

**GOD**

Portfolio by Adrian Olenics

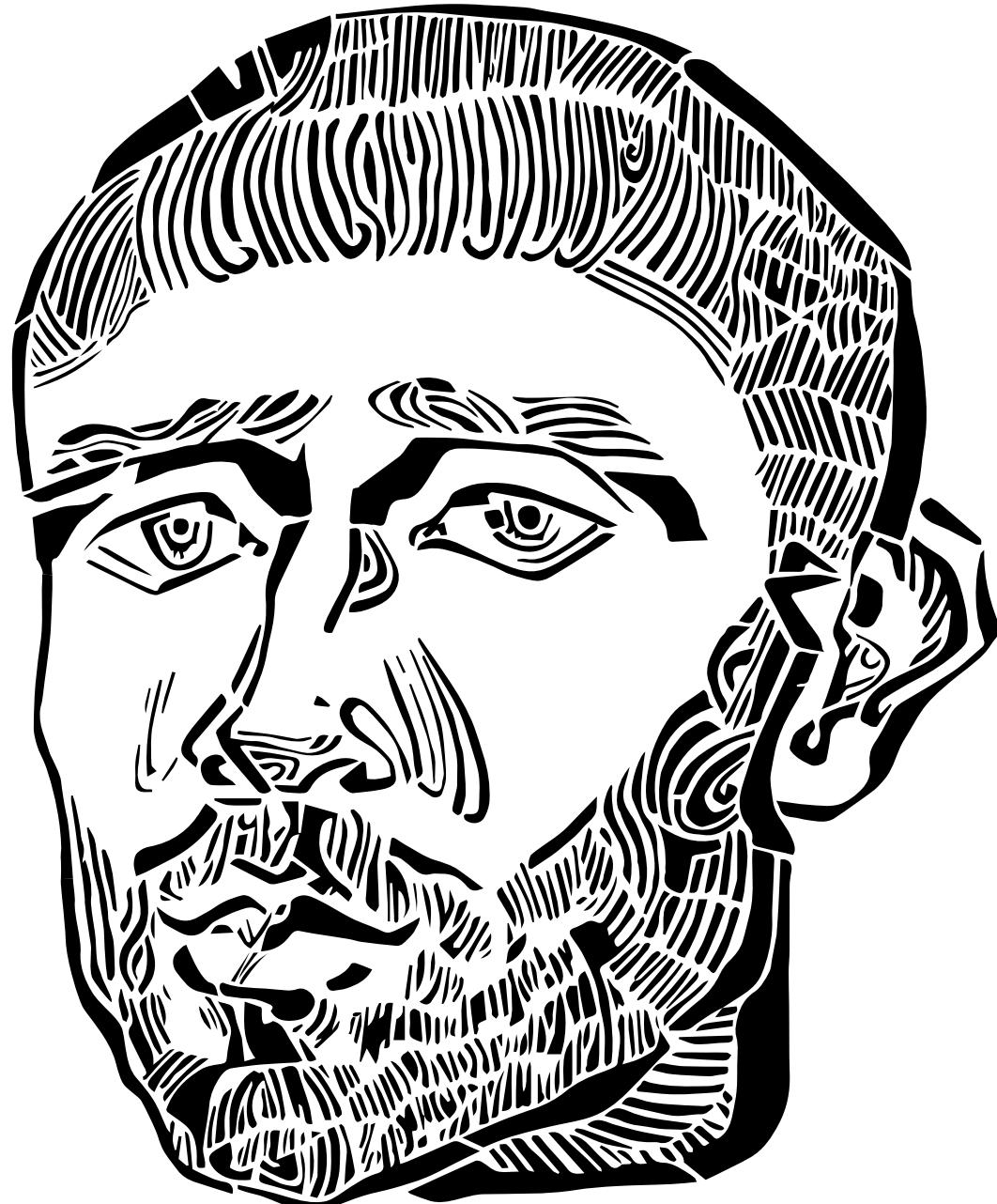
**DAG**

# Adrian Olenics

I often feel fundamentally unconventional and anti. I see it as a result of my multifaceted background. Growing up in Zakarpattia, a region that has been part of 7 different countries in the past 100 years has definitely had its influence. Moving to Denver at the age of 16, then Budapest and now Copenhagen have uniquely shaped my personality, aesthetics and creativity.

This influence I also reflect in my designs. I consider it important not only to design visually satisfying projects but also to create a discussion around them. I like to use unusual methods when possible and feel comfortable dissenting from the norm. At the same time, I find it important to be sensitive and in touch with my emotions as straying from the norm isn't always easy.

