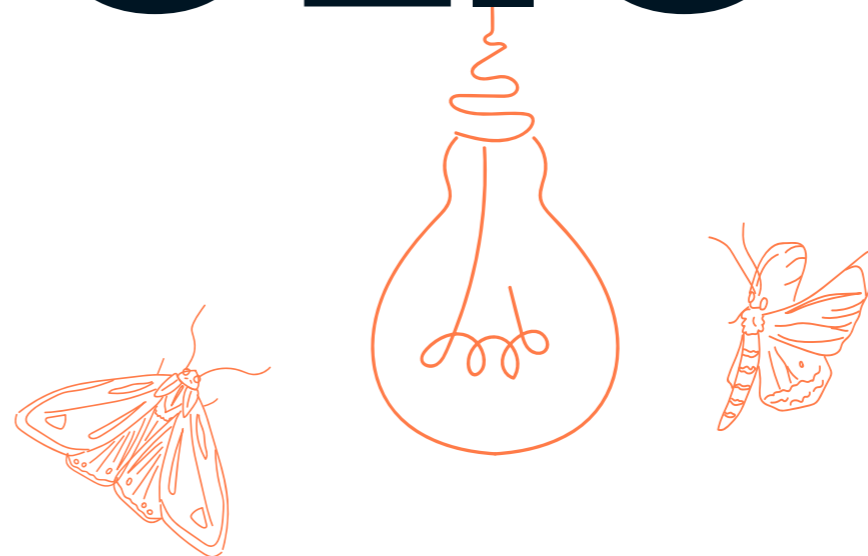




Marta Sochowska

PORTFOLIO



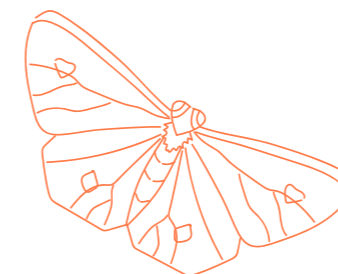
Hello!

My name is **Marta Sochowska**, I'm a graphic designer and culture expert. I like to work in the evenings, so I think that the moth is my *spirit animal*.

For years, my professional career has revolved around **artistic activities**. For several years, I worked in art galleries and collaborated with cultural institutions.

In 2018 I started learning **graphic design** at Warsaw School of Advertising and at the same time I was employed as a **graphic designer in an IT company**.

Since 2019 I have been working as a **freelance graphic designer**. Development is important to me, which is why I'm happy to undertake tasks that are challenging.



Employment and education



Freelance

Graphic design, web design, illustrations
12.2019 - present



Enxoo

Graphic design, social media coordination,
event organization, copywriting
3.2018 - 11.2019 & 03.2017 - 09.2017



Going. App

Content coordination, copywriting,
graphics, team management
05.2016 - 02.2017



Profile Art Foundation

Organization of art exhibitions & workshops,
promotion & marketing
07.2015 - 09.2015



101 Projekt Art Gallery

Organization of art exhibitions, artworks
selling, promotion & marketing, graphics,
copywriting
07.2014 - 01.2015



Milano Art Gallery

Organization of art exhibitions, artworks
selling, office service
02.2013 - 07.2013

Digital Designer

COURSE

2023 - present

Sztuka Projektowania

COURSE

2023

Warsaw School of Advertising

GRAPHIC DESIGN

2018 - 2020

Cardinal Stefan Wyszyński

University in Warsaw

CULTURAL STUDIES, MA

2011 - 2016

What can I do for you?

- logo & brand identification
- marketing materials (web/print with DTP)
- complete web design
/I work with experienced developer/
- wedding invitations & greeting cards
- illustrations

