

# Kamil Sypień

## Portoflio

2024

Hello! Hei! Cześć!

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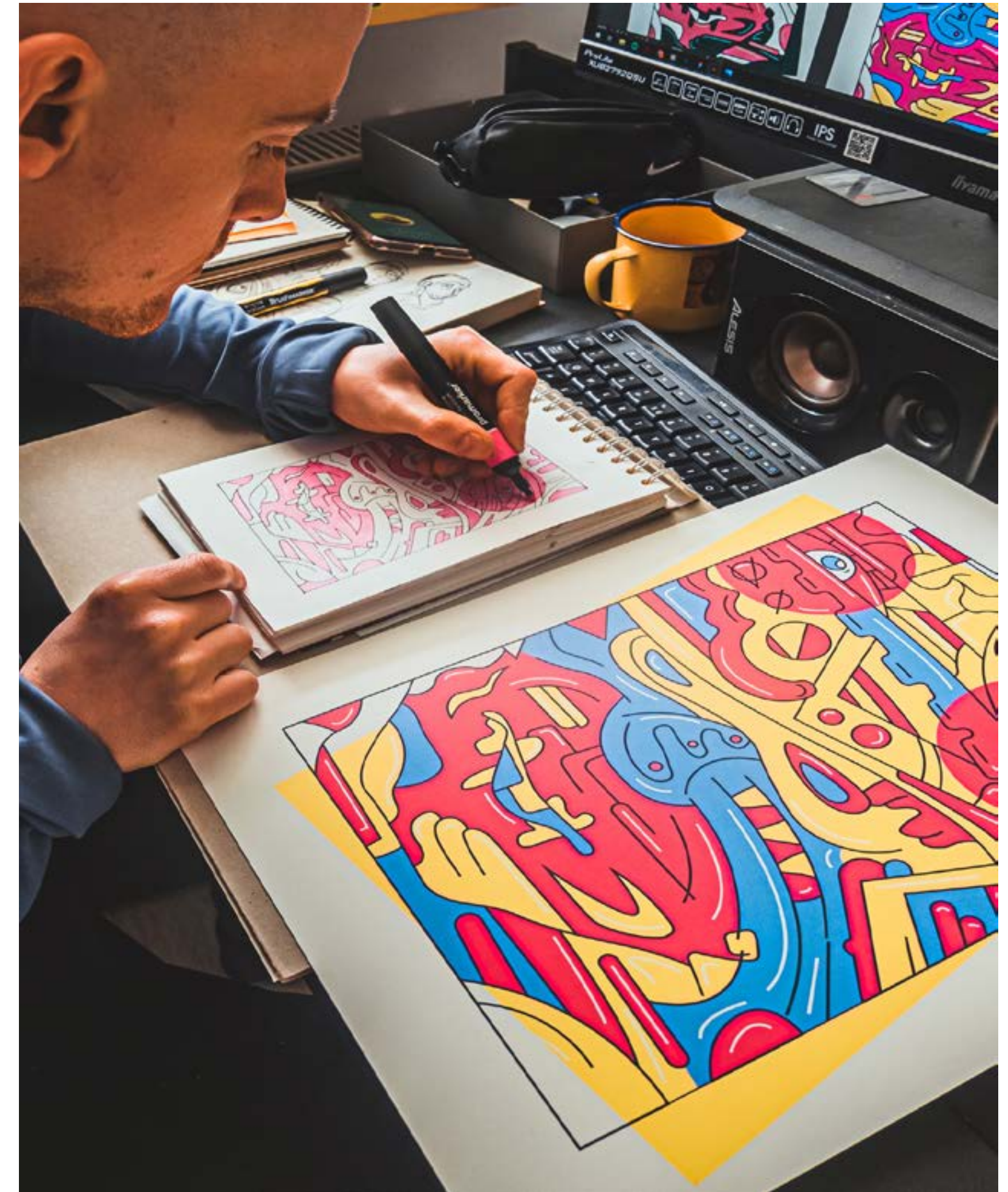
[behance](#)

# About me

There is no long story to tell. Many years of experience in areas such as branding, designing logos and corporate identities, illustrating and creating marketing assets are part of me.

I am an extinct species of designer, a man who can work in both the digital and traditional, tangible, printed space. Narrow specialization is not for me, my brain doesn't work that way - it will quickly develop and surpass itself in any field. What distinguishes me from the rest of the industry is, above all, sensitivity and empathy, and these are the most important qualities in the life of a good and versatile designer, team member, human being.

Let me cook.





# How it works

I am a person who equally makes decisions according to intuition and analysis. It all depends on the context. In this case, I simplified things and took the liberty of dividing the projects into those that we can put in the categories of branding and illustration, the rest I threw into the other.

You can think of it as:

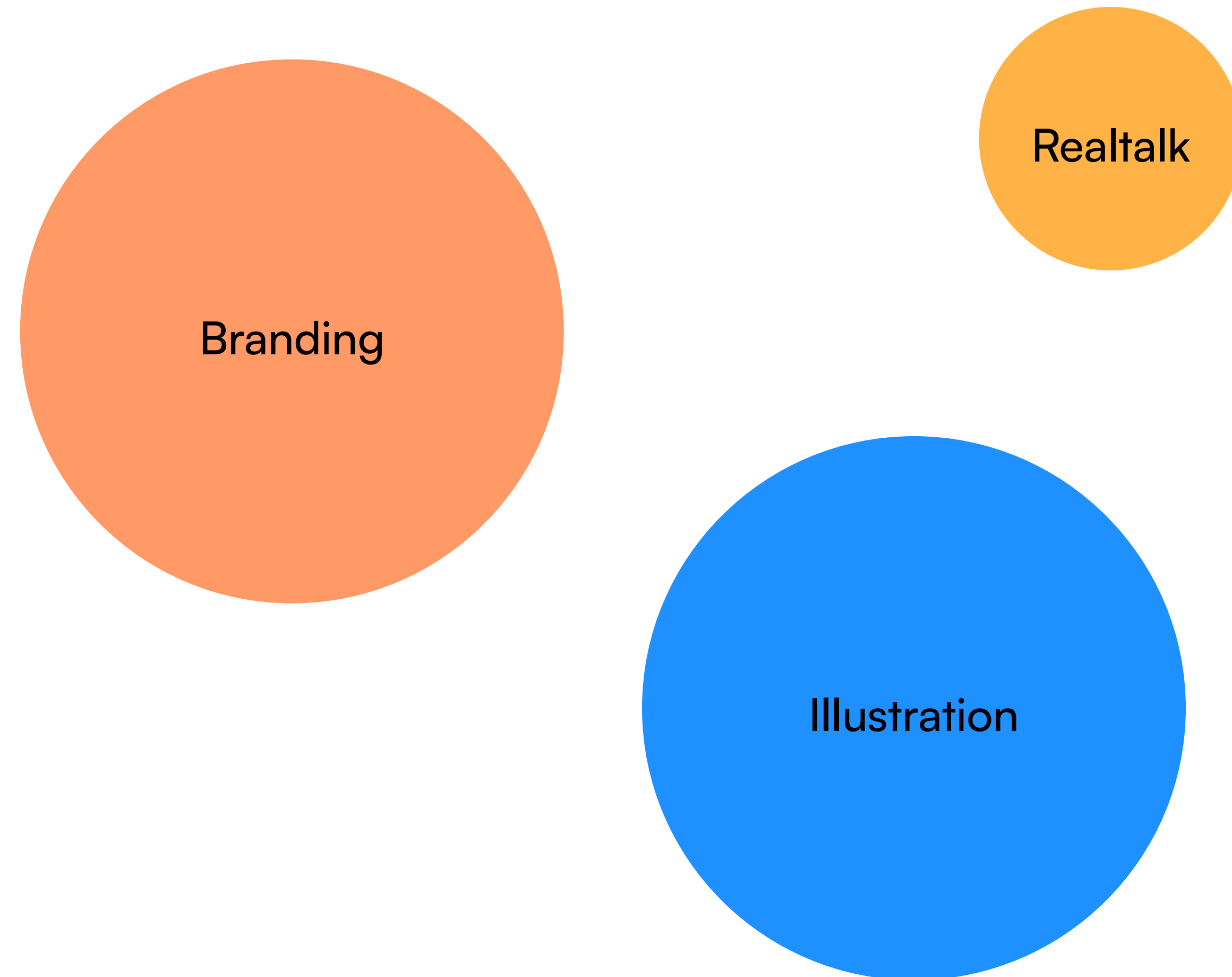
**Branding** - Mind

**Illustrations** - Heart

**Realtalk** - a mixture of both, focused on real daily tasks

Adnotation:

This is quite a simplification, but in the perception of the portfolio it can be crucial. When I design I always find these two spheres intertwining.



