

Design Portfolio

Anastasiya Guziy

About

Brand & Web Designer with over six years of professional experience, a strong background in Applied Arts, and a passion for Social Research.

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Anastasiya Guziy

Brand & Web Designer

Hi! I'm Anastasiya, Brand & Web Designer with over six years of professional experience, a strong background in Applied Arts, and a passion for Social Research.

After graduating from University with Bachelor's in Communication Design, I worked in start-ups, non-profit organizations, and design agencies in Spain, Portugal, and Poland, which sharpened my professional skills in Graphic Design for digital and print media.

Areas of expertise: Art Direction — Web Design — Branding — Print Design — Animation

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01 Alabama Mama

Alabama Mama is a Polish fast-food chain restaurant that specializes in in-house-made crispy chicken. The idea for the restaurant name was inspired by one of the southern states where crispy chicken originated from.

The objective was to create a wholesome brand identity that presents the roots of the crispy chicken cuisine in a modern and respectful to both (Afro-American and Polish) cultures manner.

A vintage-looking typeface was chosen to resemble the typography that was popular back in the 70s. Besides the primary logo, a set of secondary logos was created to allow the client to be flexible when it comes to B2C communication. Halftones were used in illustrations to simulate mechanical printing techniques. The individual illustrations were then formed into a seamless pattern, which was applied to the packaging design.

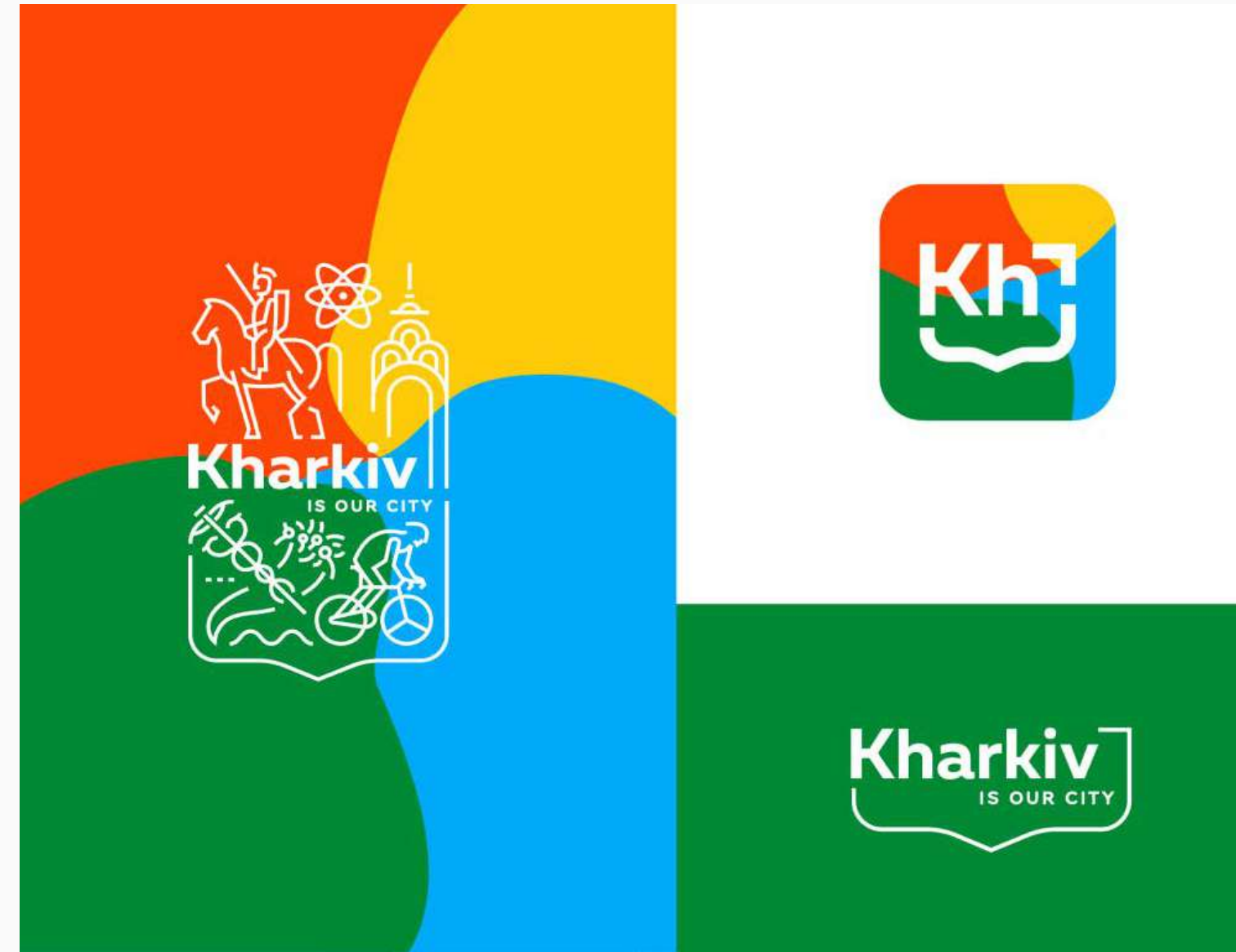
When: 2022

What: Logo, Brand identity & Illustration

Who: Alabama Mama, Poland







02 The New Kharkiv

Watch Case Study Showreel →

In honor of Kharkiv's 369th anniversary, this project is a comprehensive reimaging of what the branding of Kharkiv (my home city in Eastern Ukraine) can look like.

