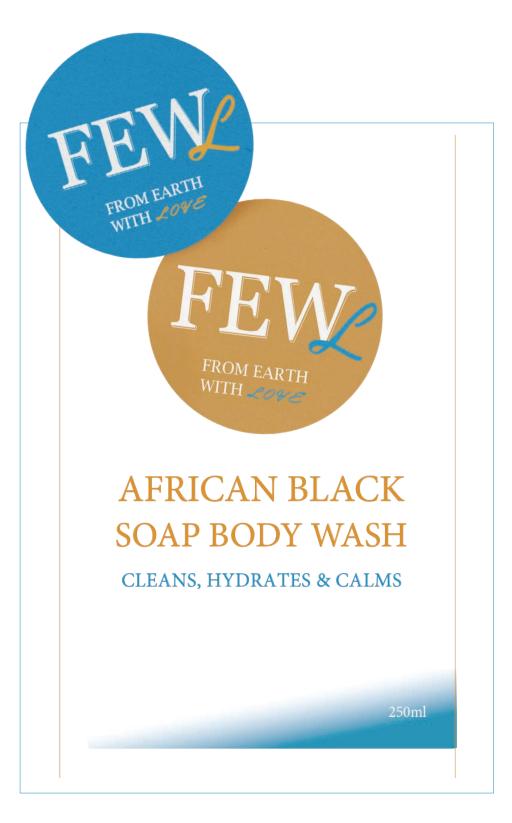
# From Earth with Love

2016

Brand Identity Packaging







fonts

Minion Pro

main color

#1290C4

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.



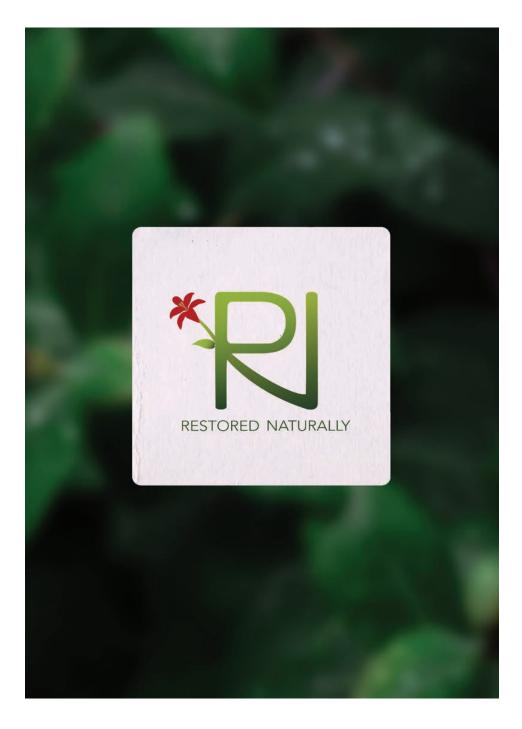
# **Restored Naturally**

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.

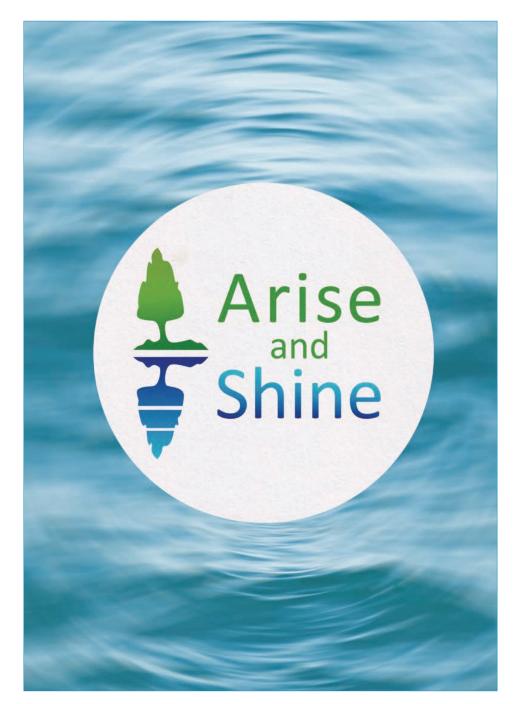


# **Arise and Shine**

2018-2022

Brand Identity Packaging







fonts

Calibri

main color

#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.