# Branding





# In Asia

## Visual identity for Restaurant

The In Asia logo is designed to evoke mystery and stimulate both taste buds and curiosity. It transports the viewer to a jungle where they encounter a tiger, a symbol of Asia and the element of wind, spreading delicious aromas from the kitchen. The logotype combines strong pink and subdued green, making the restaurant stand out in a market often shy of bold design choices.

Enhancing the logo with a tiger skin design and highlighting the tiger's eye captures attention and emphasises the restaurant's unique character.

Branding, visual identity, logotype, print, social media

Branding

[Link to project](#)





# In Asia

Visual identity for Restaurant

Branding

[Link to project](#)





# Forma Na Szczyt

## Mountain Workout Company

Forma Na Szczyt, a leading provider of services to the outdoor, sports, and mountain industries, offers unparalleled support to climbers of Mount Everest and Mont Blanc, as well as for marathon and ultramarathon preparations. Recently, Karol, the company's leader, requested a logo refresh to enhance its professional appeal and versatility.

Despite the brand's outdoor focus, its communication is primarily digital, with corporate outfits worn during trips like the Monte Rosa camp. The new, simplified grid-based logo is adaptable for both the typographic part and the symbol itself. As the weekend approaches, I encourage you to spend time in nature, perhaps with Forma Na Szczyt.

visual identity, logotype redesign, key visual, social media

Branding

[Link to project](#)



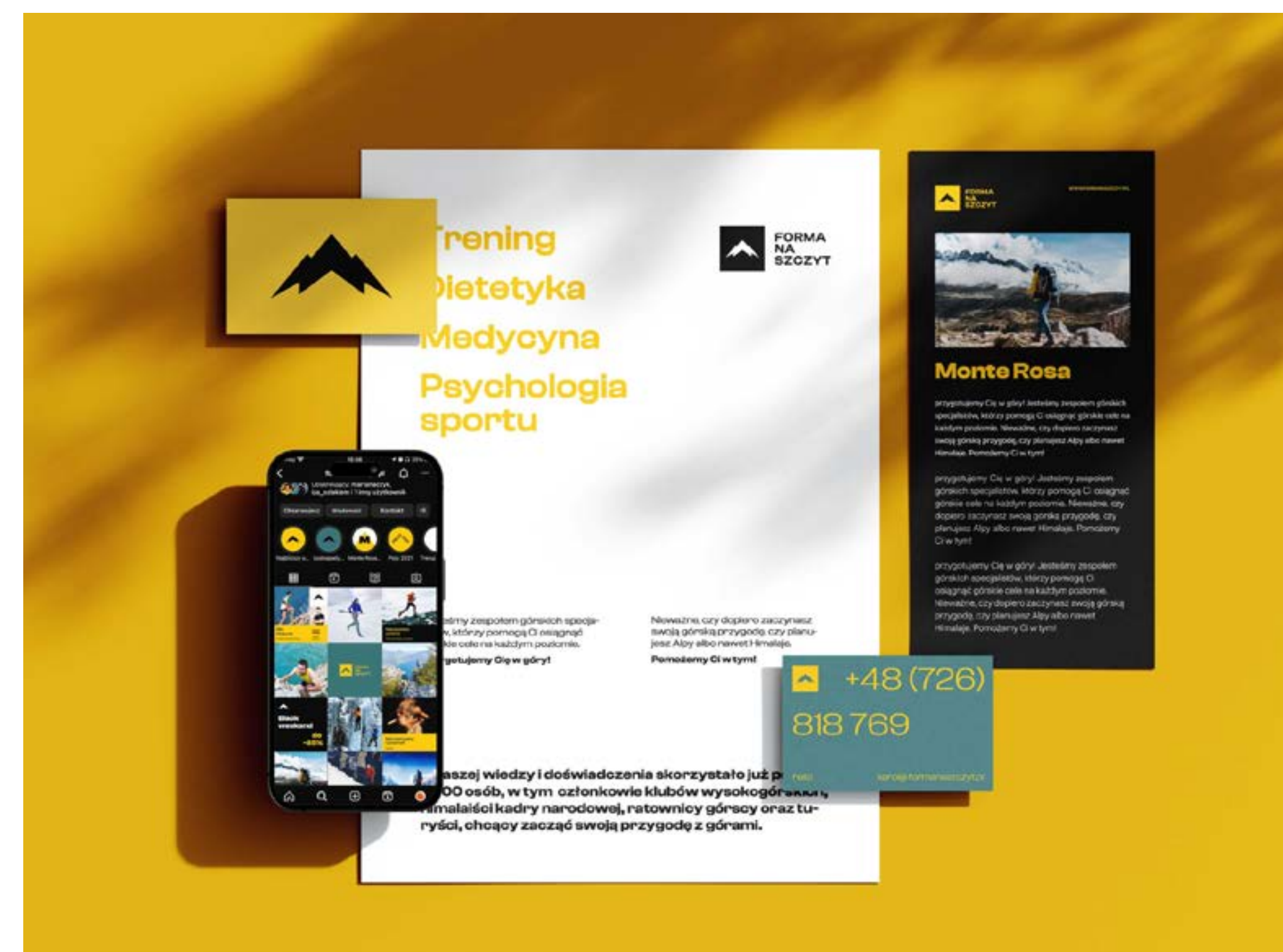


# Forma Na Szczyt

## Mountain Workout Company

Branding

[Link to project](#)





# Festiwal Pasibrzucha

## Streetfood Festival

For the Polish street festival, I designed the branding, visual identity, key visual, logotype, poster, and social media materials for Pasibus. The aim was to create a friendly and approachable aesthetic, reflecting the festival's free and inclusive nature. The logo, featuring a burger on a skateboard within a shield, captures the street vibe of the Pasibus brand.

Despite being an older project, my experience has grown, and I plan to further simplify the design in the future. This project highlights the importance of cohesive service and event delivery in reinforcing brand communication and values. You can see the festival's graphics on banners and advertisements throughout Wrocław.

visual identity, logotype, key visual, print, social media

Branding

[Link to project](#)





# Festiwal Pasibrzucha

## Streetfood Festival

Branding

[Link to project](#)





# Zbożowa

## Estate Visual Identity

The visual identity of the Zbożowa Estate in Gdynia is quite a challenge. The comprehensive project had to take into account various forms and elements. From logos and visual concepts to system solutions for the entire visual key of the estate.

The system had to be large enough to accommodate elements of the estate's orientation system and promotional materials within the city of Gdynia and beyond. In addition, the developed concept was consistent with the concept of architectural elements and the overall feeling planned in the context of life and reception of the estate by the residents.

visual identity, logotype, key visual, print, social media

Branding

[Link to project](#)



A smaller version of the logo 'ZBOŻOWA metry2 dobrostanu' is shown on a light yellow background. The logo is in a dark green color. The 'ZBOŻOWA' part is in the same stylized font as in the key visual, and 'metry2 dobrostanu' is in the same sans-serif font.