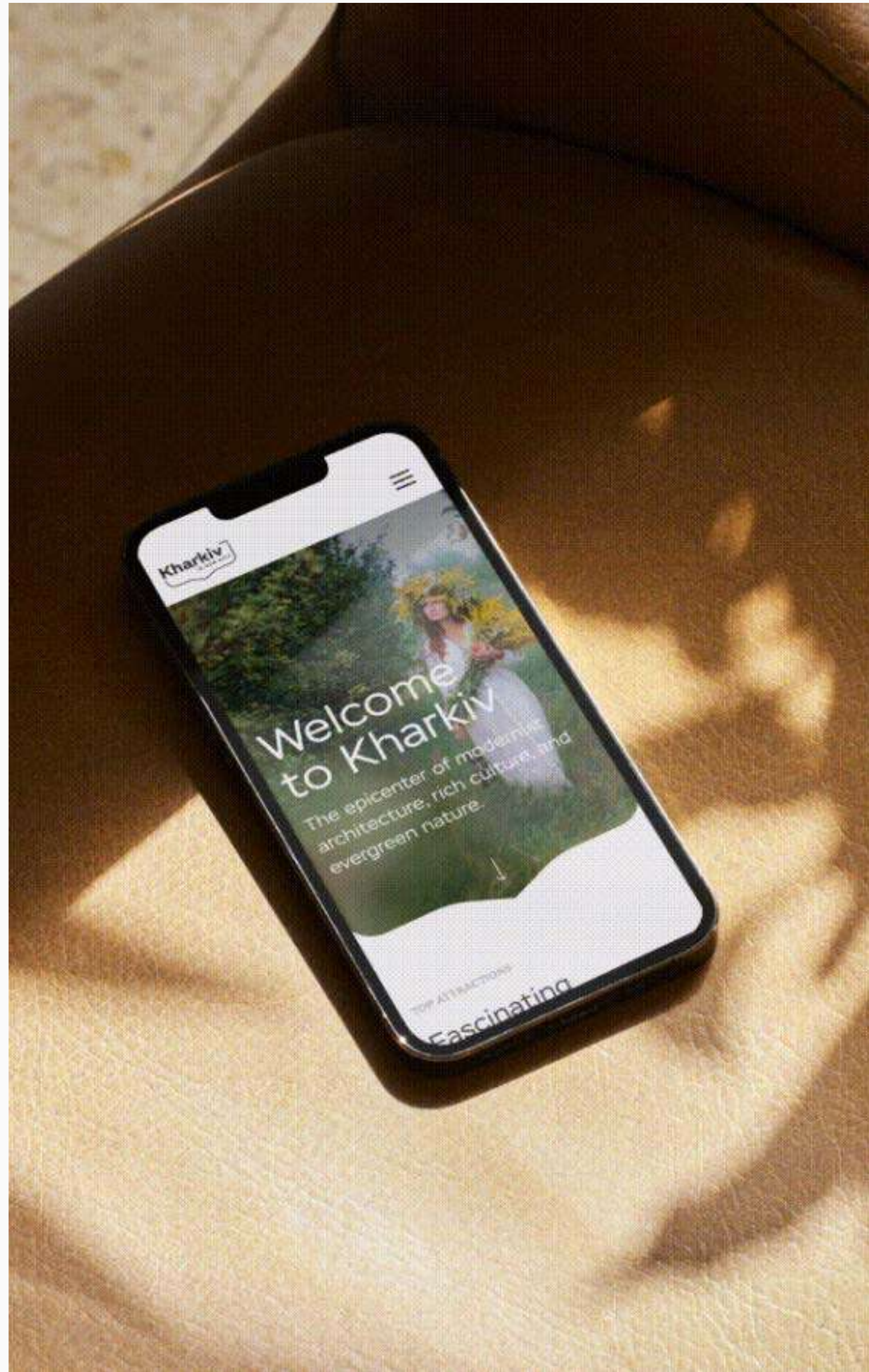
The branding showcases a modernized coat of arms, that incorporates main landmarks of the city and creates a rich dynamic element that can be broken down or scaled up to fit different formats (both analog and digital). The brand

colors are picked from the 'streets of the city' to capture the energy and diversity, and appeal to both locals and visitors.