I hope that you will find my portfolio as interesting as it was making it! Have a nice reading! :)





# jeatty

**what** identity and UI/UX design

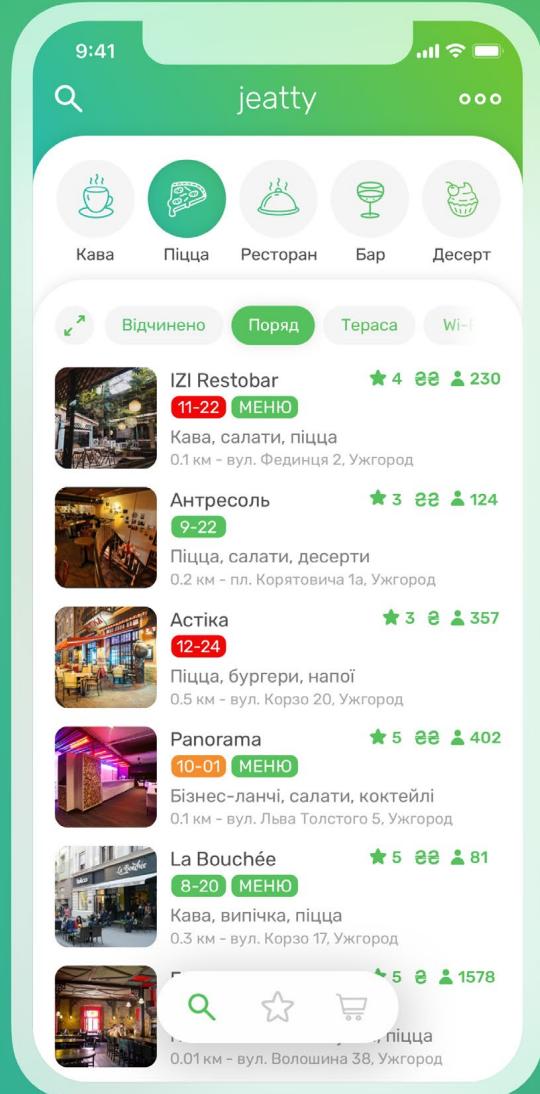
**when** sep 2019 - aug 2020

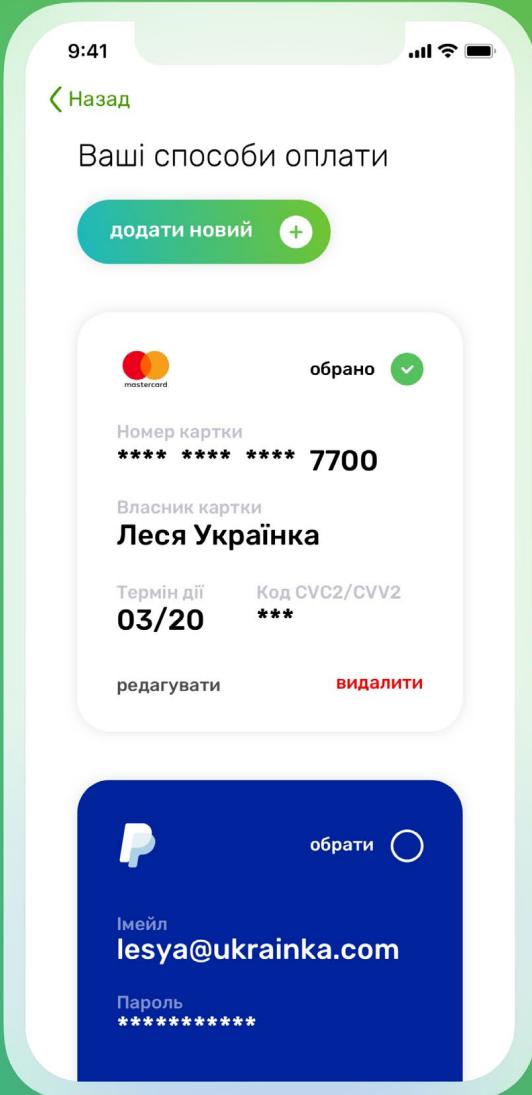
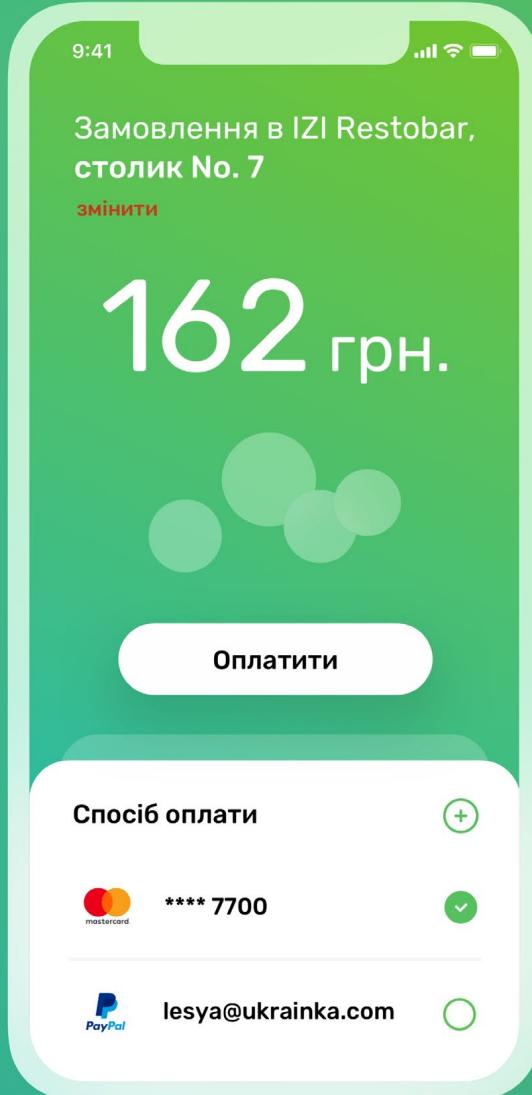
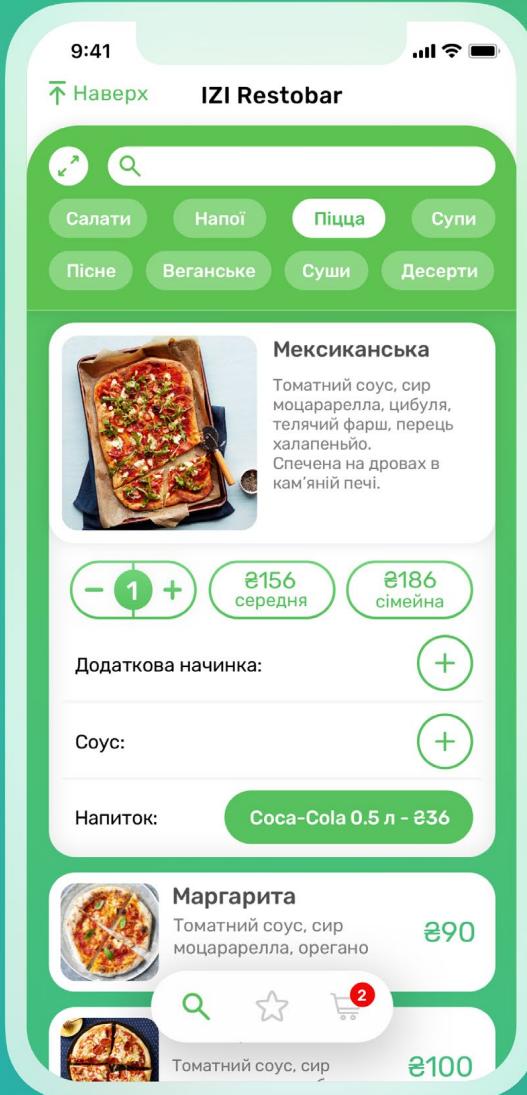
In the summer of 2019, three of my friends and I decided to launch a startup.

Service in restaurants and cafés in Ukraine can be quite poor (long waiting time, few payment options, little to no digitalization) so we've decided to try to solve it. Jeatty makes it possible to search for a venue, view menu, place an order (takeaway, delivery or pre-order) and pay, all within one app.

Initial idea for my design came from a simple wooden clipboard with rounded corners. I based the visual system of the app primarily on the ideology of flat design - minimalistic characteristics with some 3D elements, shadows and gradients.

Name and logo were designed partly based on a previous idea of one of my co-founders as the previous name was PIERS. I've realized that working with clients is difficult enough but with friends might be even more complex. Nevertheless, I was able to persuade them to change it because of SEO issues and little relevance to the industry. The choice landed on a combination of jetty (synonym for pier) and eat - jeatty.





anti.  
bolle.  
samfund.

I dag bliver vi snydt og kontrolleret af det mest harmløse man kan tænke sig. En bølle virker uskyldig. Men tro om igen.