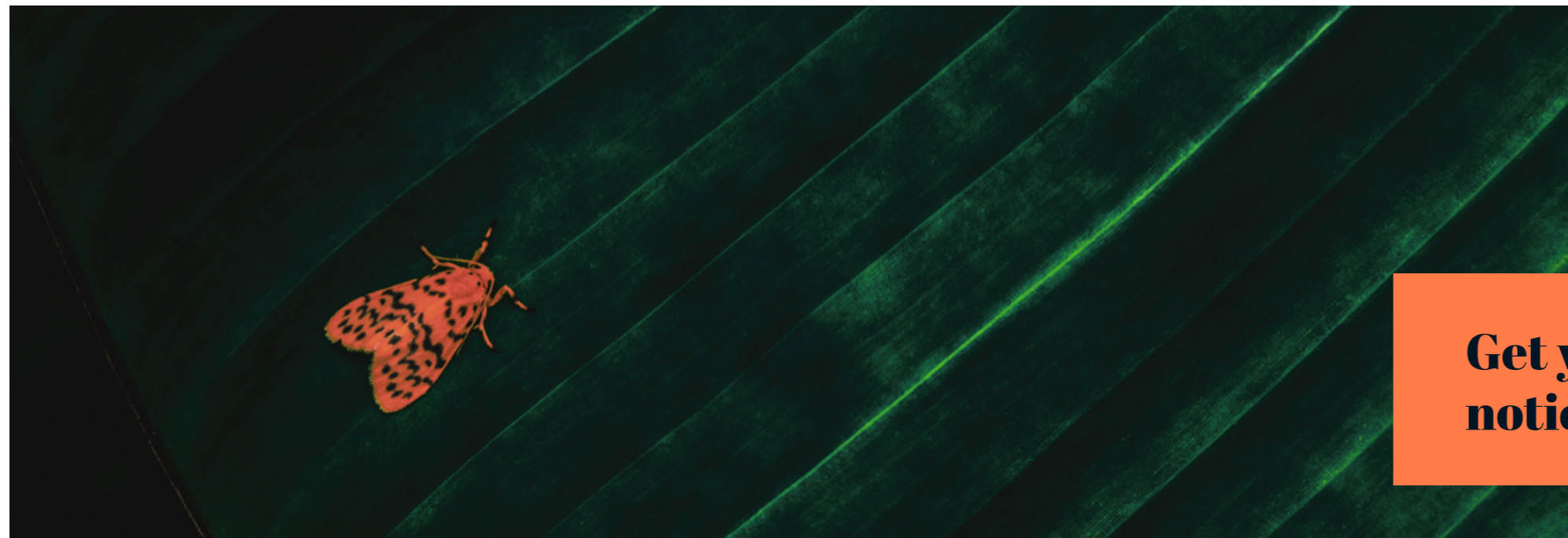
**I love nice print
and good design.**

I'm looking for beauty and inspiration in the environment. I design with passion. I believe that a well-designed branding can work wonders!



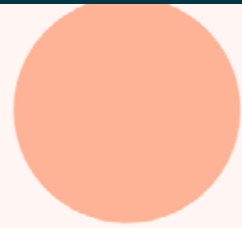
Selected works

Works performed in 2019-2023. I do my best and put a lot of heart into the projects I make. I treat each order individually. I determine the individual stages of work after getting to know Client's needs. Illustrations on opening pages are made by me.



**Get yourself
noticed.**

2019



enxoo

after rebranding



Enxoo - IT company

A series of printed flyers with job offers, distributed at job fairs in various Polish cities. Illustrations (heads) prepared by an external graphic agency. Works based on already made logo and brand colors.



enxoo

Junior Salesforce Consultant/Business Analyst



Shape your career with us!

enxoo

Co robi Junior Salesforce Consultant w Enxoo:

- modeluje procesy biznesowe
- zbiera wymagania funkcjonalne od naszych klientów
- zapoznaje się z tajnikami pracy na platformie Salesforce®
- sporządza dokumentację projektową
- rozwija umiejętności miękkie dzięki spotkaniom z klientami i prowadzeniu szkoleń i prezentacji

Oczekujemy, że:

- ✓ jesteś otwarty na nową technologię (Salesforce®)
- ✓ swobodnie posługujesz się językiem angielskim (B2/C1)
- ✓ lubisz pracować w zespole i nawiązywać nowe znajomości
- ✓ zależy Ci na nauce i rozwoju w obszarze IT
- ✓ chcesz rozwijać umiejętności miękkie w pracy z klientami

Brzmi zachęcająco?
Aplikuj wypełniając formularz: www.enxoo.com/jobs

Poznajmy się!

[enxoo.com](http://www.enxoo.com) [enxooteam](#) [enxoo - industry cloud](#)



enxoo

System Integration Developer



Shape your career with us!

enxoo

Co robi System Integration Developer w Enxoo:

- tworzy innowacyjne rozwiązania, które wspierają procesy biznesowe, przy użyciu platformy Salesforce®
- implementuje przepływ danych między systemami
- tworzy dokumentację projektową
- testuje proces wymiany danych
- analizuje struktury danych w systemach źródłowych i docelowych

Oczekujemy, że:

- ✓ znasz się na programowaniu obiektowym (np. Java)
- ✓ masz wiedzę z zakresu JavaScript
- ✓ swobodnie posługujesz się językiem angielskim (B2/C1)
- ✓ posiadasz umiejętność logicznego myślenia
- ✓ cenisz otwartą komunikację i pracę zespołową
- ✓ jesteś nastawiony na realizację celów

Brzmi zachęcająco?
Aplikuj wypełniając formularz: www.enxoo.com/jobs

Poznajmy się!