The new branding is a tribute to the city's resilience, creativity, and the unwavering spirit of its people. It celebrates Kharkiv's past, present, and the limitless possibilities that lie ahead.

When: 2023

What: Brand, Web, Motion Design



Graphic Design Portfolio



Anastasiya Guziy



03 Ongoing Internal Communication for Żabka Polska

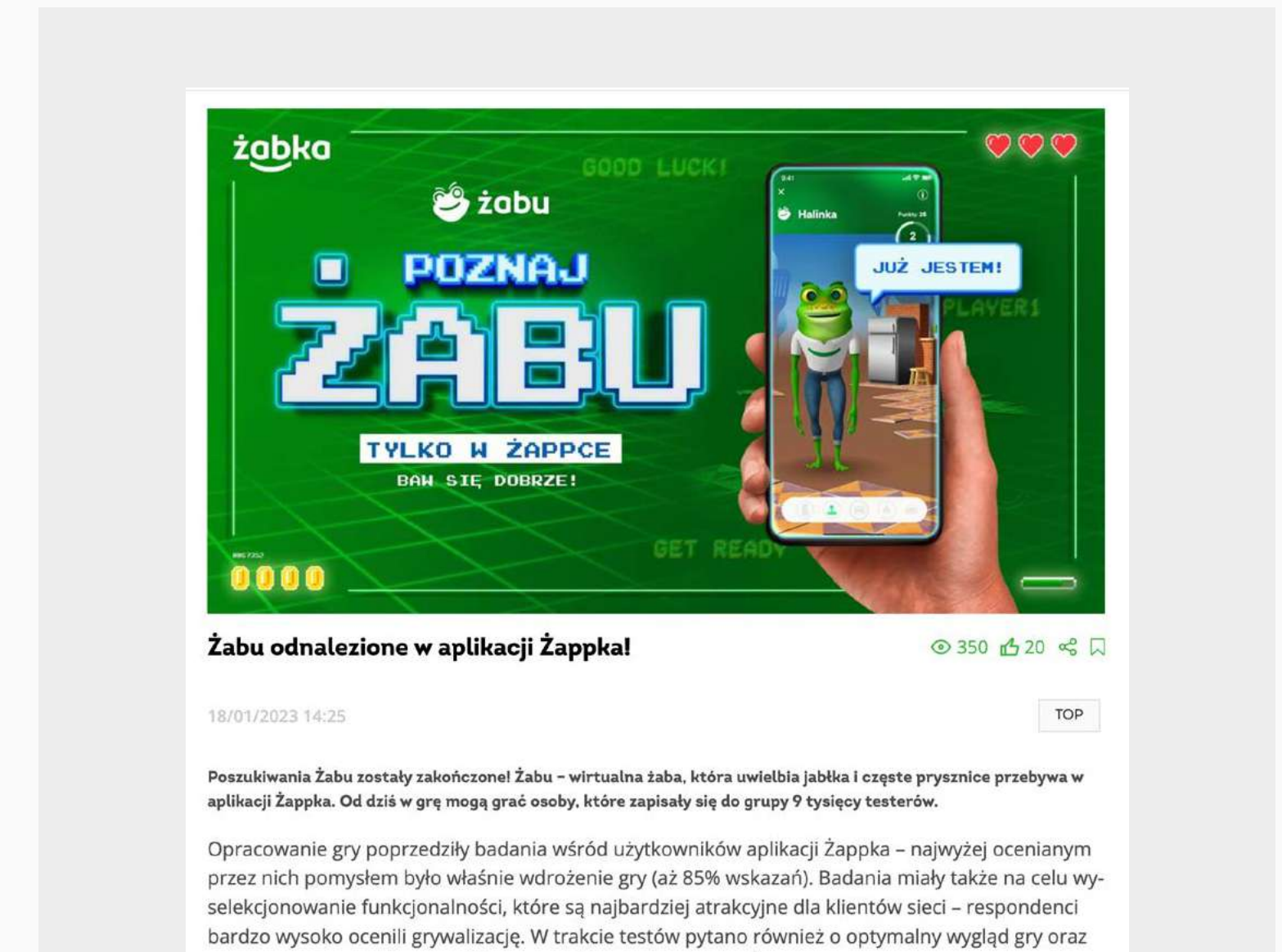
Żabka is the biggest chain of convenience stores in Poland with at least 9,000 manned, and over 50 automatic, unmanned stores, as of August 2023.