# Zbożowa

## Estate Visual Identity

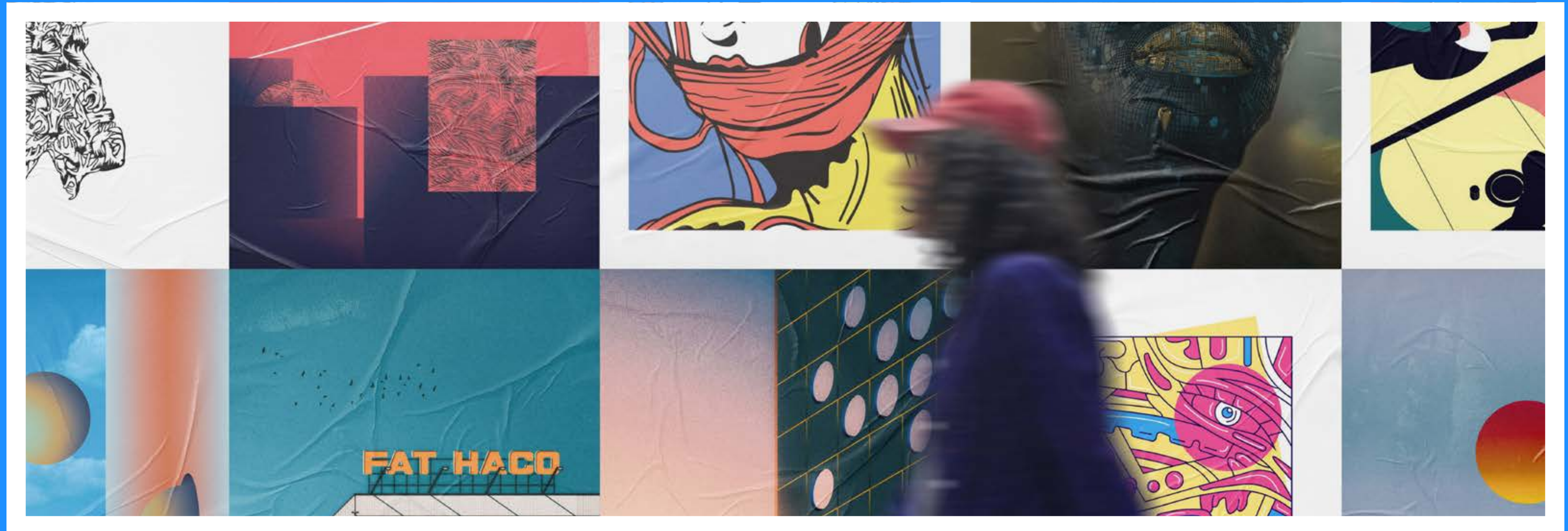
Branding

[Link to project](#)





# Illustration



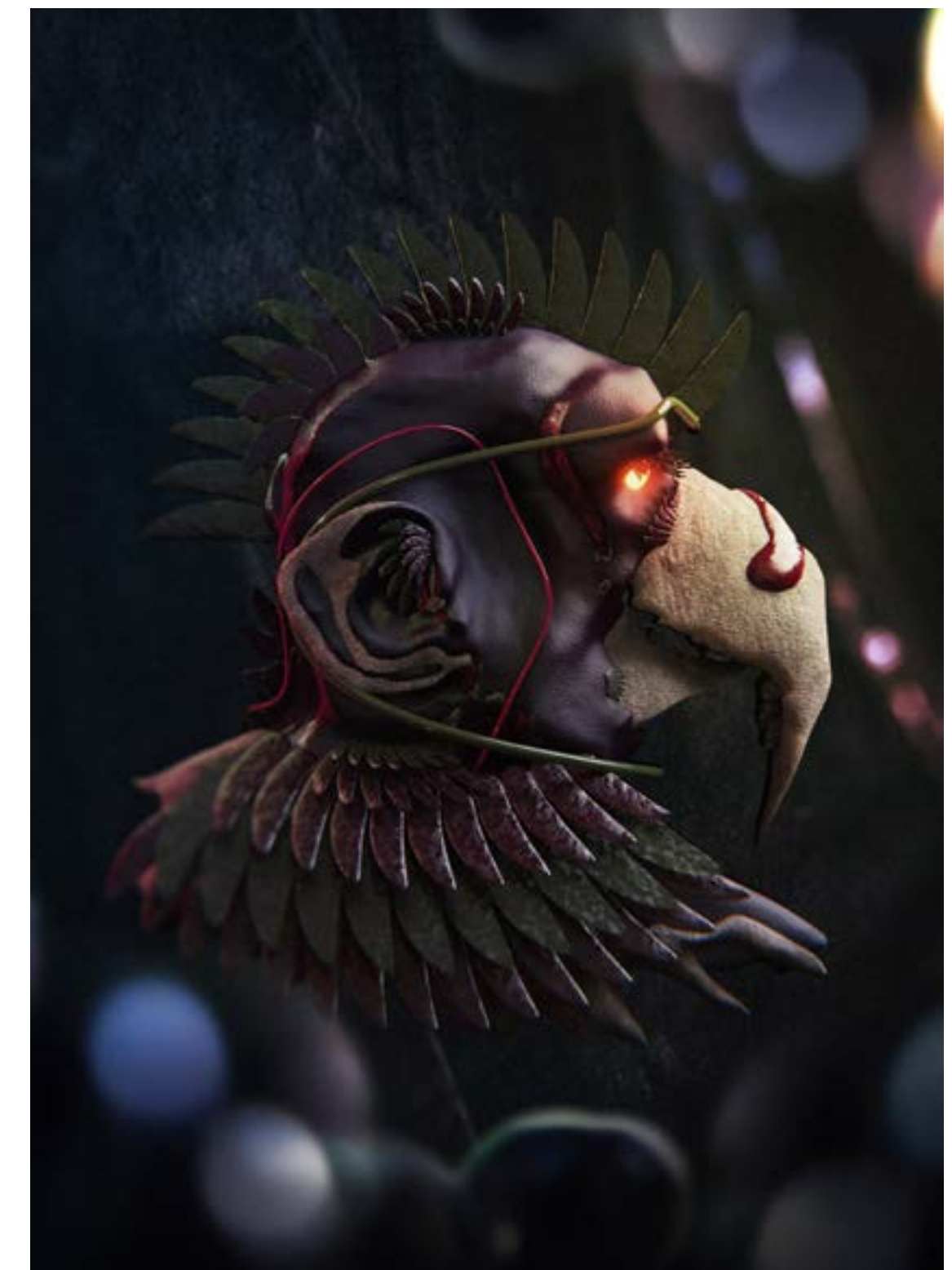
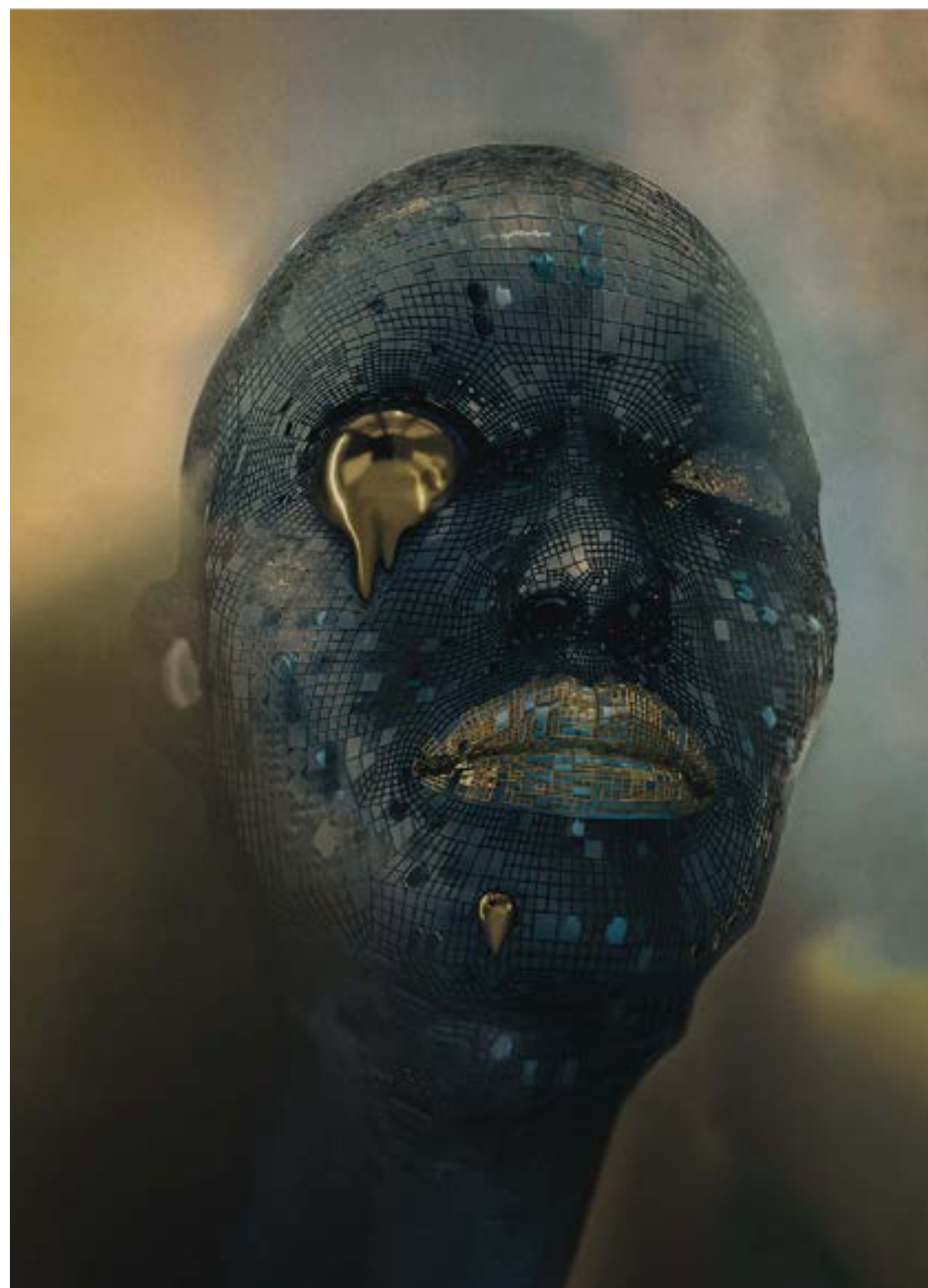