[enxoo.com](http://www.enxoo.com) [enxooteam](#) [enxoo - industry cloud](#)



enxoo

Junior Salesforce/Fullstack Developer



Shape your career with us!

enxoo

Co robi Junior Salesforce Developer w Enxoo:

- buduje innowacyjne aplikacje w chmurze (mobile i webowe)
- rozbudowuje i dostosowuje platformę Salesforce® do potrzeb klienta
- bierze udział w analizie i projektowaniu rozwiązań
- integruje platformę Salesforce® z innymi systemami (np. ERP, billing, call center)
- przygotowuje dokumentację projektową

Oczekujemy, że:

- ✓ znasz się na programowaniu obiektowym (np. Java)
- ✓ wiesz co to HTML, CSS, JavaScript
- ✓ umiesz pracować z relacyjnymi bazami danych (np. SQL)
- ✓ swobodnie posługujesz się językiem angielskim (B2/C1)
- ✓ zależy Ci na poszanowaniu nowoczesnych technologii

Brzmi zachęcająco?
Aplikuj wypełniając formularz: www.enxoo.com/jobs

Poznajmy się!

[enxoo.com](http://www.enxoo.com) [enxooteam](#) [enxoo - industry cloud](#)



enxoo

Quality Assurance Engineer



Shape your career with us!

enxoo

Co robi Quality Assurance Engineer w Enxoo:

- odpowiada za cały proces testowania
- przygotowuje przypadki testowe
- raportuje błędy przy użyciu narzędzi do bug tracking'u
- tworzy dokumentację testową i projektową
- współpracuje z zespołem projektowym

Oczekujemy, że:

- ✓ znasz zagadnienia dotyczące procesu testowania oprogramowania
- ✓ potrafisz myśleć analitycznie i zwięźle formułować wnioski
- ✓ swobodnie posługujesz się językiem angielskim (B2/C1)
- ✓ lubisz pracować w zespole
- ✓ chcesz zdobywać doświadczenie i rozwijać się razem z nami

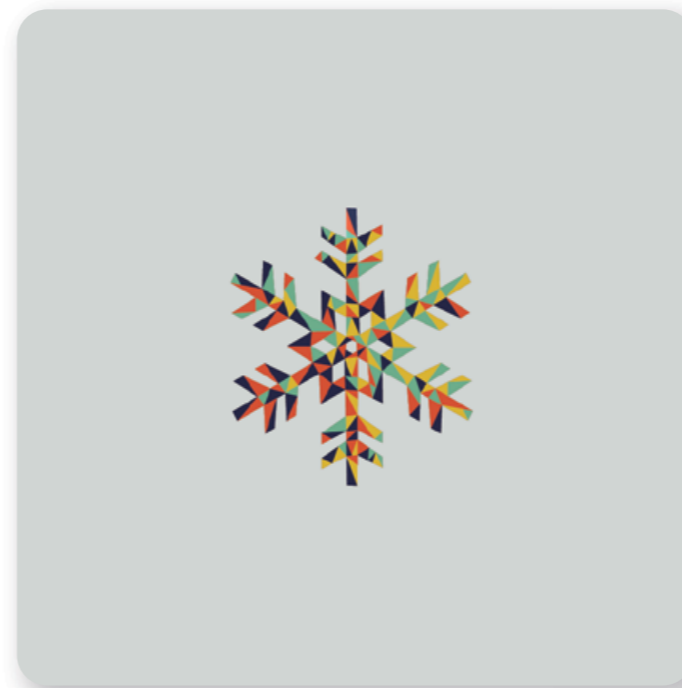
Brzmi zachęcająco?
Aplikuj wypełniając formularz: www.enxoo.com/jobs

Poznajmy się!

[enxoo.com](http://www.enxoo.com) [enxooteam](#) [enxoo - industry cloud](#)

Enxoo - IT company

Greeting cards - Christmas and Easter. Works based on already made logo and brand colors.



Enxoo - IT company

The cover of the notebook, which was a gift for the company's employees. Design referring to the product intended for the Utilities industry (e.g. companies dealing with shared mobility - car sharing, bike sharing, etc.). Work based on already made logo and brand colors.