As a Senior Graphic Web Designer at DoubleBrand Agency I am often assigned to support the Internal Communication Department in Żabka and create newsletters, presentations, leaflets, brochures, storyboards and animations, posters, and digital media. I also collaborate on the most important elements of the Żabka's visual identity, including corporate identity manuals, brand books, and logos for new internal initiatives.

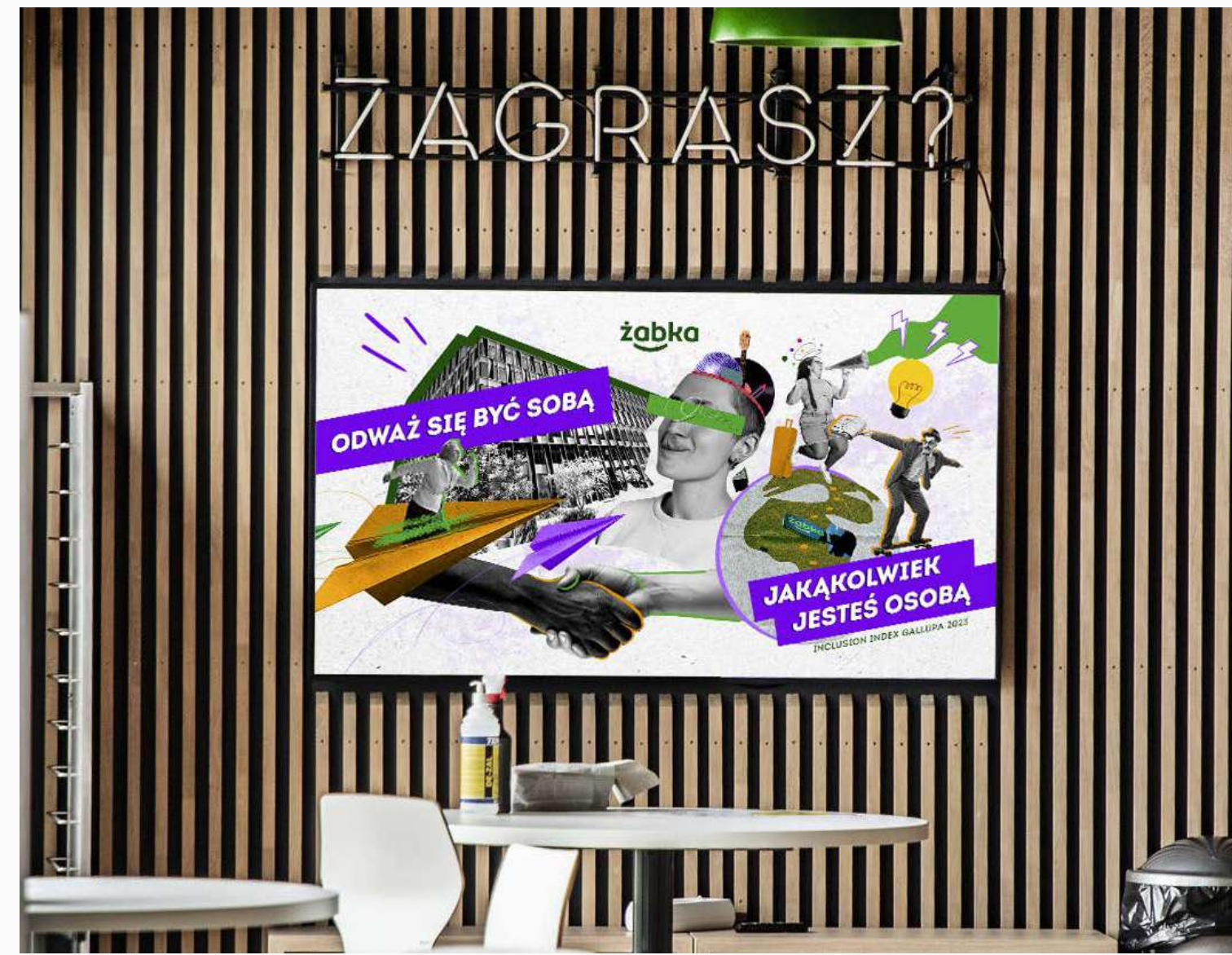
When: 2021-2023

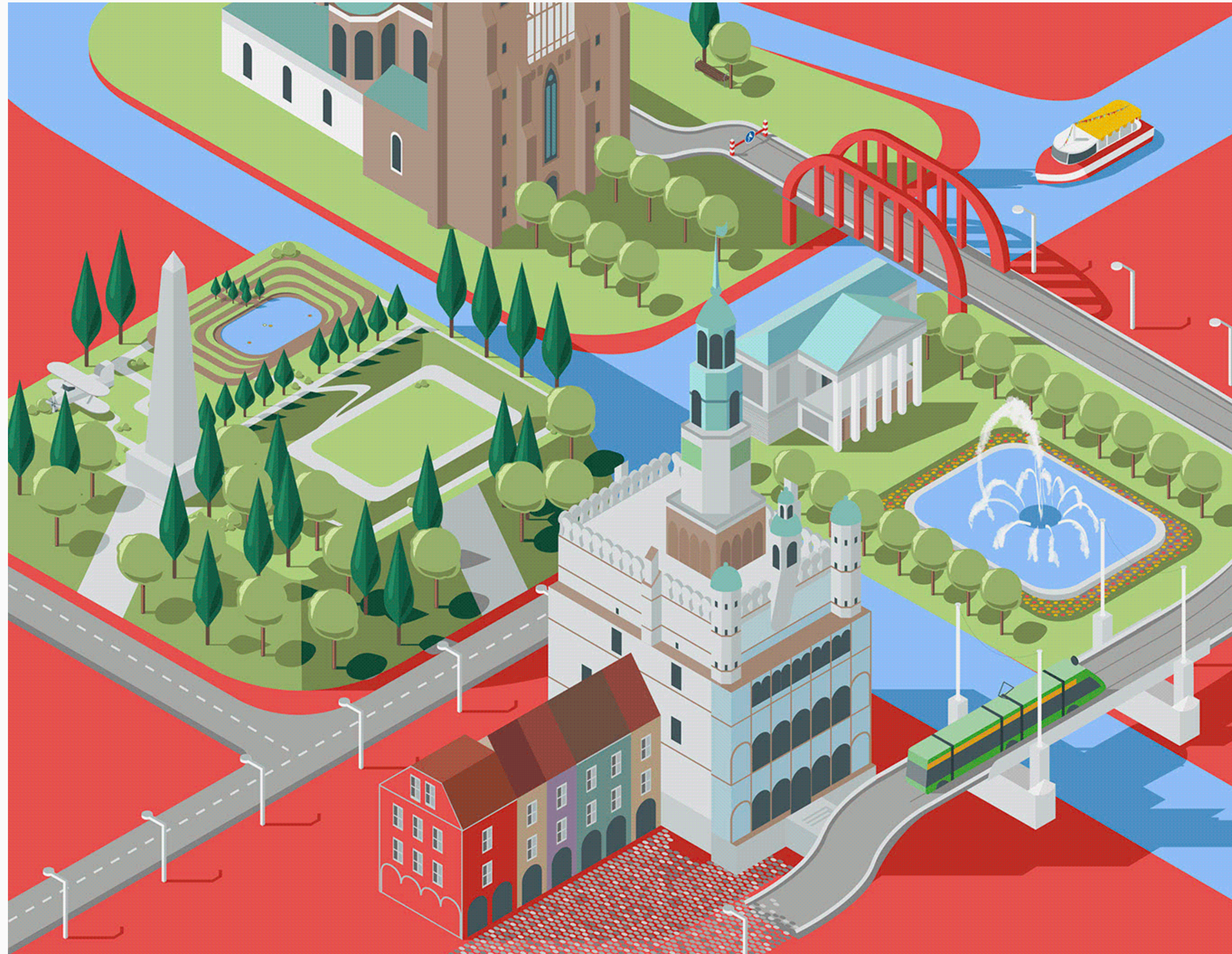
What: Illustration, KV, Animation, Print, Digital Design, Animation, Newsletter

Who: Żabka Polska



The project was executed while working at DoubleBrand Agency





04

Let's change the city together!

360 Public Awareness Campaign

The Poznan Civic Budget is an annual social campaign organized by the local municipality to encourage residents to propose projects that in their opinion would improve the quality of life in the city. Winning projects receive funding from the civic budget.