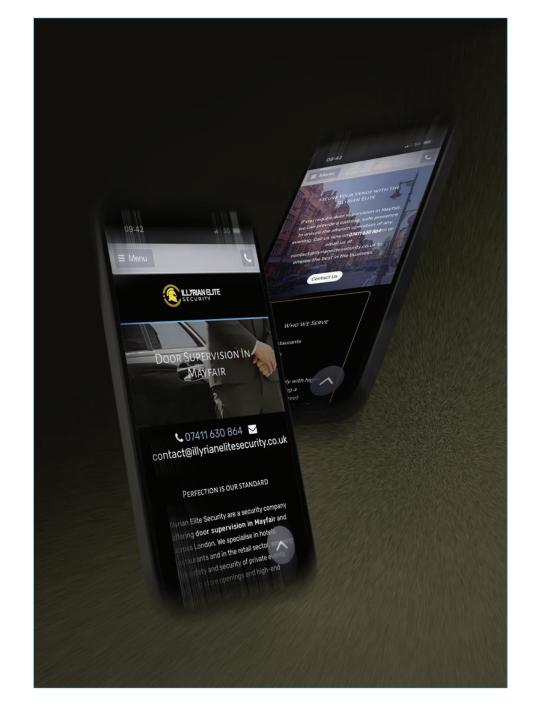
# PERFECTION IS OUR STANDARD

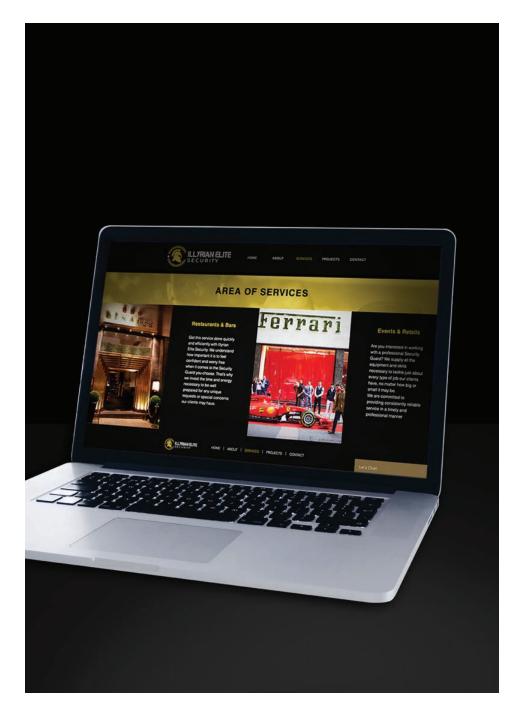
# Illyrian security

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.