2019



Whana

JOBS



Ohana Jobs - IT job search platform

Logo design and the brand colors selection for an internet platform for job search in the IT industry. The logo was supposed to refer to Hawaii, but not directly. I used the theme of the Hawaiian Honeycreeper bird, specific to this area. The bird pointing to the right symbolizes development, but at the same time also freedom that comes from working in IT (it is one from more flexible employment areas).



2020

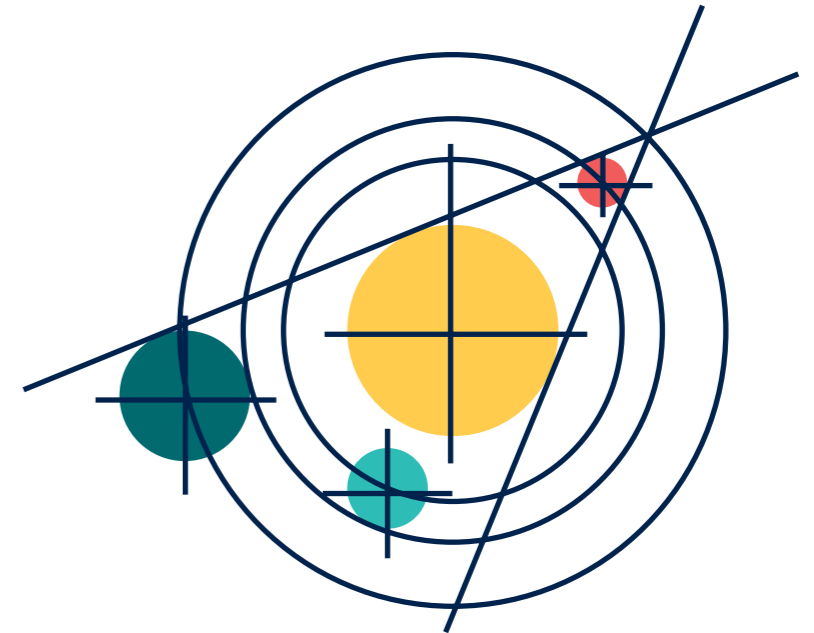


CRM designer



CRM Designer - IT company

Logo design and graphic identification for a company that deals with marketing automation. I developed the entire Brand Design and a coherent Brand Story. The design of the brandmark is based on the golden ratio. Brandmark refers to the universe - marketing automation is a universe of possibilities. I used the brandmark consistently in various types of graphics.



CRM Designer - IT company

Business card project (on the left) & one of social media graphics (below).



CRM Designer - IT company

Selected pages from two whitepapers in A4 format, first (Innovative solutions...) containing 20 pages, second (Automatyzacja branży...) 36 pages. Publications were prepared in an electronic version and for printing.



CRM Designer - IT company

Company gadgets. T-shirts for Employees & mugs for Employees and Customers.



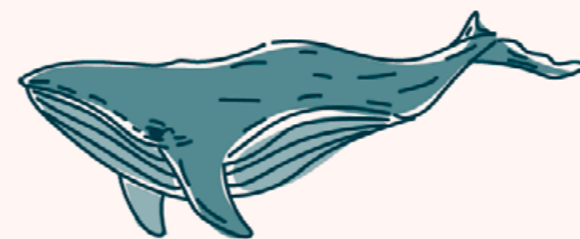
A mug for morning coffee with an illustration referring to the universe.



Superhero t-shirt, a reference to Superman.