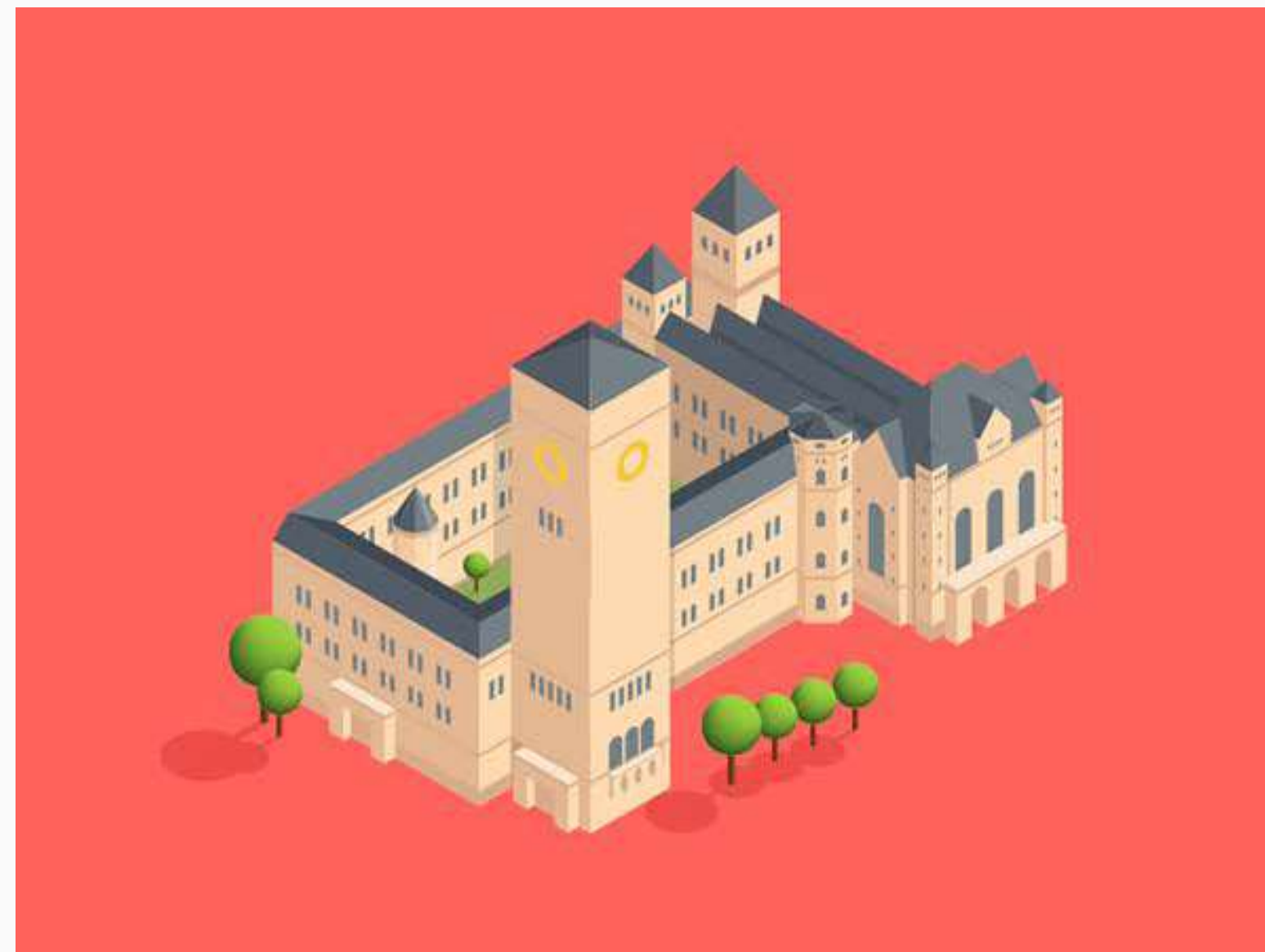
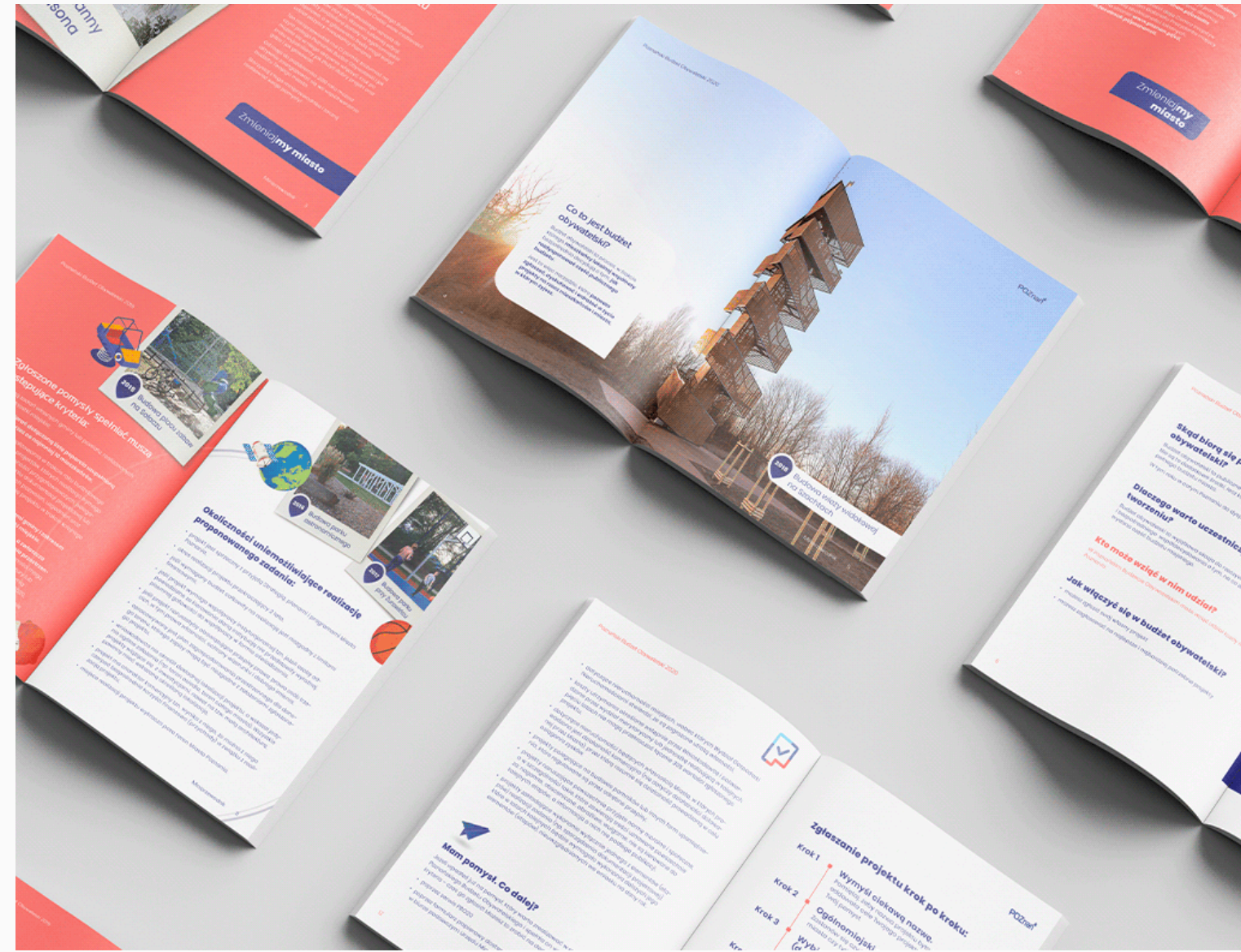
During the 2020 campaign edition, the city was transformed into an isometric illustration, showcasing past achievements in creating new attractions and recreational facilities. It was the most successful edition to date, with 239 projects submitted and 68,000 residents participating in the vote.