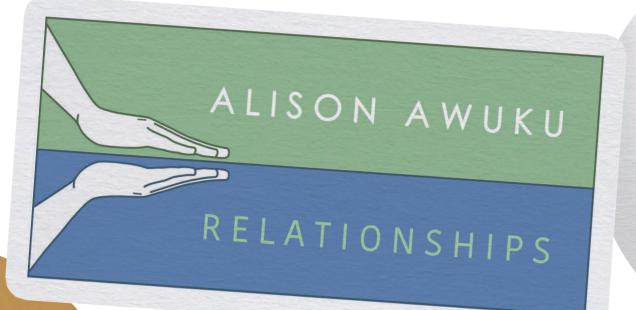
### **ALISON AWUKU**

logo design banner design

### **RESTORED NATURALLY**

logo design







# ARISE AND SHINE COSMETICS

rebranding logo design



### IL FILO D'ERBA

logo design



# ILLYRIAN ELITE SECURITY

logo design web design

### FROM EARTH WITH LOVE

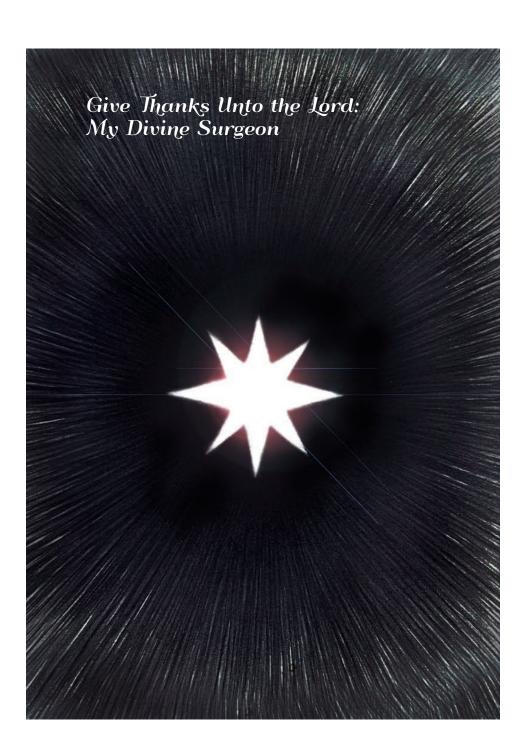
logo design packing



## Here and Now

2014

Book Cover Internal pages design Illustrations



### My Testimony

Let me begin by introducing myself. My name is Marvin Edwards. I was born in the late '70s to 2 loving parents from an Afro-Caribbean background and raised in a big, loving Seventh-day Adventist family. I am the youngest of 13 children.

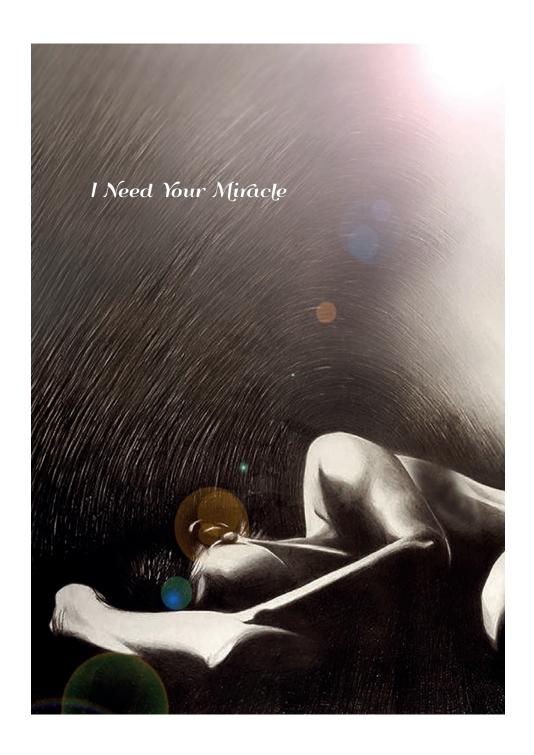
At an early age: 10 years old, I remember being baptised into the Seventh-day Adventist faith. This was the only faith I felt comfortable as a Christian boy. Also, my family members were and still are strong Seventh-day Adventist believers. Life in the Church has always been a part of my siblings and I as there was no other way around attending church on a Sabbath morning. Doing so was a rule of the household: a big 'must' for both my parents, even if we did not feel like going that day. It became the norm for us to attend Church and these were the happiest times of our lives.

After reaching the age of 17, I moved to a new, foreign country (England) and left my friends and loved ones behind. I did not understand the concept of making good choices as I tried to fit in with people my own age, cope with the cold, a different lifestyle and culture. It was so hard for me at the time: I am sure many people can relate to this. Therefore, arriving here in London was not the easiest thing for me as a Seventh-day Adventist Christian boy who wanted to belong.