2020

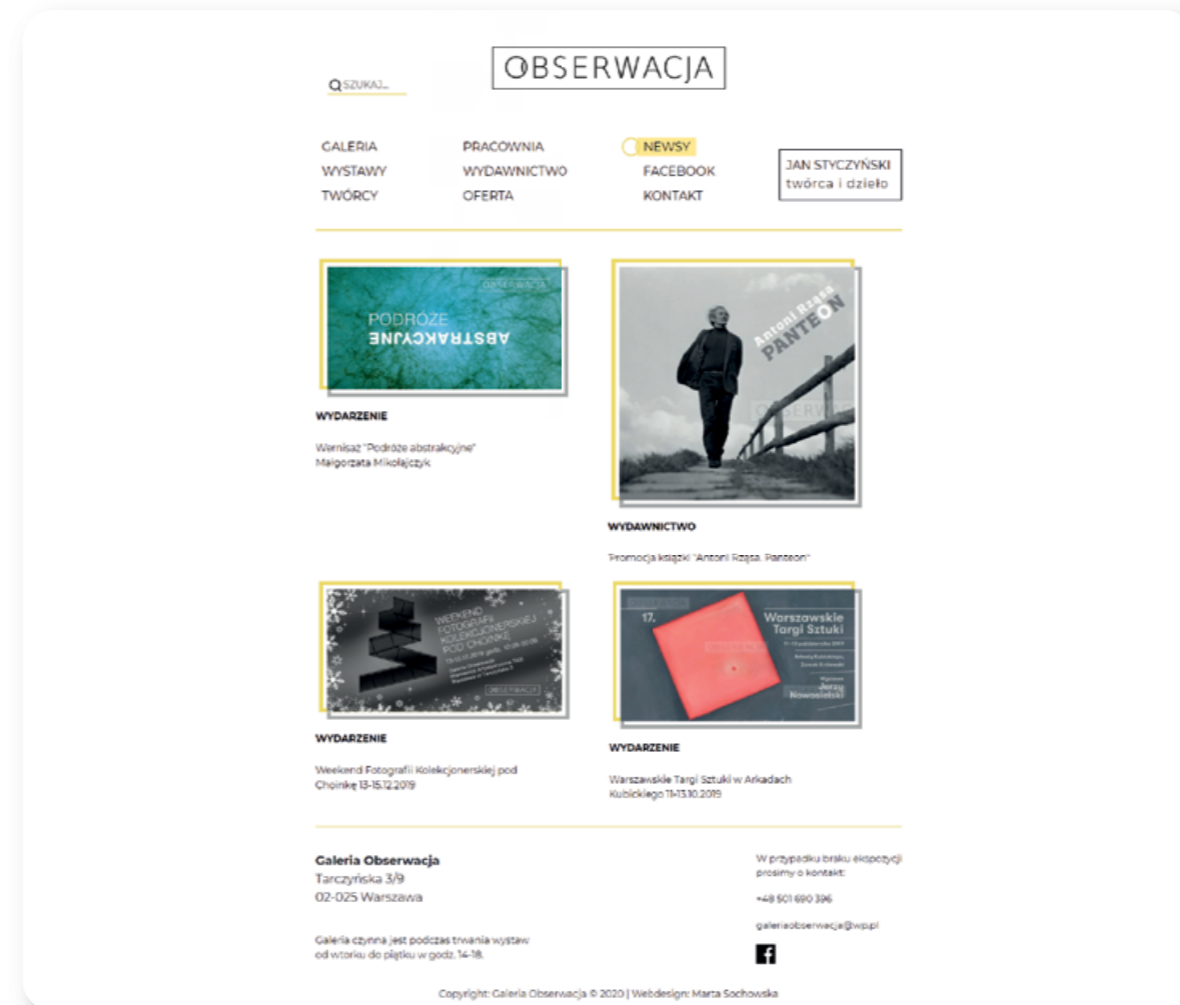


OBSERWACJA



Obserwacja - art gallery

Complete web design for art gallery (displaying photography). Demanding project, extensive website architecture, lots of photos. Previously, the Observation Gallery communicated only in black and white - I added yellow as a symbol of light, necessary for the photographer's work (and for the act of observation itself). Access: www.obserwacja.art.pl



2020

e-**M**ka
Twoje Zakupy



e-Mka - shopping app

Posters in B2 format placed in stationary stores to promote shopping with the e-Mka mobile shopping application. Works based on already made logo and brand colors.

The illustration of shopping bag on the poster on the right is made by me.



The poster features the e-Mka logo at the top right. On the left, an illustration shows a woman in a red dress reaching for a glowing star, surrounded by pink circles containing '+100', '+150', and '+50'. Below this is a pink banner with the text 'Tu się opłaca!' and a location pin icon. The main heading reads 'Dołącz do programu lojalnościowego Moja e-Mka'. Below it, the text says 'Kupuj w naszym sklepie i zyskuj!'. A numbered list of four steps is provided: 1. Ściągnij aplikację, 2. Rób zakupy, 3. Zbieraj punkty za wydane złotówki, 4. Wymieniaj na nagrody!. Below the list, there is a call to action: 'Sprawdź co jeszcze czeka na Ciebie w aplikacji e-Mka Twoje Zakupy!' and 'Pobierz aplikację w sklepie Google Play lub AppStore już teraz!'. At the bottom left are the Google Play and App Store logos. On the right, a smartphone displays the app interface with a '-10 PLN' discount and a shopping cart icon.

e-Mka
Twoje Zakupy

Tu się opłaca!

