

Katarzyna Koper

graphic designer

portfolio 2026

I am a graphic designer with over six years of experience in visual identity, campaigns, digital projects, and outdoor media. I design cohesive visual systems – from logos and key visuals to print materials and digital communication.

In my work, I combine aesthetics with function, ensuring that a design not only looks good but, above all, works effectively to support the brand and its perception. I treat every project as a process: from understanding the client's needs, through conceptualization, to refining details and final implementation.

I have worked with both commercial brands and individual clients, delivering projects for brands such as Levi's, InPost, Lamela, Brita, and PKP Cargo.

Since March 2026, I have been serving as an Ambassador in the Adobe Creative Campus program at SWPS University.

hello@glows.design

education

SWPS University in Katowice
- Department of Psychology (2025–present)
Academy of Fine Arts in Warsaw
- Department of Sculpture (2014–2019)
Photography School
- School of Photography (2020–2021)

experience

Festiwal Kawy / About Coffee (2025 – 2026)
Egomocja (2025–present)
Freelance (2019–present)
Creative Flow (2022)
The Abside Studio, Spain– graphic design intern (2018)
Studio Theatre, Warsaw – intern (2016–2017)

skills

Branding & visual identity
Art direction & key visual creation
Campaign design (digital & print)
Visual communication
Editorial design & layouts
Logo & Brand Book
Content creation (social media & graphics)
English – B2 level

tools

Adobe Creative Cloud:
- Photoshop,
- Illustrator,
- InDesign
Procreate
Canva, Adobe Express (content & social media)

visual identities

branding / brand communication

/01 FESTIWAL KAWY

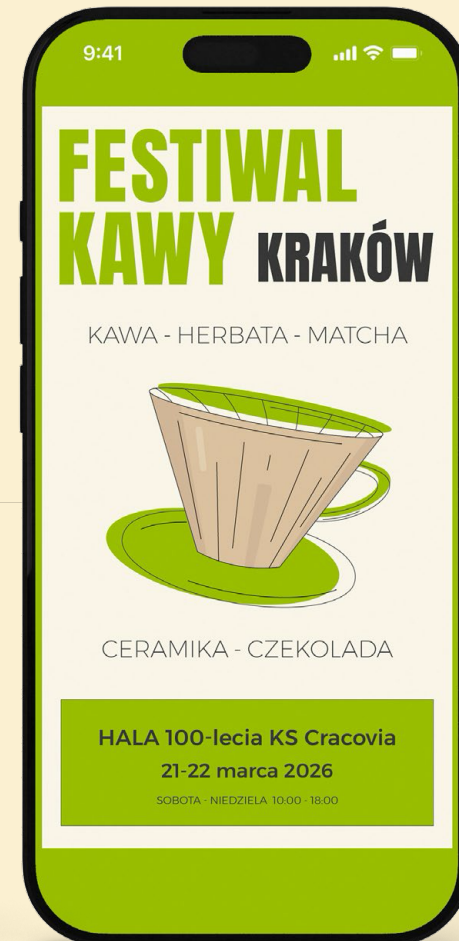
Visual Identity

A comprehensive visual identity for a coffee festival, including logo design, a graphic system, and communication materials.

The project was designed with a cohesive brand experience in mind – from posters and printed collateral to social media communication. The key element was creating a distinctive visual language that captures the essence of the event and builds its recognition.



FESTIWAL KAWY



/02 ABOUT COFFEE

Visual Identity

Visual identity for About Coffee – a brand building an experience and community around coffee across several European cities.

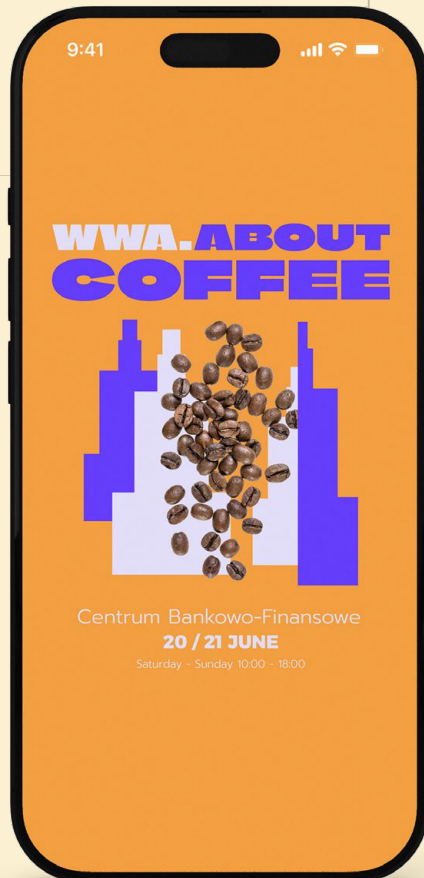
The project features a visual system that merges aesthetics with functionality, creating seamless communication across print materials and digital channels.