I started college and life moved in a different direction. My confidence grew as I made friends, fitted in with my peer group and learnt to handle the weather. I started travelling around the country, sometimes with my new-found friends. None of them were Christians or even knew who Jesus was, so I began to join them in doing things I should not have done. Along with my best friends, I went to night clubs, smoked weed, drank, partied, had illicit relationships and did other ungodly things. My friends did not make the situation any easier for me: they did not know any better and they were the only friends I was comfortable with. I wanted to fit in so badly that not once did I tell them about my faith. I stopped attending church and 'united with the world' because I felt that at my age, it was time to have fun and escape all the pressure I had been going through since arriving here in England.

The time came to move into my own home. I said to myself, I don't need my parents to tell me what to do any more. They said to go back to church but that wasn't something I wanted because being out in the world with friends seemed like much more fun. The enemy had me so weighed down with sin, I could not even 'see straight', I was so lost and did not realise how far away





### fonts

QumpellkaNo12 Humanst521 BT

main color

#D3A10C

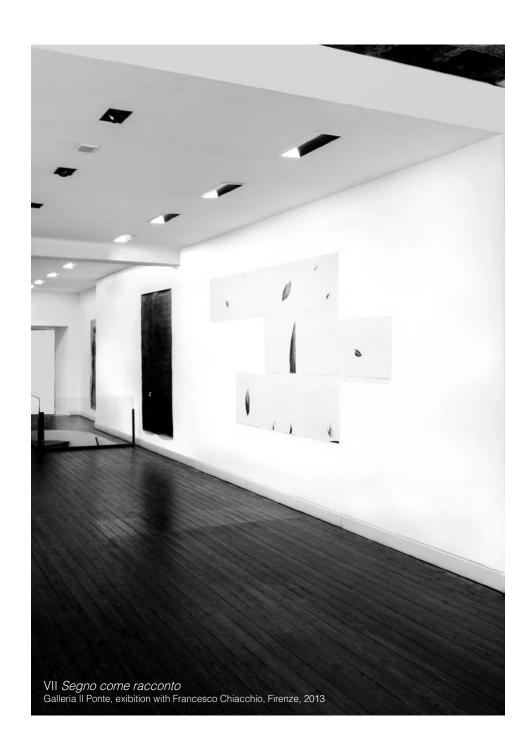
I provide a comprehensive book design service that encompasses content consultation, art direction, cover and interior layout design, and meticulous oversight during the printing process. I understand that the cover and interior design of a book can be just as important as its content. A well-designed 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



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,

«Byla sobie gora a w niej dom moj. There was a mountain inside of which was my home.

Byla sobie gora a w niej pieklo moje. There was a mountain inside of which was my hell.»

III Bastion

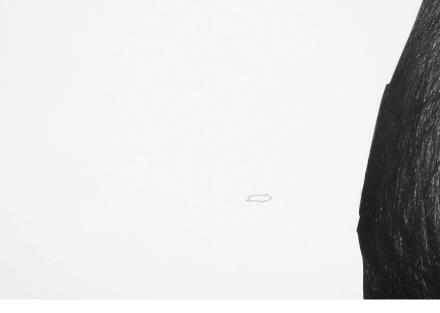
«The exposition consists of her works: drawings, installations and artistic book. The essential motive of this presentation is the confrontation of point and mass, small piece and hugeness of everything, single element and chaotic matter. The contrast of quantity and quality provokes and mental surface. 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
Ombre, 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 n 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