Dołącz do programu lojalnościowego Moja e-Mka

Kupuj w naszym sklepie i zyskuj!

1. Ściągnij aplikację
2. Rób zakupy
3. Zbieraj punkty za wydane złotówki
4. Wymieniaj na nagrody!

Sprawdź co jeszcze czeka na Ciebie w aplikacji **e-Mka Twoje Zakupy!**

Pobierz aplikację w sklepie Google Play lub AppStore już teraz!

Pobierz z Google Play | Pobierz z App Store



The poster features the e-Mka logo at the top right. At the top left, a pink banner says 'U nas kupujesz bezpiecznie!' with a location pin icon. Below this, the text reads 'Zamawiaj zakupy z dostawą do domu, bądź odbiorem własnym.' The main heading is '3 proste kroki'. A numbered list of three steps is provided: 1. Wyślij do nas zamówienie przez aplikację e-Mka. (Accompanied by a smartphone icon), 2. Skompletujemy zamówienie i damy znać jak będzie gotowe. (Accompanied by a shopping basket icon), 3. Gotowe zamówienie dostarczymy do Twojego domu. Możesz też odebrać zamówienie samemu. (Accompanied by a delivery person icon). At the bottom, there is a call to action: 'Sprawdź co jeszcze czeka na Ciebie w aplikacji e-Mka Twoje Zakupy!' and 'Pobierz aplikację w sklepie Google Play lub AppStore już teraz!'. At the bottom left are the Google Play and App Store logos.

e-Mka
Twoje Zakupy

U nas kupujesz bezpiecznie!

Zamawiaj zakupy z dostawą do domu, bądź odbiorem własnym.

3 proste kroki

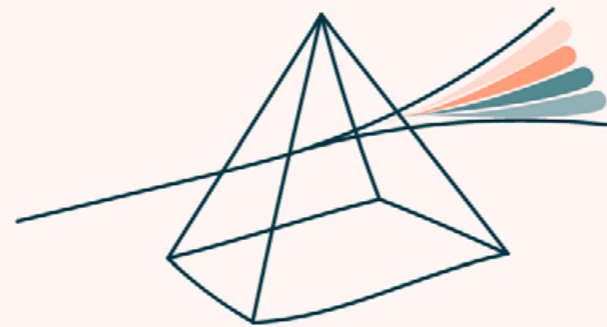
1. Wyślij do nas zamówienie przez aplikację e-Mka.
2. Skompletujemy zamówienie i damy znać jak będzie gotowe.
3. Gotowe zamówienie dostarczymy do Twojego domu. Możesz też odebrać zamówienie samemu.

Sprawdź co jeszcze czeka na Ciebie w aplikacji **e-Mka Twoje Zakupy!**

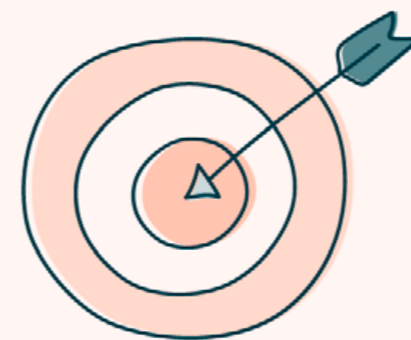
Pobierz aplikację w sklepie Google Play lub AppStore już teraz!

Pobierz z Google Play | Pobierz z App Store

2021



MONIKA
GLIBOWSKA 



Monika Glibowska - personal brand

Portfolio for a freelancer who deals with marketing for various industries.

The project also included the creation of a personal logo along with the rest of the identification - the selection of fonts, colors, graphic elements.

The Client is versatile, which we both considered an asset worth emphasizing in communication. The prism motif shows a person full of energy and enthusiasm who transforms it into various marketing projects.



2021 - 2022



MG CONSULTING
FOCUS | COMMITMENT | RESPECT



MG Consulting - IT company

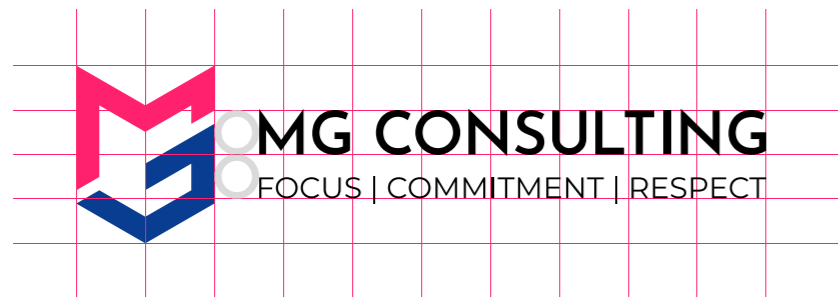
The identification is based on the modernized aesthetics of the 1980s, references to the future and science fiction. Below are some graphics suggestions for posts on social media.