Helle og Marianne er ikke hvad du tror. De kommer fra en hemmelig organisation, som prøver at kontrollere os, samt alle andre kunstnere, arkitekter og designere i hele Europa.

De kontrollerer os gennem et tankekontrollerende stof, som de skjuler i vores boller. Dette er grunden til den uimodståelige trang til en bølle.

Bryd fri af kontrollen! Du skal ikke længere være en slave for dem! Hvis vi står sammen nu, så kan vi nå at rede kunst, arkitektur og design i Europa og ikke mindst Krabbesholm

anti.  
bølle.  
samfund.

Kitchen cooks controlling the art world through buns. Sounds like a conspiracy theory? Well, it is one. It's a conspiracy I came up with and then, together with my classmate Jakob, created a campaign for in order to befree Krabbesholm.

The idea came from the fact that the buns were indeed extremely tasty and hard to withdraw from. There were actually some students that almost felt addicted.

Center of the campaign was the canteen. We put up posters at both entrances and filled the canteen with riot signs as well as conspiracy manifestos. Pins were worn by the most avid supporters, including one of the employees in the kitchen. As a final "punch", later in the day we posted an undercover video where we caught the cooks putting mind-controlling substance into the buns.

få hjælp  
ring til  
52528733

anti.  
bølle.  
samfund.



#### Responsibilities:

I was the one directing the photoshoot, editing the images and designing the logo and the posters. Jakob designed the pins, the manifesto and curated the video. We painted the riot signs together.

On the next page, the "after" image the change in clothing represents the change in student's design preferences and choices. In this way I wanted to create additional subtle meaning. A tie-dye workshop took place a week before the campaign so everyone was wearing tie-dye clothing.



# Before

# After



You are in control.  
Your consciousness is unaltered.  
You have freedom of speech and expression.

anti.  
bolle.  
samfund.



You are not in control.  
Your consciousness is altered.  
You have no freedom of speech and expression.

anti.  
bolle.  
samfund.

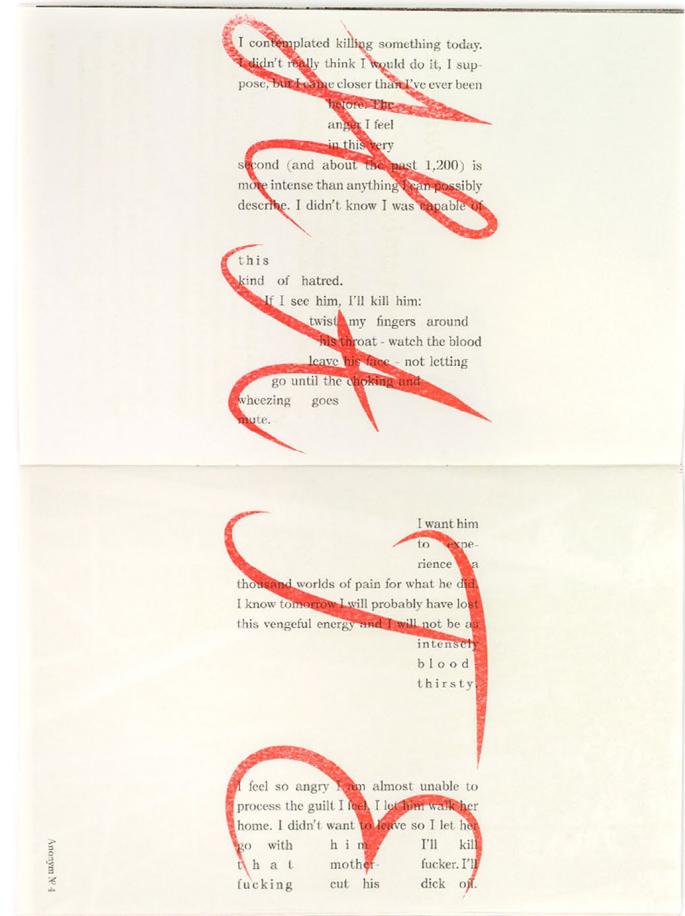
Why can it be  
so difficult to  
express our  
emotions?