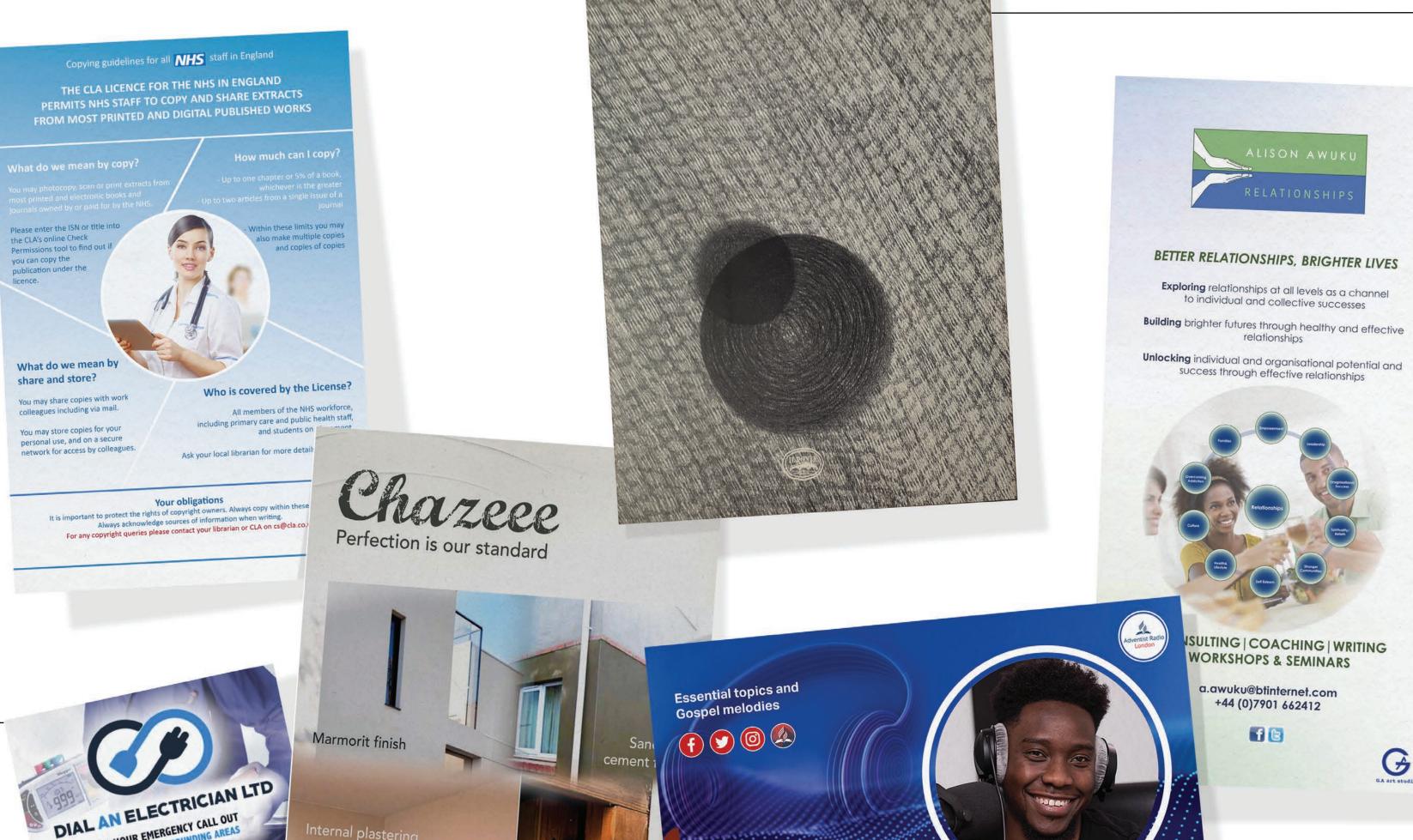
fonts

Helvetica

main color



flyer design



### ART CATALOGUE, IL PONTE GALLERY

book cover internal page design

### **ALISON AWUKU**

banner design

### DIALAN **ELECTRICAN LTD**

business cards











### **ADVENTI RADIO** LONDON

flyer design

GA art studio

### CHAZEEE

flyer design





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.