# Illustration

## 3D and Art Directing

Illustration

[Link to projects](#)



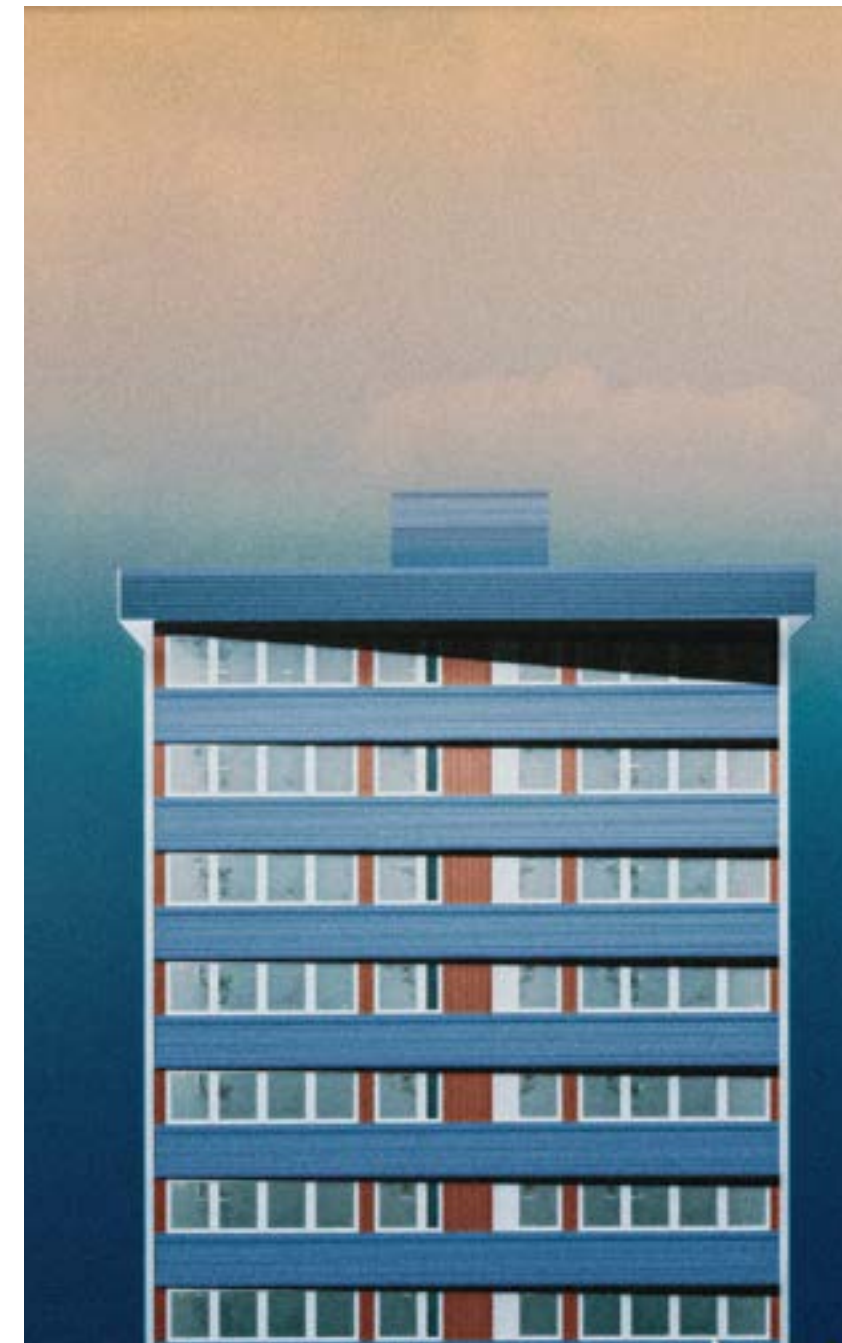
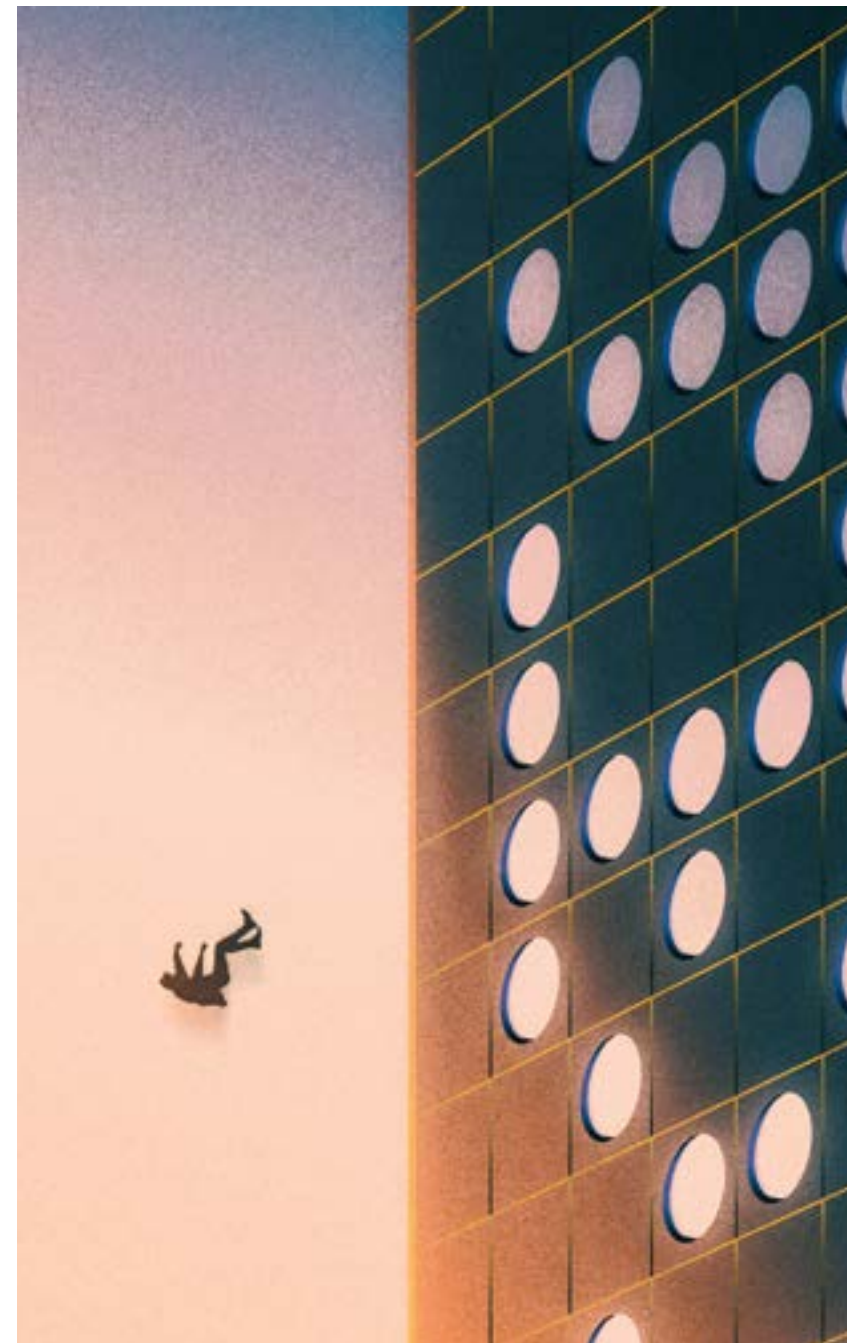


