



GRAPHIC DESIGN

BRANDING • PACKAGING • 3D VISUALISATION

PORTFOLIO

MAŁGORZATA ROGOWSKA

ABOUT ME

I work best on projects where aesthetics go hand in hand with functionality and attention to detail. My daily work focuses on branding, visual communication, packaging and 3D visualisation, creating materials from the initial concept through to the final implementation.

What matters to me is not only how a design looks, but also how it works in practice. Whether it is coherent, clear and properly prepared for further use.






Thanks to my technical background, I feel comfortable working on projects that require structured processes, precision and a strong understanding of production and implementation constraints.



**MAŁGORZATA
ROGOWSKA**

Graphic Designer
Branding
Packaging
3D visualisation

CONTACT

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SKILLS

Creative Design – Expert

- Branding and visual identity
- Packaging design and artwork
- Typography and layout
- Marketing materials and digital assets
- Photo retouching and image editing
- Presenting concepts and implementing design revisions

3D and Visualisation – Advanced

- 3D modelling
- Photorealistic product rendering
- PBR material creation
- Animation and rigging
- 3D environment design
- Preparing and optimising models for 3D printing

Technical – Advanced

- DTP and print-ready file preparation
- Prepress and print supplier collaboration
- Design workflow automation
- Working with brand books and creative briefs
- Adapting materials for multiple language and market variants

SOFTWARE

Adobe Creative Cloud:

- Illustrator
- Photoshop
- InDesign
- After Effects
- Lightroom

3D and prototyping:

- Blender
- Fusion 360
- Figma

AI tools:

- Adobe Firefly
- Midjourney
- OpenAI

Other:

- MS Office
- VS Code
- Python/C++/C# basics

SELECTED PROJECTS



Ultinon Motion / Lumileds



Stellacan



Sumo Challenge



Ready Teddy, Go!

OTHER PROJECTS AND DIRECTIONS



Game Development Competition



Robots design



Rebranding assignment



and more...

ULTINON MOTION LUMILEDS

Packaging • Artwork • 3D Visualisation

Since 2022, I have been creating visual materials for a global automotive lighting manufacturer, working on projects for Philips and Narva. I have been responsible for packaging design, artwork adaptation, labels, retail displays, and sales-support materials, ensuring visual consistency and clear product communication.

As part of this work, I developed packaging systems covering multiple product variants, markets, and formats. A key challenge was maintaining brand consistency while adapting information to each specific product, packaging type, and market requirement. This ensured that every design remained part of a larger, structured system rather than just an isolated artwork.

Project Scope

- packaging design
- artwork adaptation
- labels and retail displays
- 3D visualisations
- image editing
- icon and presentation graphic creation

Markets

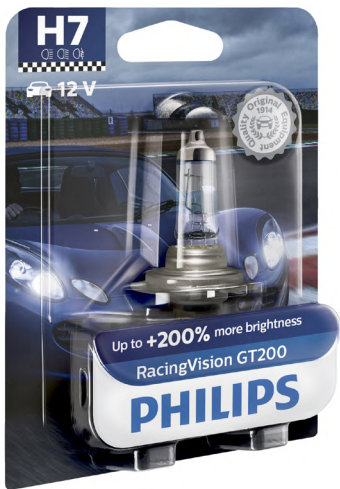
EMEA • LATAM • APAC • Chiny • Indie



ULTINON MOTION LUMILEDS

3D render upgrade

One of the key areas of my work was improving the quality of the company's 3D renders. I enhanced their realism, visual consistency, and the proportions between the product and its packaging, making the presentation clearer, more professional, and more credible. This improvement strengthened the way products were communicated both internally and in customer-facing materials.



BEFORE THE UPGRADE



AFTER THE UPGRADE

STELLACAN

Branding • 3D Visualisations

For an automotive start-up, I created the visual identity for the Stellacan brand. I designed the logo using custom lettering tailored to the product's technological character and the brand's modern image.

The aim of the project was to build a cohesive visual system that would remain clear both in brand communication and directly on the product itself. The identity included the logo, colour palette, stationery, and product markings, creating a strong foundation for the brand's further development.

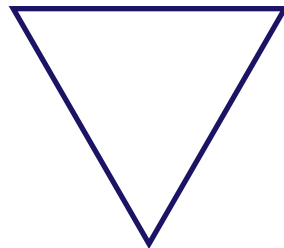
Project Scope

- logo and typography
- visual identity
- brand colour palette
- stationery
- product stickers
- 3D visualisations



The letters 'S' and 'C' are rendered in a bold, blue, sans-serif font. The 'S' is a simple, thick stroke, and the 'C' is a thick, open-bottom curve.

+



=



The letters S and C, derived from the brand name, arranged into a shape inspired by the device with a connected cable

Referring to the style of premium car brand logos

STELLACAN

Brand Implementation on the Product

The second stage of the project focused on transferring the visual identity onto the product itself. I developed the device marking system and its presentation through 3D visualisations, ensuring consistency with the brand language and clarity of detail.