**MAD.ABOUT
COFFEE**

**PRG.ABOUT
COFFEE**

**PAR.ABOUT
COFFEE**

**WWA.ABOUT
COFFEE**



PAR.ABOUT COFFEE

Saturday - Sunday
9:00-18:00

FEBRUARY

21 / 22

Grand Palais Paris

MAD.ABOUT COFFEE

9:00-18:00
Saturday - Sunday

FEBRUARY

21 / 22

Puerta de Europa

/03 POZYTYWNE PRZYCHODNIE

Visual Identity

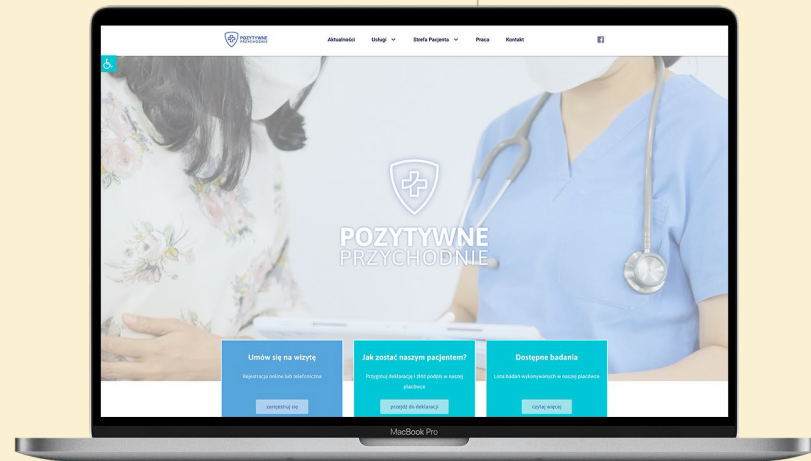
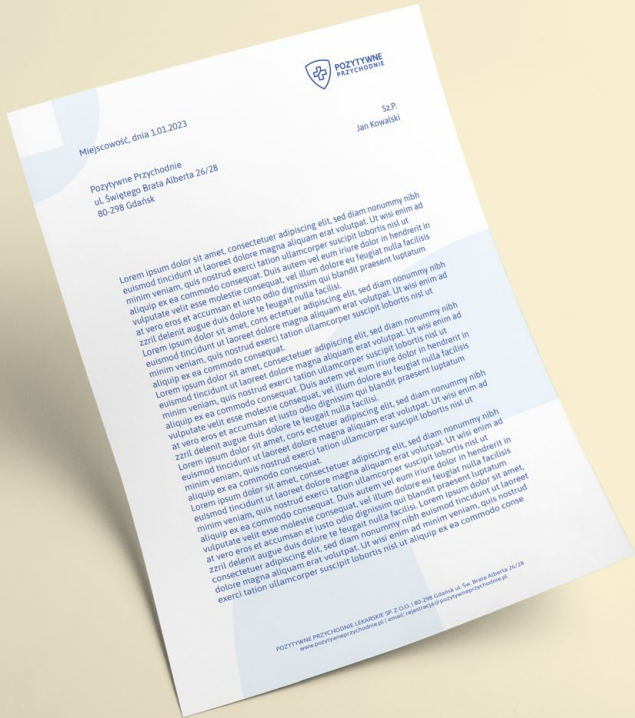
A visual identity system for a medical clinic network, built upon the values of trust, care, modernity, and clear communication.

The scope covers comprehensive solutions – from the logo, through printed collateral and a signage system, to digital communication.



POZYTYWNE PRZYCHODNIE





/04 SUSKI

Visual Identity

A visual identity system for a children's sports club, establishing a bold, fun, and athletic language.

The scope includes the logo and promotional materials for the club.



SUSKI

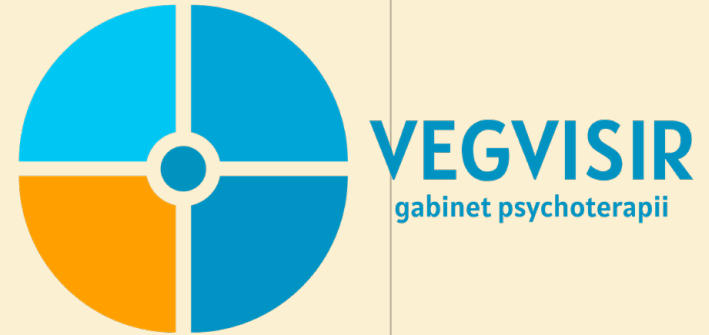


/05 VEGVISIR

Visual Identity

Visual identity for the Vegvisir psychotherapy practice, based on symbolism, direction, and the concept of guidance.