# Illustration

2D, Architectural

Illustration

[Link to projects](#)



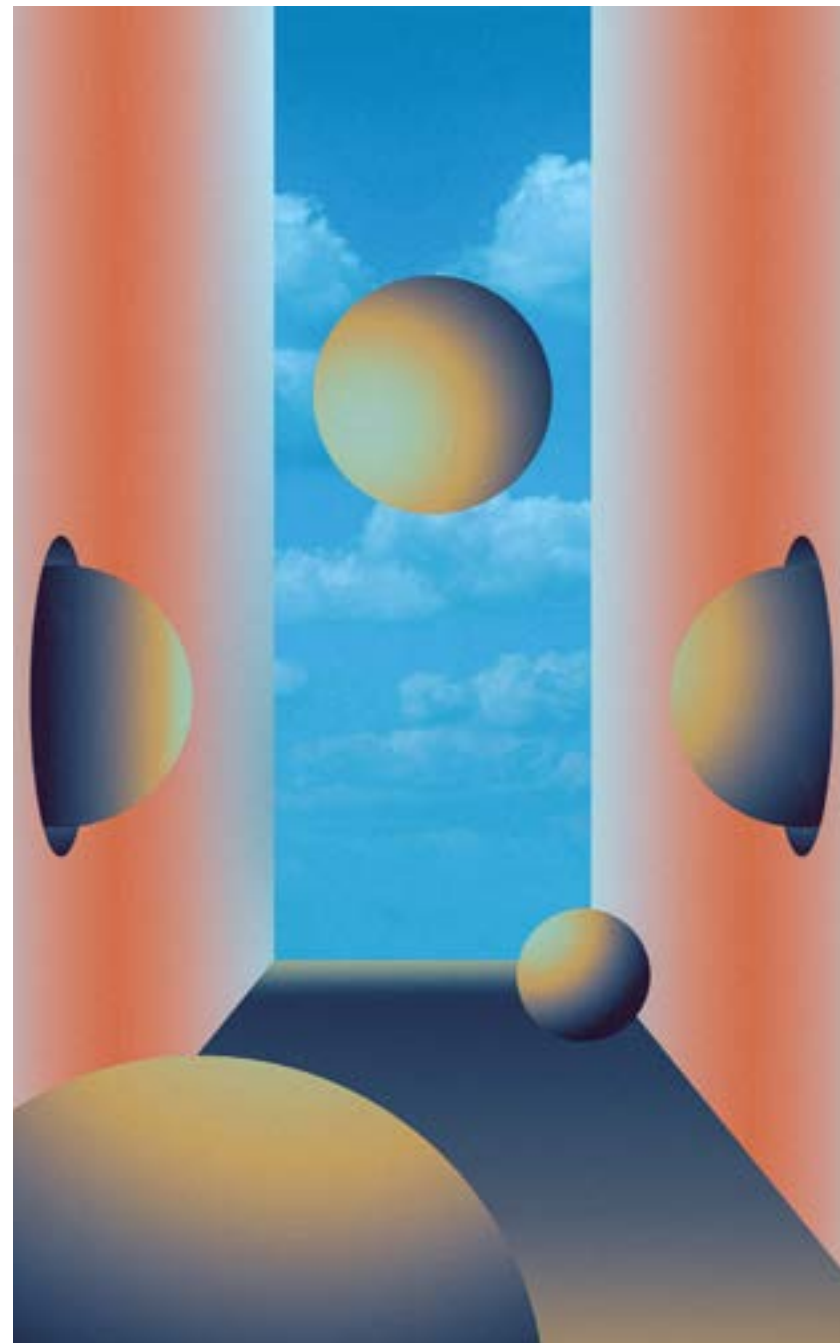


# Illustration

2D + 3D, Abstract

Illustration

[Link to projects](#)



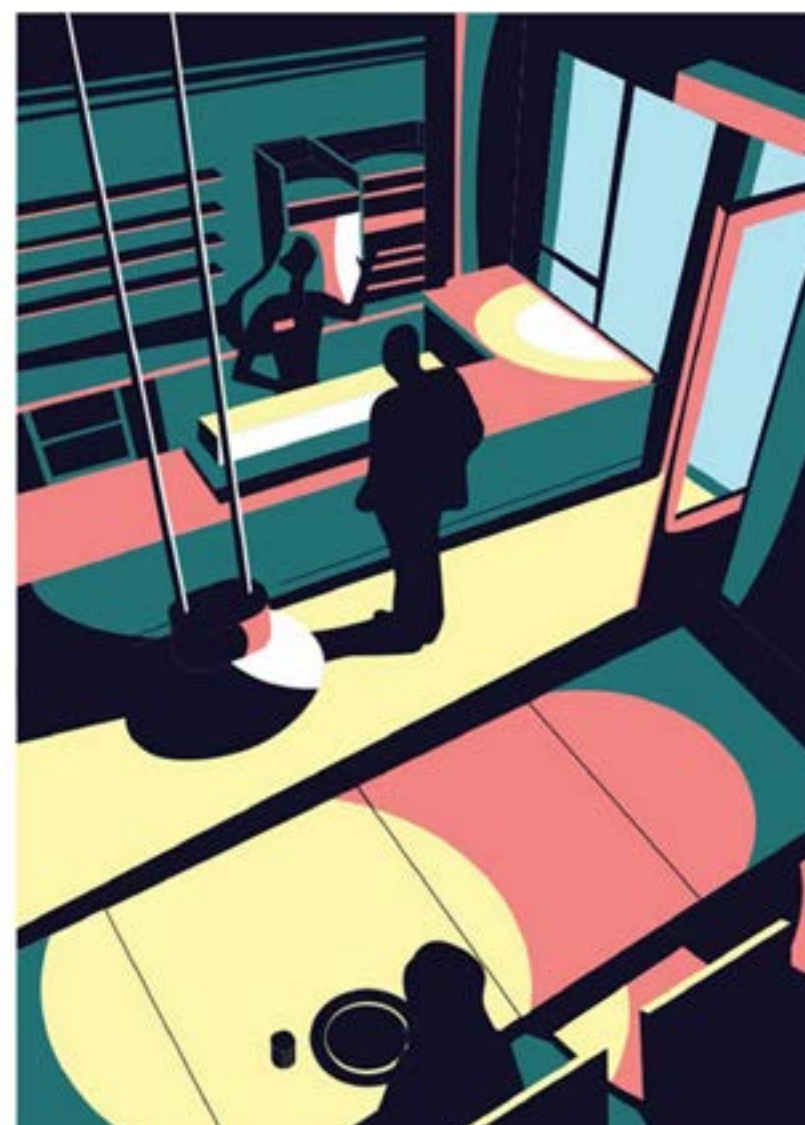


# Illustration

Vector and mixed art

Illustration

[Link to projects](#)





# Realtalk

/cshark

AI in FinTech

Current State and Future Potential

Trekking, hiking49%

Siłownia38%

E-Sport31%

Pływanie26%

09/ Trends and Technologies of the Future

CSHARK 2023

Rising Competition

The emergence of FinTech startups has revolutionized the traditional financial industry, bringing new opportunities and challenges to the forefront. Experienced financial enterprises have different approaches to these startups, some treating them as looming competition, others as future collaborations.

No matter which approach you favor, let's focus on a few facts: there are approximately 30,000 FinTech startups worldwide. This figure has grown dramatically over the past few years (up from only around 12,000 in 2019). The reason why FinTech startups exist is to provide better solutions, services, and products that cater to the needs of customers and make their lives easier. Disposing of billions from VC investors, they use the latest technologies to maximize customer satisfaction with higher efficiency and decreased costs, and they do it well.