As a result, the brand gained not only a recognisable visual identity, but also a consistent and practical application on the final product.



SUMO CHALLENGE

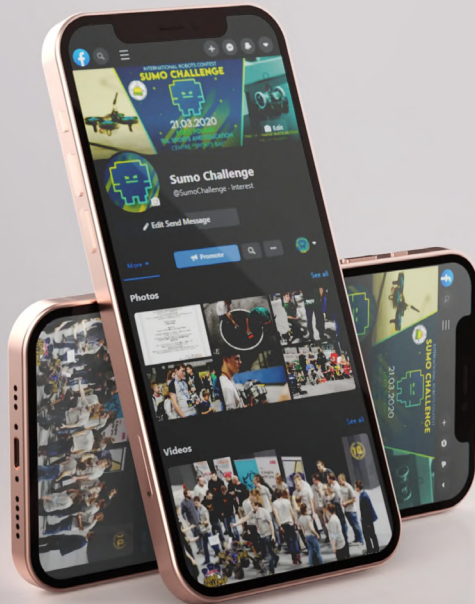
Event visual identity • Promotional materials

For five editions of Sumo Challenge, I created graphic materials related to the event, and during the last three editions I was fully responsible for the visual identity and consistency of communication. The project included both print materials and digital graphics, prepared to support the promotion of the event and its professional presentation.

An important part of this work was maintaining a consistent visual system across multiple formats and channels, while adapting the materials to the character of the competition and organisational needs.

Project Scope

- event visual identity
- social media graphics
- print materials
- badges, certificates, and information booklets
- trophies and event T-shirts



READY TEDDY, GO!

3D Modelling • Animation

The Ready Teddy, Go! project began as my Master's thesis and was later further developed as part of an Erasmus+ project. I created a 3D character and an animated environment that supported the narrative of an educational project aimed at pupils with special educational needs.

This combination of character and 3D environment design as well as animation helped create a more approachable and engaging form of communication.

Project Scope

- 3D character modelling
- rigging
- animation
- 3D environment design



Above: a fragment of the animation in the final 3D environment

Below: selected emotional expressions (from left: joy, fear, surprise, and sadness)



TEAM COMPUTER GAME DEVELOPMENT COMPETITION

As part of this project, I prepared promotional and organisational materials related to the competition. I created social media graphics, broadcast visuals, and official invitations, ensuring visual consistency across all materials.

The project required working across multiple formats and maintaining strong quality control so that the event's communication remained clear, consistent, and well adapted to different audience touchpoints.

Project Scope

- social media graphics
- broadcast visual assets
- promotional banners
- official invitations
- organisational materials



Sponsor banner (top) and invitation mock-up (bottom)

ROBOTS DESIGN

3D Modelling • 3D Printing



MicroSumo robots (left) and a 3D model of one of them (right).

As part of my work within the SKaNeR Student Robotics Society, I designed competition robots, combining 3D modelling with a practical approach to building and developing functional solutions. I designed components prepared for 3D printing and supported the development of concepts that had to work not only visually, but above all functionally.

This project helped me develop a way of working based on combining design, technology, and real engineering constraints.

Project Scope

- 3D component modelling
- design for 3D printing
- development of construction concepts
- team coordination

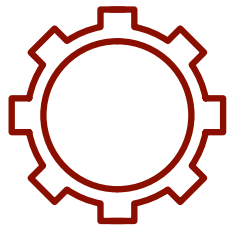
CONCEPTUAL REBRAND OF LODZ UNIVERSITY OF TECHNOLOGY

As part of one of the main projects during my studies, I developed a new visual identity for Lodz University of Technology. I designed the logo, business cards, selected typography, and created a brand guidelines document.

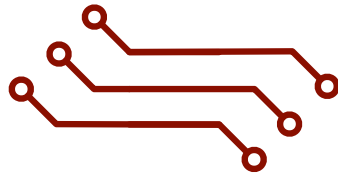
The previous logo used a cogwheel motif as a symbol of the university's technical roots and a reference to the city. My concept retained both elements while enriching them with inspirations drawn from electronics and computer science. As a result, the final mark combined tradition with the university's modern, technological character.

Project Scope

- logo
- typography selection
- business cards
- brand guidelines



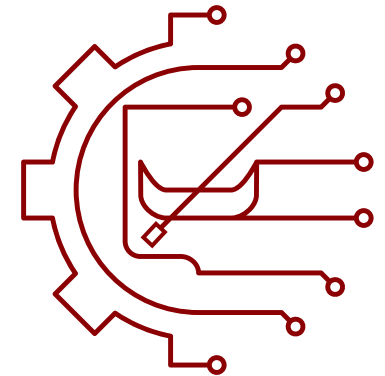
gear



electronic circuit



symbol of the city of Lodz



Politechnika Łódzka



LET'S TALK



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