MG Consulting - IT company

Logo, e-mail footer and letterhead.
The logo icon was made by another author,
I added typography and developed the structure
of the entire sign.

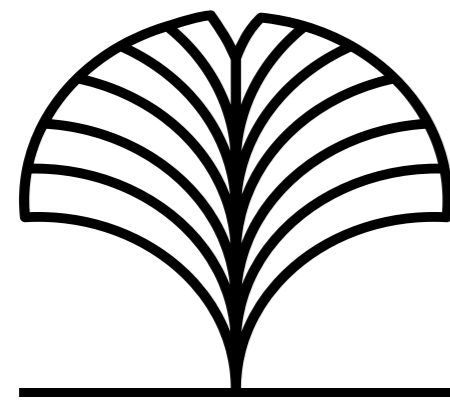
The rest of the visual identification - the selection
of colors, fonts, graphic elements & Brand Story -
is developed by me.





Zarośla - garden design

Project assumed creation of a logo in several variants, with the selection of brand colors, fonts, and the development of Key Visuals. Horticulture industry.



Zarośla
projektowanie ogrodów



Zarośla - garden design

Key Visuals - social media graphics.
Fresh colors stand out
in the industry.

In addition, I designed a pattern
inspired by the Art Deco style,
using the shape of brand icon.



2022

POWIDOKI

Powidoki – obecny - music album

Powidoki is a three-person musical project that combines raw, post-punk rhythms with dreamy sounds of synthesizers.

I designed the album cover, including a digitally drawn illustration. The album will be released on vinyl in a limited edition.

I also developed simple animations for videos on YouTube: [click!](#)



2022

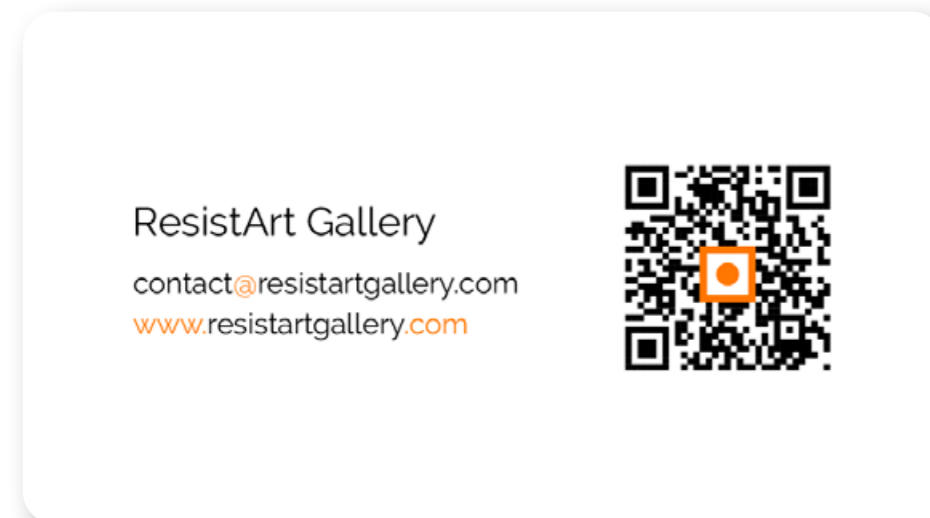
resistArt



ResistArt - art gallery

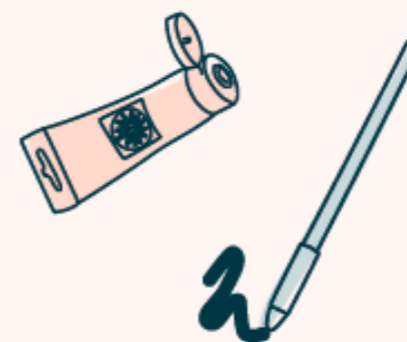
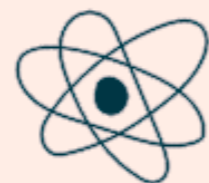
ResistArt is a digital art gallery that offers artworks of independent artists (Cuban and Latin American) that address social realities and political challenges.