2019

2023

Approx. 12,000 fintech startups worldwide

Approx. 30,000 fintech startups worldwide

64

enterprises

.NET development our way

.NET development our way

.NET development our way



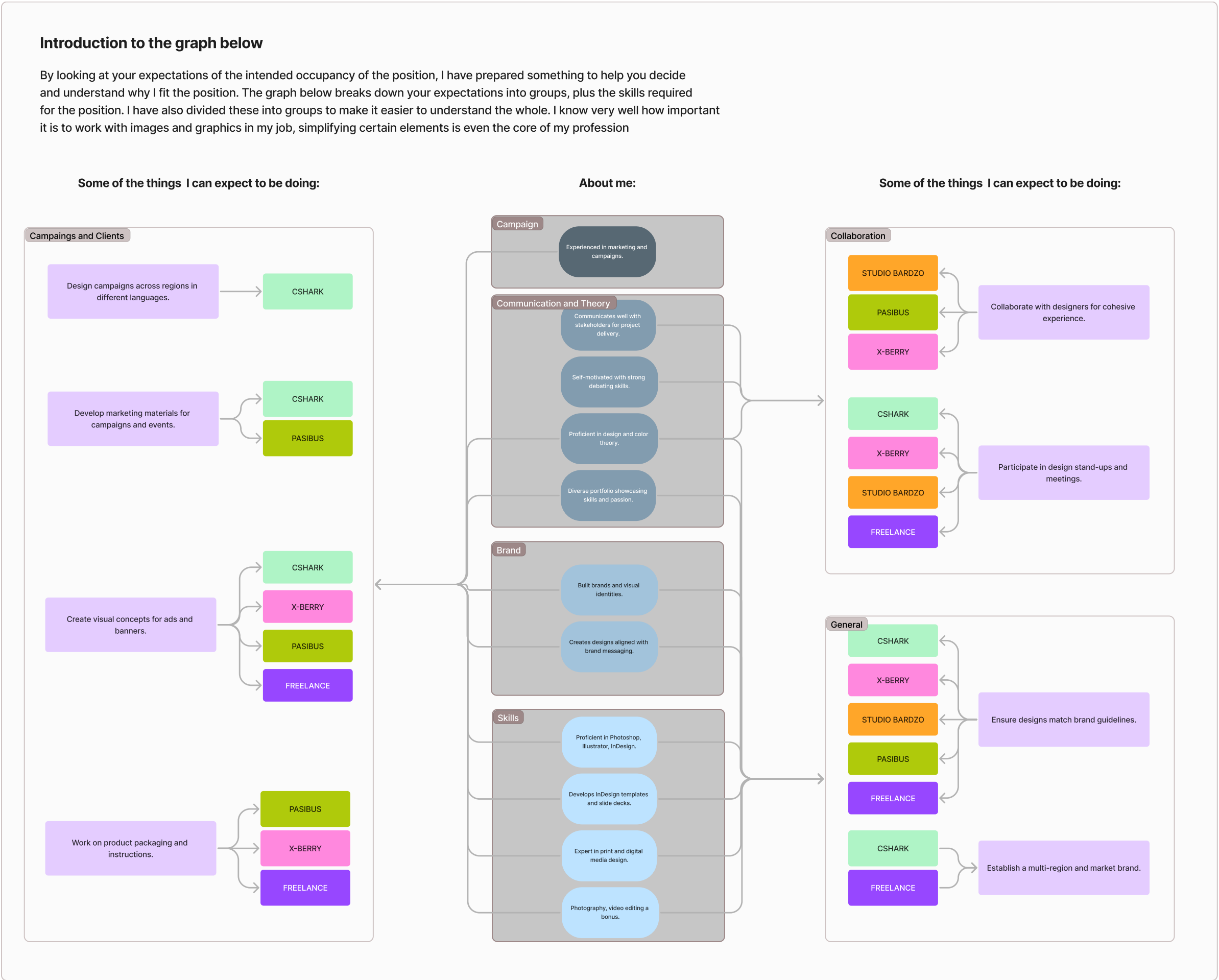
# Real life projects

## Why it is so important

During my work as a graphic designer, I have more than once encountered situations where I was shown unrealistic designs. The main misconception of my future was the idea that great designs are only those in which we create a new digital reality in the form of an entire branding. Unfortunately, the world is not that simple and we as designers are sometimes forced to rework our solutions within the same branding.

Fortunately, I can do it, and in this chapter of the portfolio I will share and present projects from everyday life and my approach to them. This will give us a broader understanding of the context of a graphic designer’s work and how important it is to professionalize your solutions to everyday tasks.

To the right, a brief description of how I can be useful at work >





# AI in FinTech

## Infographic

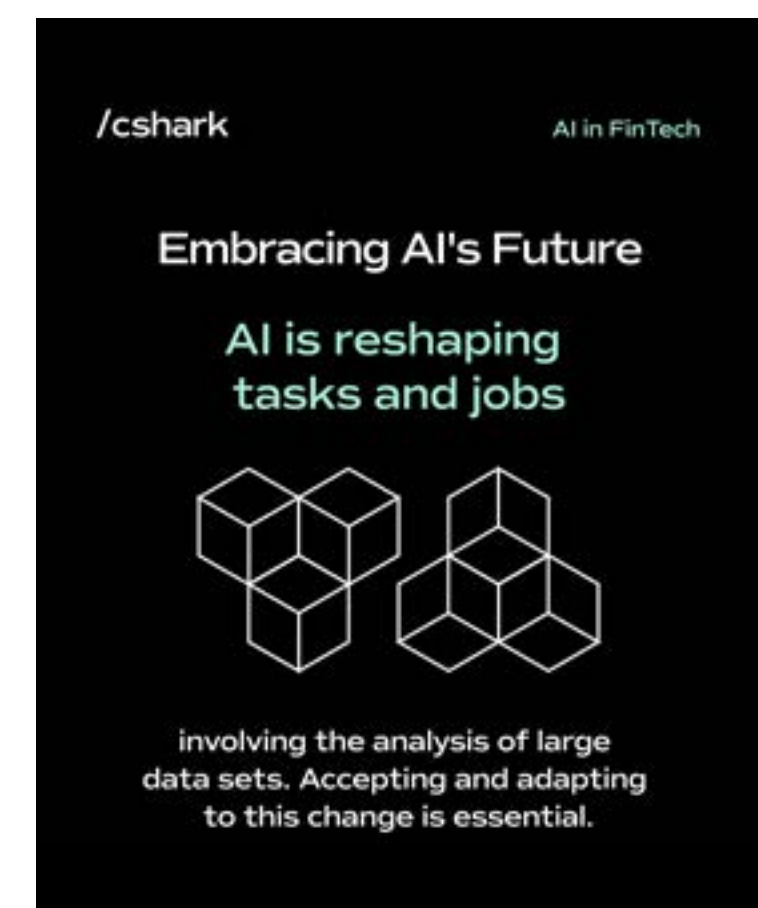
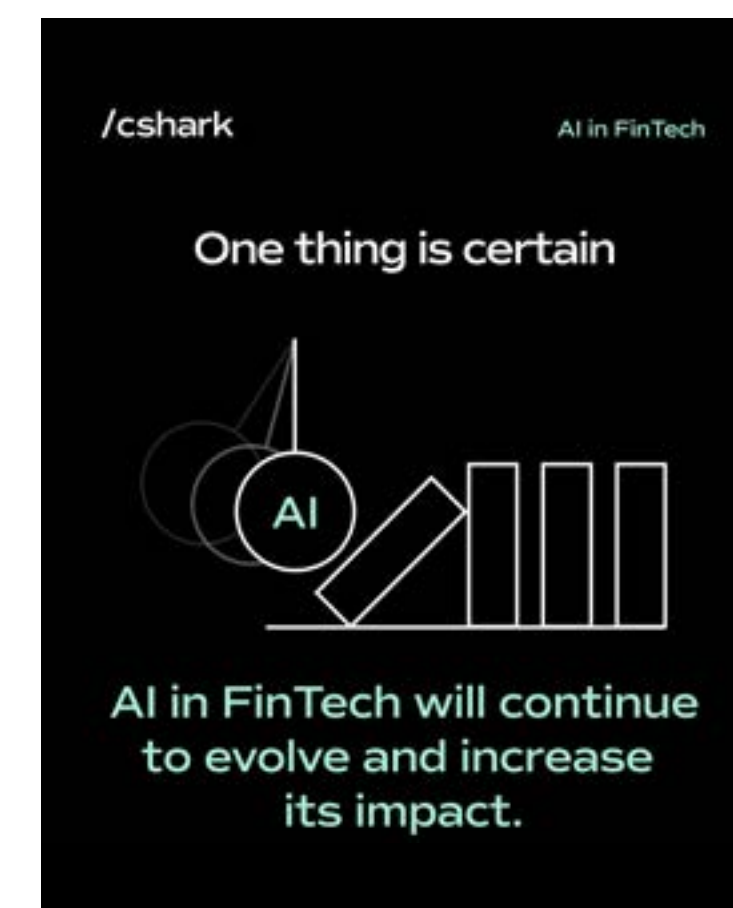
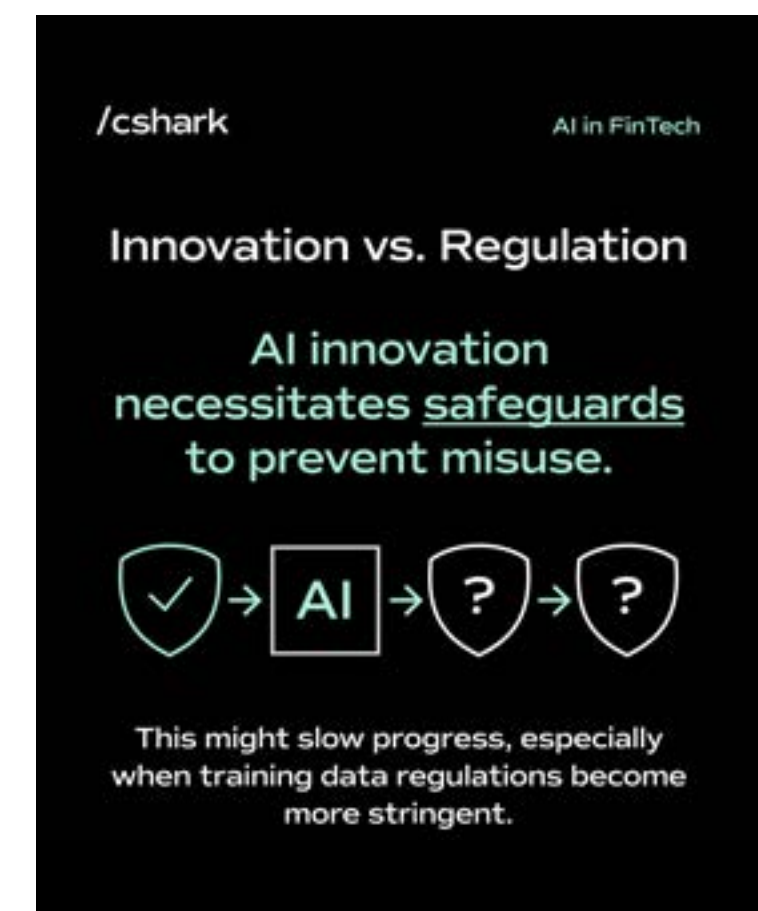
In working with tasks on social media, in a world of complex projects, I had the opportunity to work on projects that required simplifying theory.