# frightened of myself



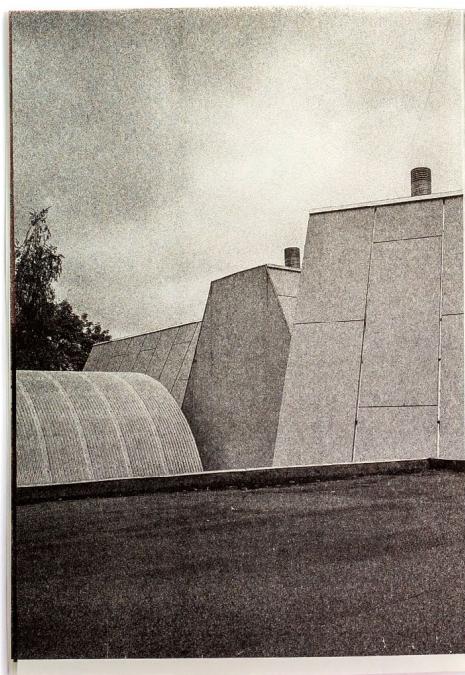
Many of us are afraid to be unaccepted or to be seen as weird. Some of our stories might be so overfilled with emotions that it's easier to store them on the back shelf of our mind than to go through the emotions again. I've decided to collect some of such memories.

I've gathered diary notes of 13 students at Krabbesholm Højskole and presented them in a book in an effort to make it more normal to share such thoughts and embolden the people hesitant to share theirs. To show that it's natural. To show that it's only human.



The book comes in 3 colors - red, blue and green. The color of the cover is the color of the pictures inside. However, every other page is left uncolored in order to create a clear structure.

I have been writing down my thoughts, emotions and experiences for a couple of years now. I keep a little “dark thoughts” diary which I use to express the things I’m often too afraid to say out loud. It helps me get through the tough periods in my life. However, I realized that I shouldn’t be calling those thoughts dark. They are just as natural and normal as any of my other thoughts, albeit a bit more difficult to accept and communicate to people. This served as my inspiration for the book.



Datoen er  
november d. 22 2018

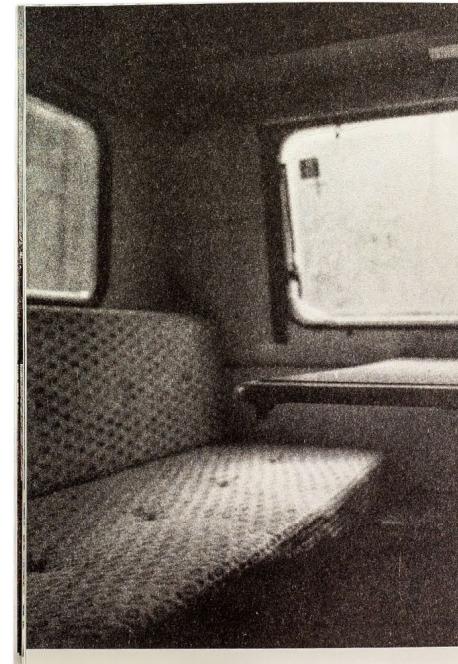
En lille uhedig druk aften bliver til brandbiler og naboklager. Tænk at en smøg kan tænde ild til en bygning. Burde jeg fortælle ham at det var mig der smed smøgen og det ikke var barens varmelampe. At lyve for sin kæreste er slent men at sætte stedet han arbejder i brand er en skandale.

Jeg tror ikke jeg fortæller det, han er helt overbevist om at det var varmelampen, men jeg ved det var mig... tænk at der kom 2 brandbiler kl 1 om natten, hen til en lille bar på Nørrebro. Tænk hvis hele bygningen var gået i brand. Tænk at jeg satte ild til terrassen og kælderen. Omg det kunne havde gået så galt.

Får så dårlig samvittighed når jeg genspiller episoden, jeg kan bare høre en pige der skriger, at der er ild i terrassen. Om jeg ikke er den første til at hjelpe med at hente spande af vand, og spille uskyldig. Det er måske ikke det bedste øjeblik i mit liv, men jeg fik aldrig skylden for det. Så takket være varmelampen, er der ingen jeg startede branden.

Anonym № 3

All of the notes, thoughts, experiences and stories are real. Some have exact dates, some only have partial dates and some are undated. They are presented in the original language and form they were written in. The names are anonymized. Pictures have been taken by me, in black and white, on an analogue camera. Some of them on a roll expired 20 years ago. However, they are in no way related to the stories and only serve an illustratory purpose.



Jan 25th, 2019

I can't stop watching porn, I feel possessed by it. I don't think clearly right before I start watching it. I disregard whatever rational thoughts I have in my brain in favor of porn. I'm suffering.