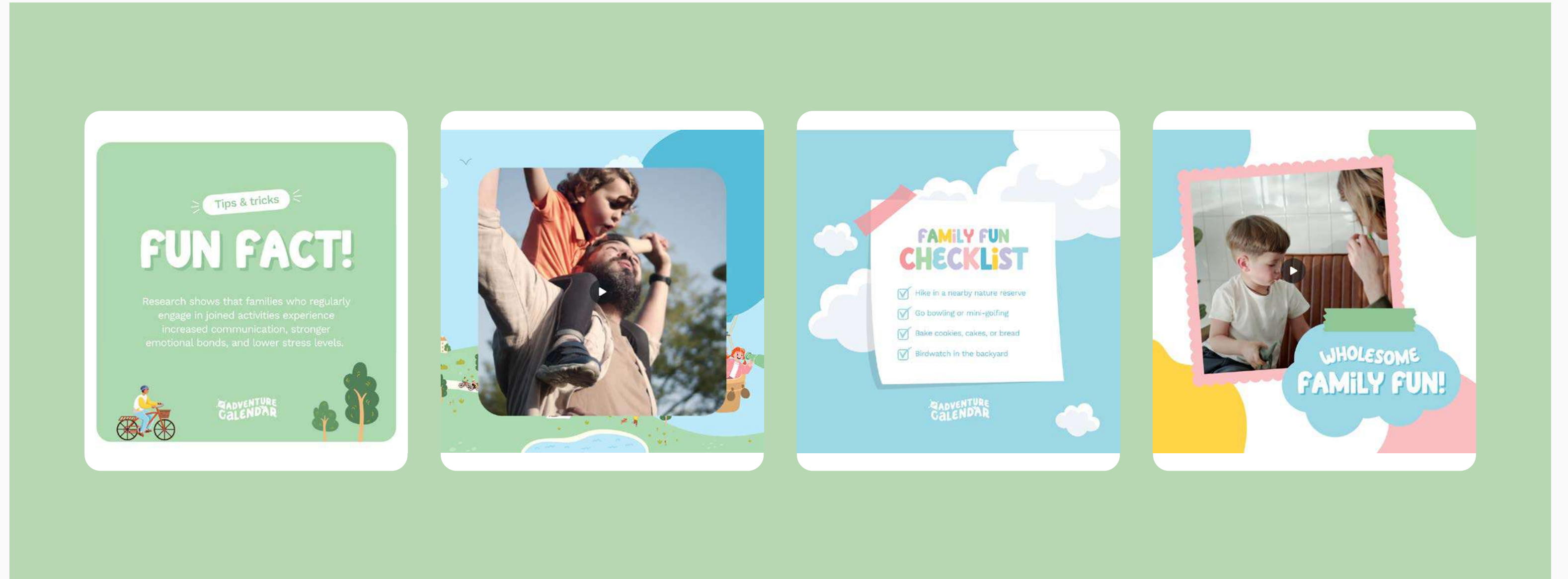
When: 2019

What: Illustration, Poster, Layout & Social Media Design

Who: Poznań City Hall

The project was executed while working at Chromatique Creative Agency.
Art Direction & Graphic Design: Anastasiya Guziy





05 The Adventure Calendar Launch Campaign

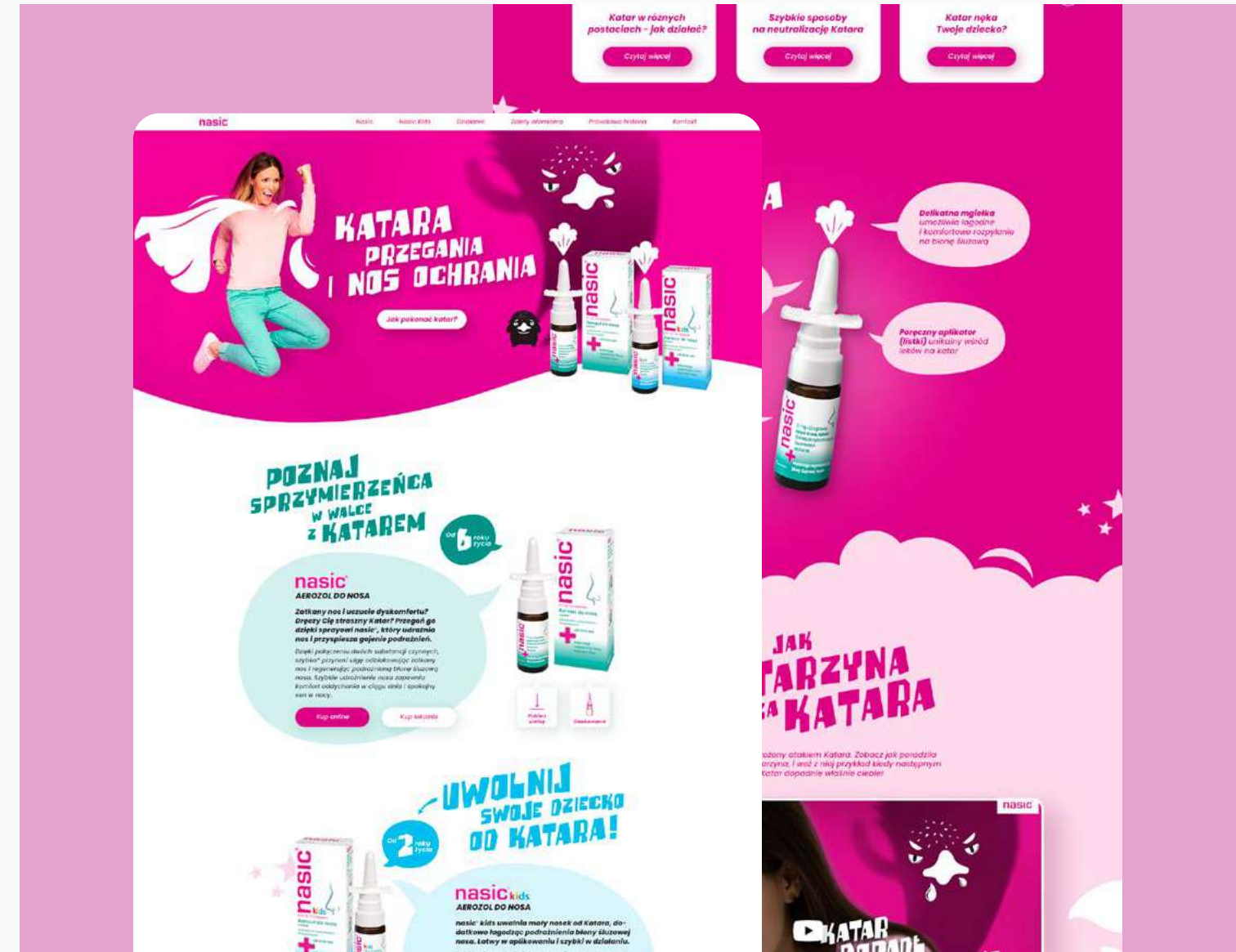
Go to Web →

'The Adventure Calendar' is a special venture by a family-oriented company. They craft calendars filled with enriching activities, designed to foster precious moments and strengthen the parent-child bond. This project was all about creating engaging experiences that empower children, unlocking their potential and nurturing their abilities.

This project is a prime example of how playful typography and illustration can seamlessly blend to capture the essence of the brand. The typography is whimsical and playful, with each letter seemingly dancing with joy, expressing the lighthearted nature of the product. The letters have a gentle, handcrafted quality, conveying a sense of adventure and a personal touch.