In the course of gaining my experience in marketing for the FinTech and RegTech worlds, I have learned to transfer the difficulty and complexity of the puzzles to simpler more marketing-oriented graphics. These graphics command more attention and, in the tough world of fighting for attention, allow the brand to be visible.

To the right and in the link is one of the many designs of repetitive infographics designed to meet the marketing expectations of the client.

Realtalk

[Link to project](#)





# Sport in Company

## Report / Presentation

Many of the tasks in a graphic designer’s daily life include helping other teams achieve their goals. As a graphic designer on the marketing team, I learned how to work with different teams and how to transfer their needs to reality.

A project that served as an example for me was a report showing the results of a survey on sports played in the company. The difficulty of such projects comes from understanding the needs of the person commissioning the task, but also on maintaining brand consistency. Sometimes the graphic designer is faced with the task of designing new elements, creative assets for the brand, which were not foreseen in the brand’s brandbook.

On the right, the company’s sports project. It was realized because of the company’s participation in a company run.





# Navigating the Digital Transformation Journey

## Report / Presentation

Key projects are those that require time and coordination of multiple teams. When everything from the idea, to the content and presentation and setting and then meeting marketing goals come together.

Multi-week projects also require other skills, the soft ones. From managing the project and tasks, to communicating with other teams, to understanding the content and developing a synergistic effect that meets the expectations of both those behind the marketing goals and those of the teams commissioning such projects, including management and the sales department, for example.

Large projects are also difficult through their complexity, the amount of data and the possibility of mistakes requires the designer to be constantly focused and courageous, but most of all to be resilient to “project fatigue,” which results from the simple act of dividing the time spent on the project by the result achieved over time. Sometimes in the case of the B2B industry, for example, clients may not give any feedback, so the project implementation must be evaluated in teams and the thanks and admiration stays with the team creating the project, not in the hands of the target clients.

Realtalk

[Link to project](#)

### Introduction

The digital transformation in finance has continued since the 1960s when companies first began using computers. The initial pace was quite slow. All of us remember when we would have to visit a bank branch to open an account, withdraw cash, or pay bills. Recently, thanks to technological gains and continuous progress, the digital revolution has assumed breakneck speed, and we have been suddenly whisked away from paperwork-laden processes to tip-of-your-finger mobile apps in just a few years. One great change is that innovation is no longer a matter of upgrading software from time to time – it has become a business-oriented, strategic approach that involves C-levels first and foremost.

Increasing competition, more burdensome regulatory compliance requirements, rising customer expectations of financial institutions, and changing user behavior are the main drivers of the technological leap. However, this advancement is not limited to these factors.

#### Four Main Drivers of Technological Leap



### Digital Transformation Checklist

To move seamlessly through your digital transformation journey, it's worth looking at where you are now and how you envisage your destination point. This allows you to aim your future steps in the right direction. To make things easier, we've prepared a checklist that will help you confirm what your strengths are and which areas you may need to look into and improve.

Strategic Alignment	Yes	No	
Is your organization's digital transformation strategy aligned with the overall business strategy and objectives?	<input type="checkbox"/>	<input type="checkbox"/>	
Have you identified specific business areas or processes that need to be transformed to achieve strategic goals?	<input type="checkbox"/>	<input type="checkbox"/>	
Are key stakeholders, including top leadership, fully engaged and supportive of the digital transformation journey?	<input type="checkbox"/>	<input type="checkbox"/>	
Have you defined clear roles and responsibilities for driving and overseeing the digital transformation initiatives?	<input type="checkbox"/>	<input type="checkbox"/>	
			Section score <input type="text"/> / 4

Infrastructure and Technology Readiness	Yes	No	
Is your organization's IT infrastructure scalable and flexible enough to accommodate future growth and changes?	<input type="checkbox"/>	<input type="checkbox"/>	
Have you implemented cloud computing to some extent to enhance agility and scalability?	<input type="checkbox"/>	<input type="checkbox"/>	
Are your core technology systems integrated effectively, allowing seamless data flow across departments?	<input type="checkbox"/>	<input type="checkbox"/>	
Is your network security robust and up-to-date to handle potential cyber threats?	<input type="checkbox"/>	<input type="checkbox"/>	
			Section score <input type="text"/> / 4

### The Need for a Strategy and a Purpose

Financial institutions that want to remain competitive, relevant and adaptable have no choice but to embark on the digital transformation journey. For this purpose, they need a meticulously devised strategy, serving as the compass that steers the entire organization toward its objectives. It ensures that all efforts are seamlessly aligned and complementary. Here's why:



#### Alignment

A strategy facilitates the alignment of every tier within the organization – right from the top echelons of the C-suite to the frontline workers – toward a common direction. This cultivates a shared understanding of the company's digital aspirations.

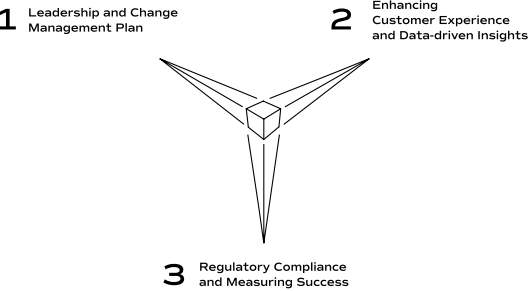


#### Resource Optimization

In the absence of a coherent strategy, valuable resources like time, budget allocations, and human capital can be thrown away on disjointed initiatives that lack synergy and overarching direction.