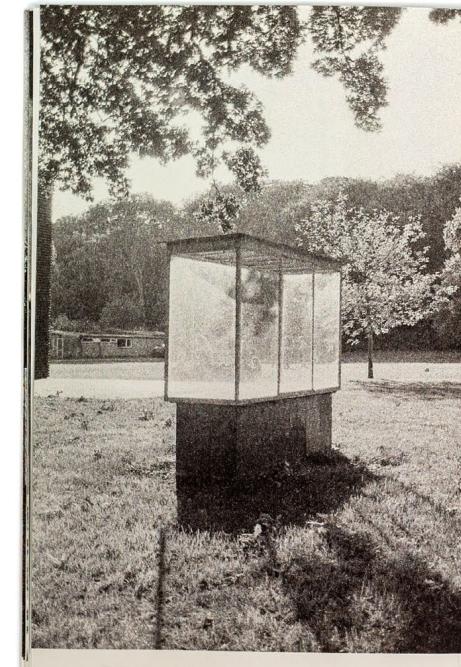
My mind doesn't work normally when an idea of porn gets into my head. I'm about to turn 21 and I had sex 5 times in my life. I have been masturbating to porn since 13 though.

It seriously affects my ability to think.

After I do it my mood gets affected, my ability to think and just be myself. I also get really insecure. Once I was able to go for 103 days without porn and it was just incredible. After I ejaculate my penis hurts and it has been like this for 2 years and I haven't done anything about it. I'm going to call a sex clinic on Monday and schedule an appointment.

I can't live like this.

Anonym № 7



08/08/2020

I am really sad all the time. I really don't know why and it is caused by everything. I am constantly lonely and feel useless and unhappy. I can tell people are worried about me but I'm never in the mood to talk. I really can't pinpoint the cause which is why I'm scared I'm depressed. It definitely really helps to be busy cause then I don't have time to be sad.