When: 2023
What: Art Direction, Brand, Social Media, Packaging, Web Design, Photo Retouching
Who: Wsion LTD





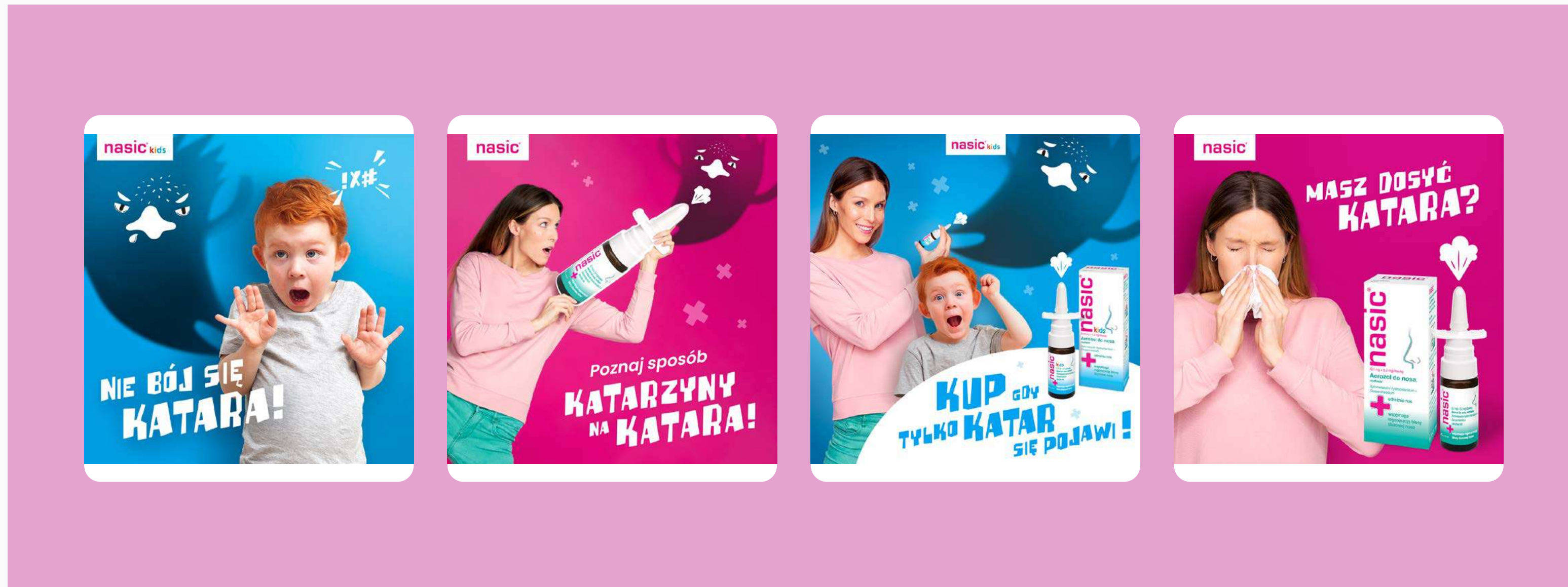
06 Pharmaceutical 360 Campaign

The 1st Edition of the marketing campaign aimed to promote a two-component nose spray nasic® and nasic® kids, and reach consumers' awareness through humor and fun. Chromatique Creative agency created a strategy-based clear, noticeable, and engaging digital communication.

Answering a limited marketing budget, we created a stop-motion spot. I was responsible for preparing a shooting list and supervising the photo shoot. After on, I retouched the stills for the spot, and other marketing purposes, such as website, social media, leaflets, and Internet banners, and put them all together in a limited time.

- When:** 2021
- What:** Photography Art Direction, Photo Retouching, Web, Social Media & Print Design
- Who:** nasic®

The project was executed while working at Chromatique Creative Agency



07 Ongoing Communication for InPost Poland

InPost is a leader in offering modern logistics services and the first company in Poland to create a network of Parcel Lockers - self-service parcel dispatch and collection points, open 24/7.

As a Senior Graphic Web Designer in DoubleBrand, I often support InPost External Communication Department in their day-to-day design needs. This includes: websites, newsletters, presentations, leaflets, brochures, posters, and promotional banners.

When: 2021-2023

What: Illustration, Print, Social Media Design

Who: InPost Poland



The project was executed while working at DoubleBrand Agency



08 Anti-drug Social Campaign

SPS Riposta is a non-profit organization, that works with youth in risk of falling into a drug addiction. The approach for their anti-drug campaign was to focus on captivating visuals with vivid colors and impactful illustrations.

I designed a set of graphics for the organization's social media, and landing page, as well as created print materials which presented useful information about the dangers of synthetic drugs in a intriguing way.

When: 2020

What: Illustration, Web, Social Media & Print Design

Who: SPS Riposta, Poznań City Hall

The project was executed while working at Chromatique Creative Agency



09 Hochland Ukraine: Launch Campaign

In 2021, the well-known Polish cheese brand Hochland ventured into the Ukrainian market. The strategy for the launch campaign involved creating media content across both digital and analog platforms. I adopted a clean, minimal design approach to convey the essence of homemade cheese recipes, a warm family ambiance, and innovative production technologies.

When: 2021

What: Photo retouch, Web & Print Design

Who: Hochland Poland

The project was executed while working at Chromatique Creative Agency



10 Out Of The Box Merch

Visit Store →

In my role as a Senior Graphic Web Designer at DoubleBrand Agency, I had the exciting opportunity to craft a distinctive merchandise line for InPost OutOfTheBox store. This project involved a wide range of fashion items and accessories, including t-shirts, vests, socks, slippers, and bags, all designed with a unique and eye-catching aesthetic.