### The Strategy Building Process from Three Perspectives

According to McKinsey's research, 70% of complex, large-scale transformation projects don't reach their stated goals.<sup>\*</sup> Common pitfalls include employees' resistance to change, inadequate management support, poor or nonexistent cross-functional collaboration, and a lack of accountability. Therefore, formulating an efficacious digital transformation strategy necessitates a multifaceted approach that seamlessly integrates leadership, change management, customer experience enhancement, data-driven insights, and regulatory compliance. Let's take a closer look at this process from three pivotal perspectives:



<sup>\*</sup> Source: <https://www.mckinsey.com/industries/financial-services/our-insights/the-how-of-transformation>

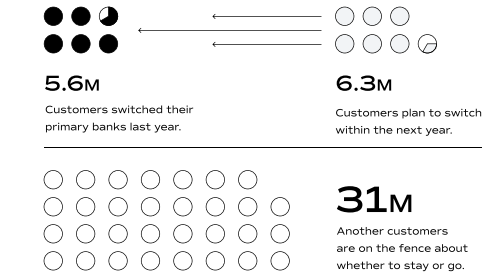
### Main Problems of Legacy Systems

- Outdated Technology**  
Legacy systems are often built on outdated technologies that are no longer supported or compatible with modern platforms and infrastructure.
- Scalability and Flexibility**  
Legacy systems may lack the scalability and flexibility required to adapt to changing business needs, resulting in inefficiencies and limitations.
- Data Silos and Incompatibility**  
Legacy systems are typically isolated and have limited interoperability, making it difficult to share data and integrate with other systems or third-party applications. This is a major constraint on progress, which can cause rising expenses for internal software development.
- Data Loss and Downtime**  
When migrating from outdated systems to new solutions, there are risks associated with downtime and even data loss. They occur due to technical issues, incomplete planning, or compatibility problems. Downtime leads to disruptions in business operations, loss of productivity, and dissatisfied customers. In turn, losing critical data can have serious consequences for your business, ranging from compliance issues to operational setbacks.

### Plummeting Satisfaction

Under these circumstances, it is no surprise that major financial companies have struggled in recent years with customer satisfaction and retention. A quick review of Net Promoter Scores (NPS) for financial institutions found that traditional banks are rated very low – even negative – by their customers. With a few exceptions, a general rule suggests that the larger the bank, the lower the NPS score. This is where the red warning light should flash. Numerous studies have shown that making customer retention a driving corporate priority can accelerate growth by as much as 80%.

Meanwhile, according to studies<sup>14</sup>,



This data clearly sets the direction in which financial enterprises should turn – customer-centricity and building personalized experiences. Unfortunately, at the moment, they are far behind modern FinTech startups in this regard.

<sup>14</sup> Source: <https://www.fico.com/webcontent/assets/guide/successful-digital-transformation>



# The role of system development

Realtalk

[Link to project](#)

## A key aspect of daily work in the marketing team.

Many times I faced the challenge of entering a new visual system, then I also had to remember that before me the role of not only the guardian of the system, but also the person who will decide whether a new creative asset is within the framework.

Systems are the overriding element of branding when it comes to day-to-day work. Working in several companies, I have learned that not only knowledge of graphic design programs, but also a whole range of other programs, such as excel, is necessary to facilitate and speed up awkward processes.

Therefore, here I present a way of working with a systematic approach to creating everything, and in this case, ads. One can also imagine that

a company does not have the budget to use software such as Bannerflow, for example, then it is on the side of the designer to invite (here in figma) a solution for others and for himself to be able to create ads quickly and efficiently based on templates and, above all, based on components.

Atomic design and each newer better iteration of the system are key to maintaining performance. When aesthetics can be forgotten in ad creation and where effective copy is a key element then new measures need to be launched.

In my case, in addition to the system in figma, which allowed me to change text, colors, text size in dozens of images of different formats in a matter of seconds, I used Attention Insight

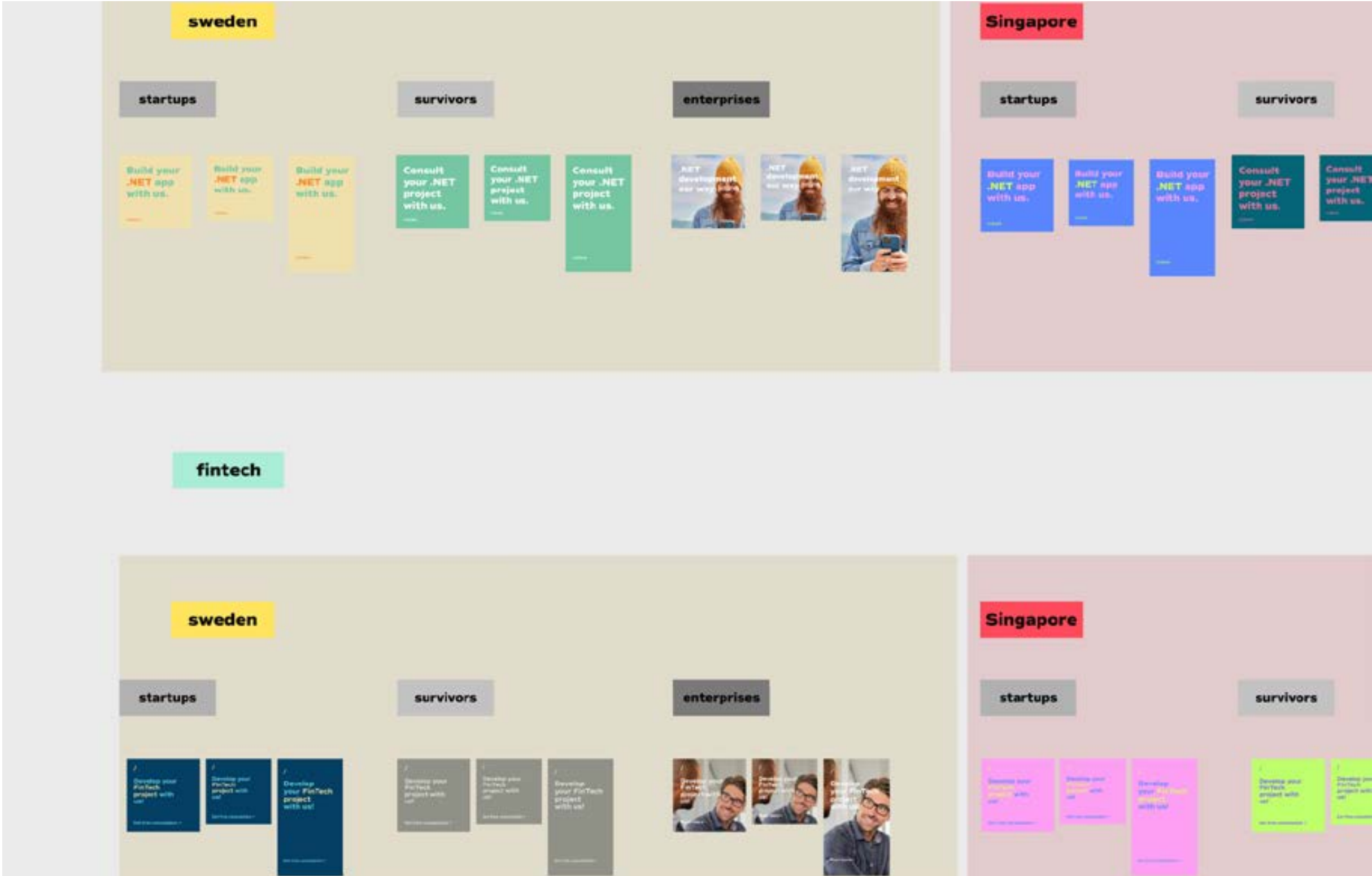
software to work more effectively in the field of catching the attention of the audience.

The software allowed efficient A/B pre-testing, which informed us about the quality of the graphics made in terms of predictable reactions of people in the subconscious system.



# The role of system development

Realtalk





# The End

2024

I'm glad you made it here. I hope that what you have seen in my portfolio is enough to at least arrange an interview. I have poured my many years of experience into a variety of work. Sometimes they were projects focused on achieving marketing goals, sometimes on having fun and some of them were printed by me as posters.

You can find out more about me when you take a look at my channel on instagram [@kamilowany\\_design](#) where I have more daily projects, the ones that were presented there instead of in a drawer. There are also a few samples from competitions there, or some thoughts.

Thank you for taking the time to view my work.

[www](#)

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Thank you  
and see you later?

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