I designed the logo, business cards and the website: www.resistartgallery.com



socially engaged
socially responsible
resistArt

2021 - 2023



Happy Color by GDD - manufacturer of school and creative products

Based on the principles set out in the Brandbook, I developed a wall calendar design for 2022.

The project consisted in the creative presentation of the numbers 2, 0, 2, 2 in the brand's colors, so that in each section, the brand's products were presented as specific categories (writing, painting, handicraft, paper).

I am responsible for the concept and graphic design as well as cooperation with the person who manually reflected my idea in the photos.

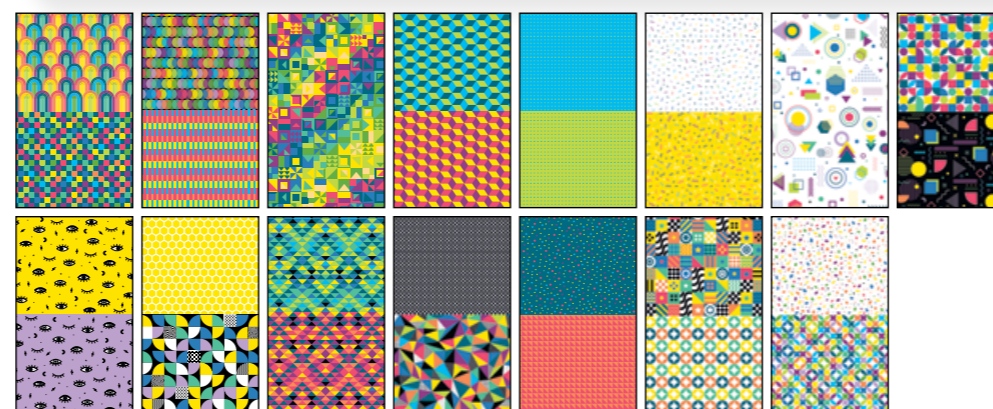


Happy Color by GDD - manufacturer of school and creative products

In cooperation with the Happy Color brand, I designed GEOMETRIC design paper pad.

Thanks to a consistent color scheme, each of the motifs can be used connect with the rest. Some designs are simpler, others more complex.

Motifs printed on good quality 80g/m² paper in A4 format.



Happy Color by GDD - manufacturer of school and creative products

In cooperation with the Happy Color brand, I designed a Creative Catalogue.

I am responsible for the appearance of the entire catalogue, composition, cover design.

Most of the items on the cover are handmade by me.

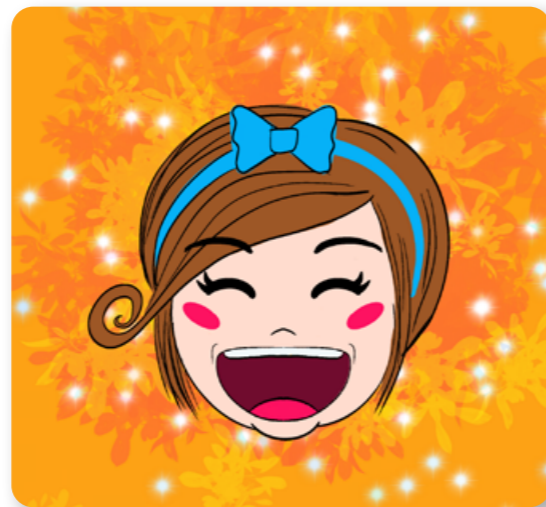
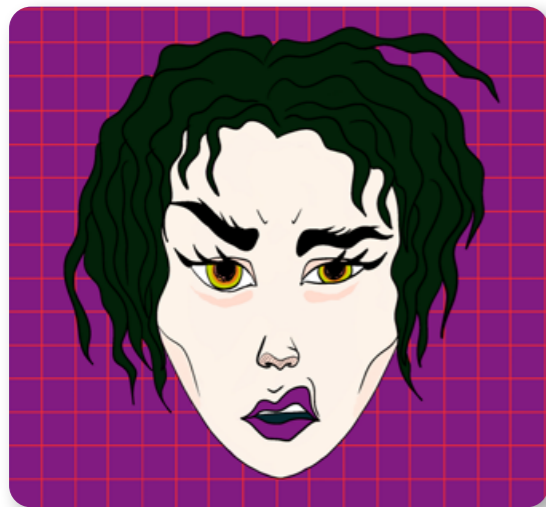




OTHER WORKS

Custom illustrations

Drawn illustrations (digital painting) made in Procreate App.





Let's talk!

marta@socho-design.com