Anonym № 9

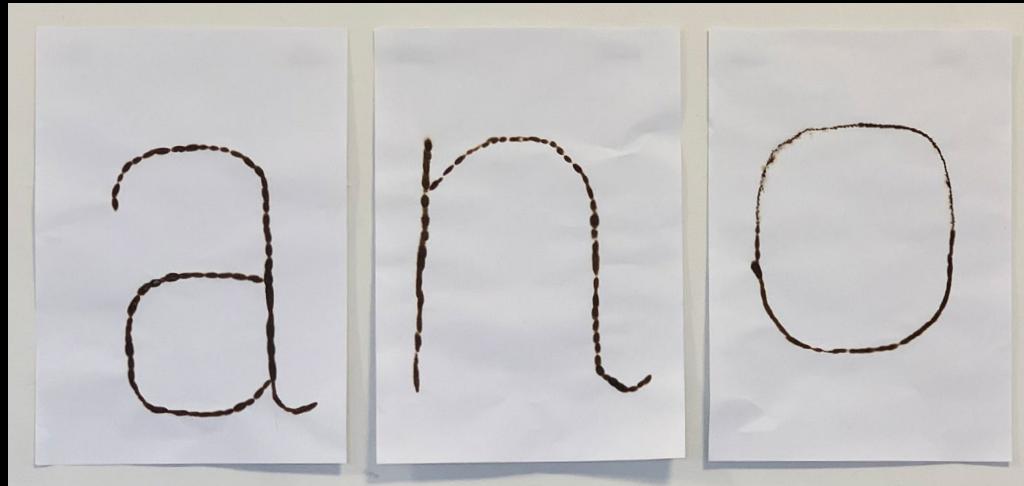
# humano

**what** type design

Ogon Serif

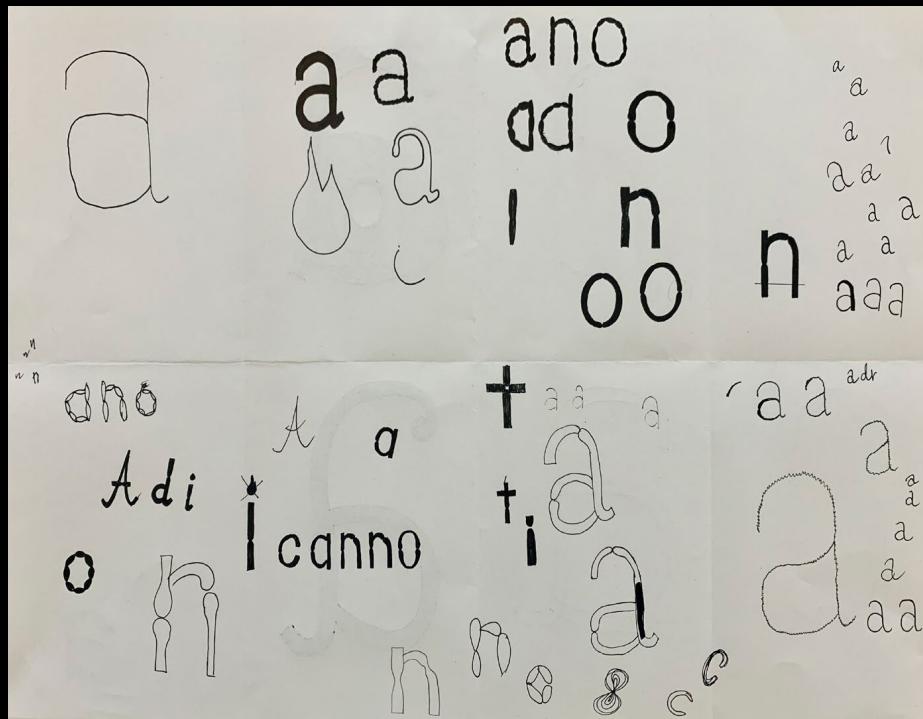
**when** in progress

initial "sketch" using a lighter

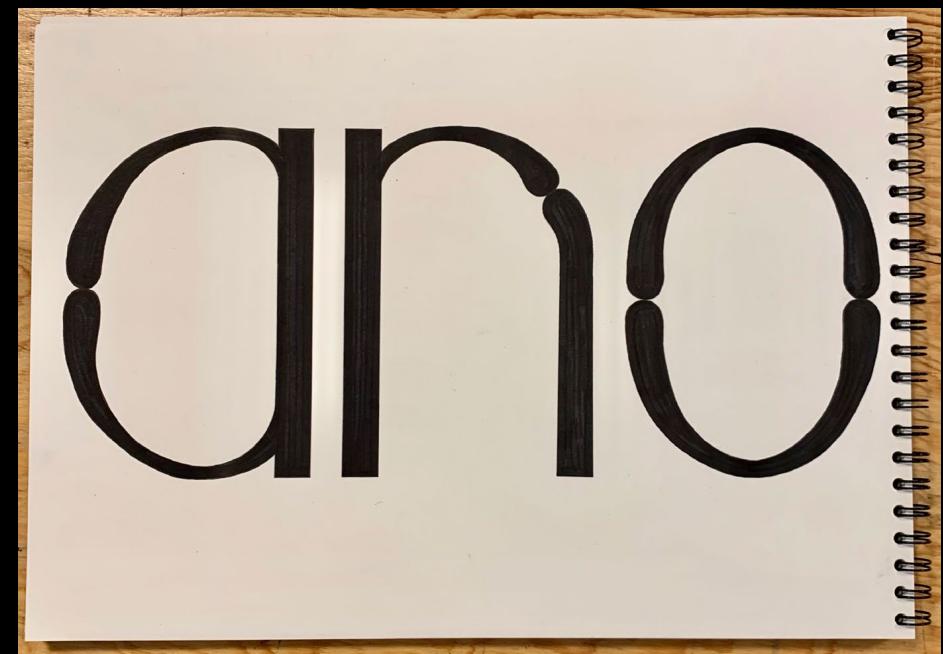


I find fire to be both very alluring and scary. It's the reason for prosperity of human species and at the same time can be the reason for its demise. This served as my inspiration for creating a typeface. I tried different methods, from burning out letters with different lighters to scorching them with hot coal to using a mini flamethrower (did not work out so well but was fun). With every sketch the clearly recognizable fire elements slowly vanished as they felt way too overpowering. At the end only one element stayed - the rounded break. It also resembles bone joints - it wasn't intentional, but I don't mind it.

With the guidance of Kasper Pyndt, a guest teacher at Krabbesholm, I learned how to go from initial idea to a final digital result. How to prototype, work the white space and adjust the spacing and kerning. Initially, I tried to design a sans serif font with sharp edges to contrast the organic nature of the fire element. However, recently I realized that this kind of nature could fit wonderfully in a serif typeface, which I've been working on for the past month, including a Cyrillic version of it.