The project focuses on building a distinctive visual language that encompasses the logo, graphic forms, and the communication system.



key visual

visual concept / campaign systems

/01 FUZJA

Key visual & visual system

Fuzja is a key visual based on the idea of blending aesthetics – contemporary simplicity combined with a collage-based, vintage visual language.

The project contrasts digital precision with analog imperfection, fully defining the visual identity of the space.



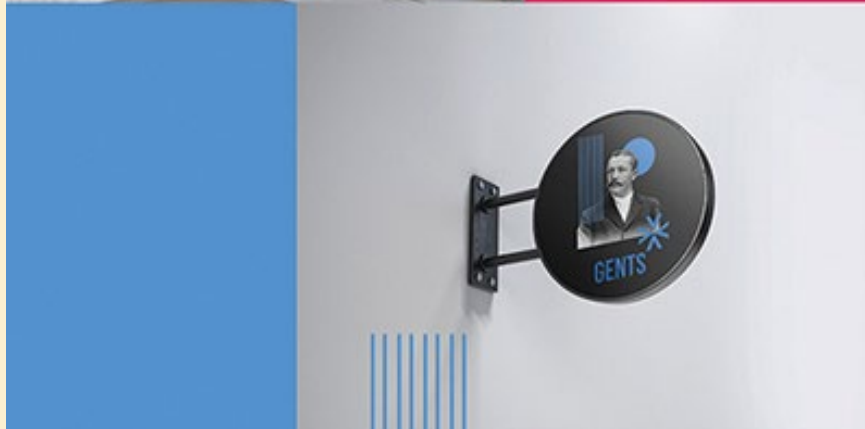
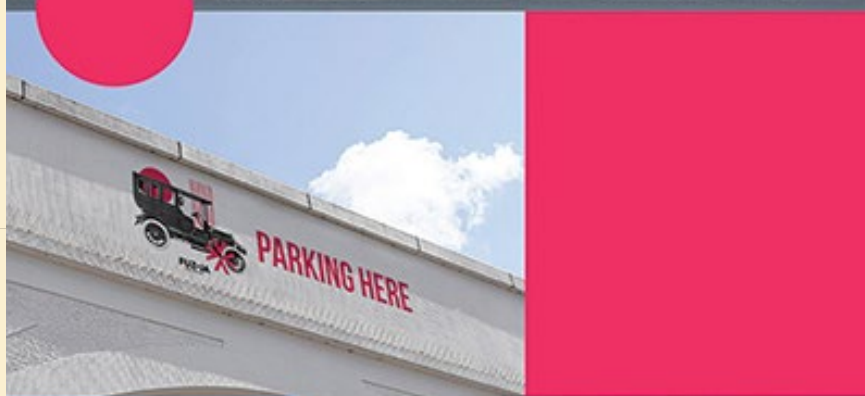
FUZJA

MIEJSCE, KTÓRE ŁĄCZY

HISTORIA POŁĄCZONA Z NOWOCZESNOŚCIĄ.



RETRO/MODERN



The visual system was designed for spatial application – including signage, wayfinding elements, as well as utility and promotional materials

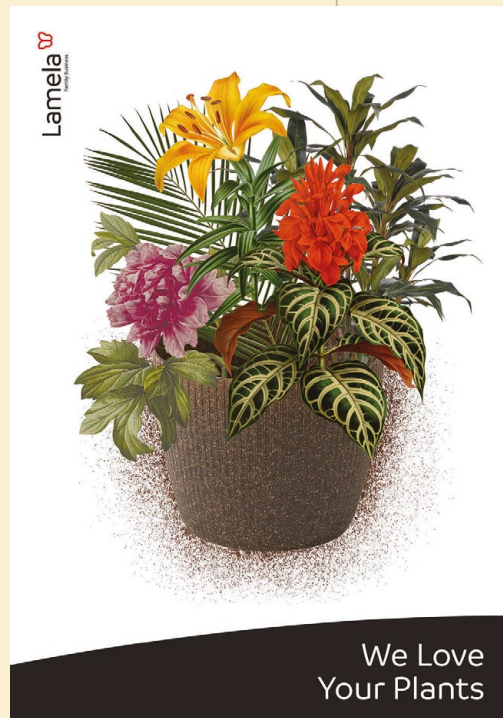
/02 LAMELA

Key visual

Lamela is a visual system based on the contrast between nature and form. Organic plant shapes juxtaposed with the geometric structure of planters create a balanced, contemporary aesthetic.

The centered composition draws focus to the product while building a calm, structured tone of communication.

The visual system was designed with product communication in mind – encompassing promotional materials, outdoor media, and retail space applications.



/03 LEVI'S

Key visual

A key visual created for a special event, set against the backdrop of summer vibes and coastal surf culture.

It combines the signature ruggedness of denim with a light, natural aesthetic inspired by the sea.

The project was designed as a flexible visual system for a marketing campaign and brand imagery materials



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