Not stopping there, I also created a delightful collection

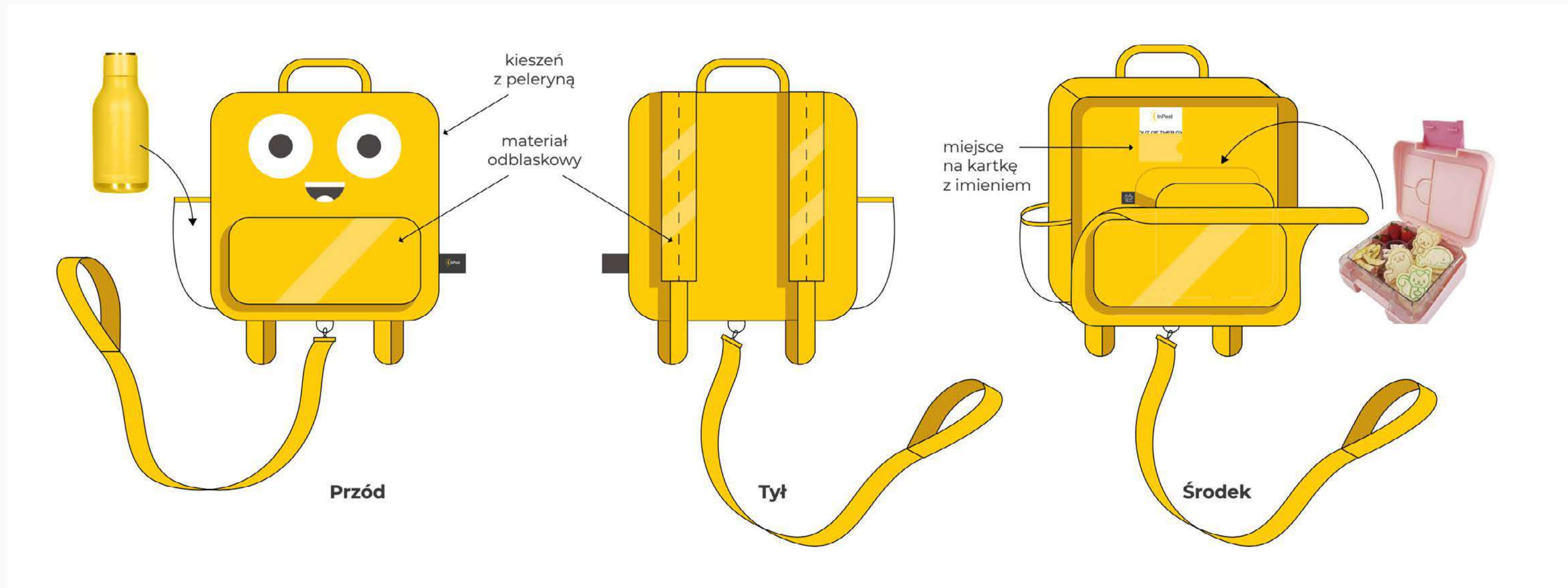
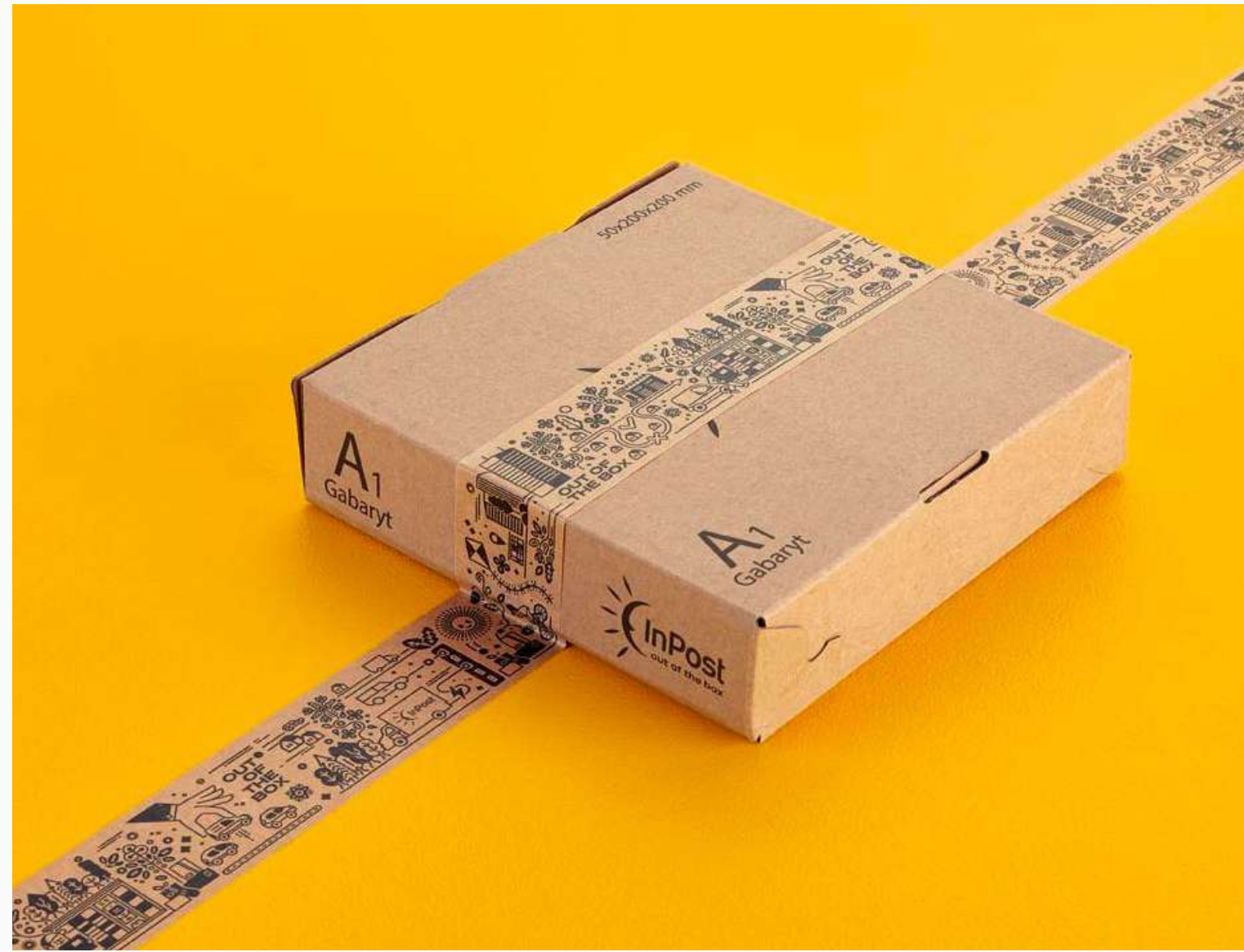
of products catering to kids, such as a coloring stage, a captivating coloring map, as well as practical items like backpacks, lunch boxes and reusable bottles. This project blended creativity and functionality, resulting in a diverse and appealing range of merchandise for both adults and children to enjoy.

When: 2022-2023

What: Illustration, Fashion Apparel, Packaging Design

Who: InPost Poland

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Art Direction & Graphic Design: Anastasiya Guziy



Let's stay
in touch!

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