## exploration



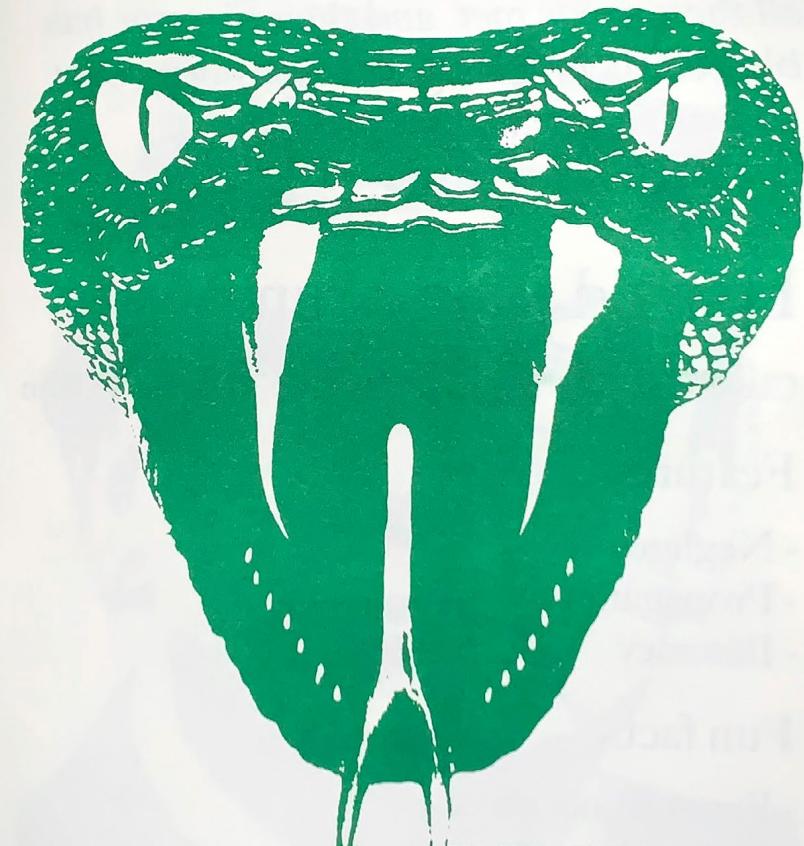
### final sketch of the sans version

hoax

abstract

durn

# HUMAN



# SNAKES

Adam and Eve had something we lack. That was perfection. They had no desire to do evil or any wicked thing. They had all their needs met, and their Creator has blessed them, giving them authority over the earth and all that lived on it.

## Donald John Trump

Class: Reptilia • Family: Pythonidae • Genus: Python

### Features

- Negligence
- Propagandism
- Illiteracy

### Fun facts

- Earns money on war
- Makes the rich richer and the poor poorer
- Withdraws the United States from the Paris Climate Agreement

## HATRED



Humanity has experienced evil for the first time. The Creator in turn introduced death to the human experience. We now live with the consequences of their choices, the misuse of the freewill that Adam and Eve possessed.

## Aubrey Drake Graham

Class: Reptilia • Family: Viperidae • Genus: Viper

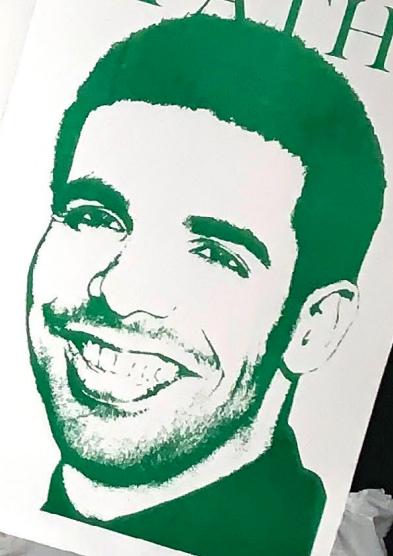
### Features

- Culture vulture
- Deception
- Greed

### Fun facts

- Many songs are written by ghostwriters
- Appropriates trendy music and style
- Raps about dangers of climate change
- Flies a massive Boeing 767 cargo plane

## APATHY



## EGOISM



## Kimberly Noel Kardashian

Class: Reptilia • Family: Elapidae • Genus: Cobra

### Features

- Brainwashing
- Hypocrisy
- Cultural appropriation

### Fun facts

- Famous because of a sex tape
- Steals creatives' work and ideas
- Tweets "Climate change is real". Does nothing to prevent it

There was only one requirement, that of leaving one tree's fruit alone. Lucifer, in the flesh of a snake, convinced Eve to eat the forbidden fruit. She then bore the fruit to Adam and convinced him to eat it as well.



Cancel culture. Is it just a social media trend? I believe that this form of ostracism is here to stay. It's important to call out the individuals, especially famous people for certain things they do and try to hide from their public image. That is exactly what this book focuses on.

Snakes are beautiful animals, but here I've decided to use the biblical and societal symbolism of them, a frequent metaphor for evil.

FAIR

W  
*Thank you for reading!*

EL