

# pour new Designer his portfolio





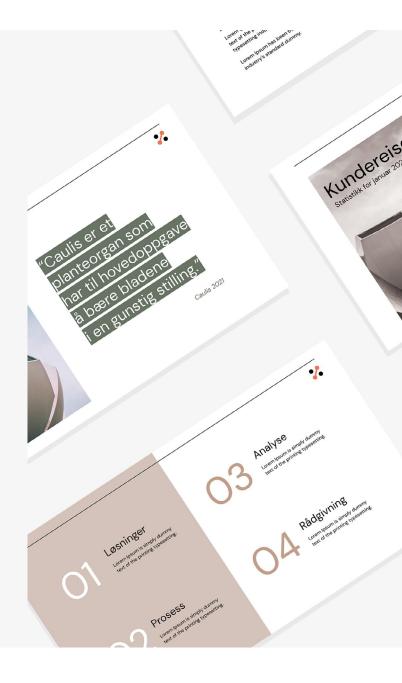
01/05 \_\_\_\_\_

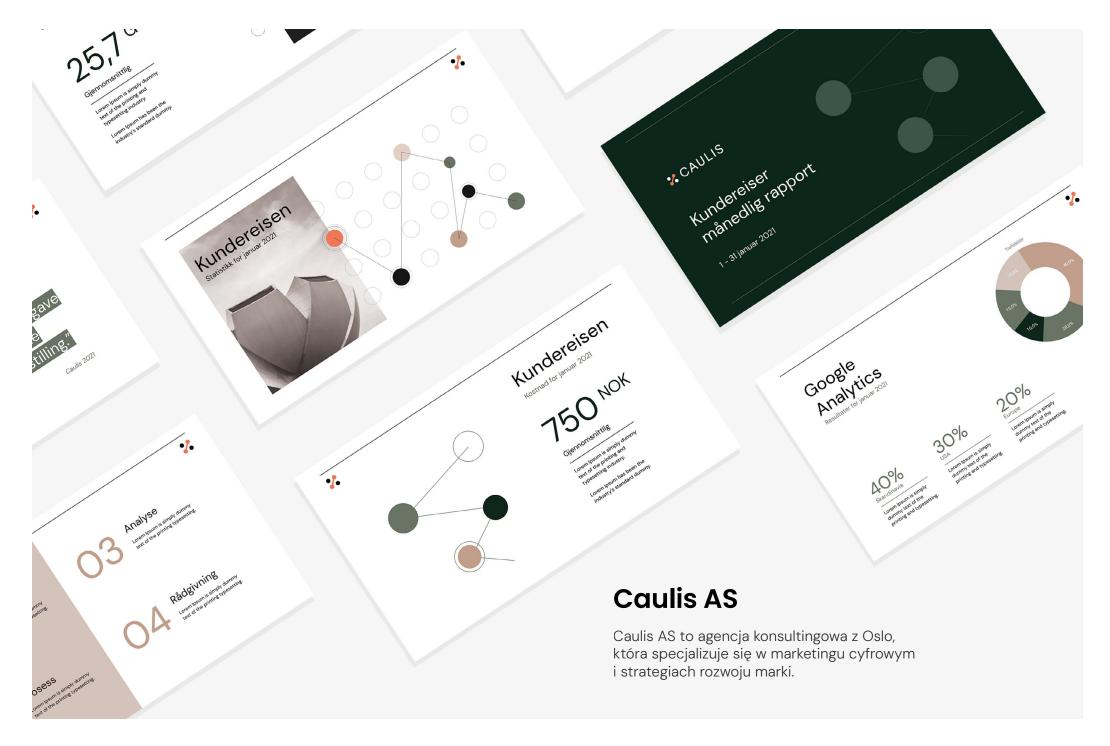
# oslo.tech

Oslo Technology Consulting specjalizuje się w doradztwie medialnym i strategicznym.

Agencja zajmuje się również mapowaniem podróży klienta. Moja rola: odpowiadałem za koncepcję i egzekucję dwóch decków prezentacji sprzedażowych dla klientów agencji: Caulis AS i programu lojalnościowego Trumf.

Art direction / Prezentacje / Digital







40% Skandinavia

Lorem Ipsum is simply dummy text of the printing and typesetting. 30% Lorem Ipsum i dummy text o printing and ty Kundereisen Statistikk for januar 2021

#### Kundereisen

Kostnad for januar 2021

Gjennomsnittlig

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

## Cyfrowe narzędzie marketingowe

Brief: opracowanie prezentacji marketingowych, oddających tożsamość nowo powstałej marki. Użycie Google Slides dla łatwej pracy w chmurze.

## Google **Analytics**

40% Skandinavia

Lorem Ipsum is simply dummy text of the printing and typesetting. 30%

Lorem Ipsum i dummy text o printing and ty

# Miljøpåvirkning

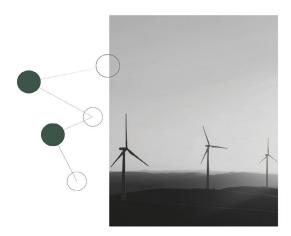
Gjennomsnittlig CO2-utslipp

25,7 <sup>G</sup>

#### Gjennomsnittlig

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum has been the industry's standard dummy.





2

Proces Id Ai + Google Slides



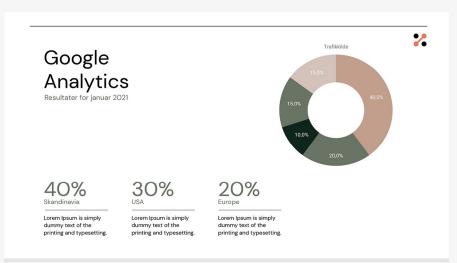


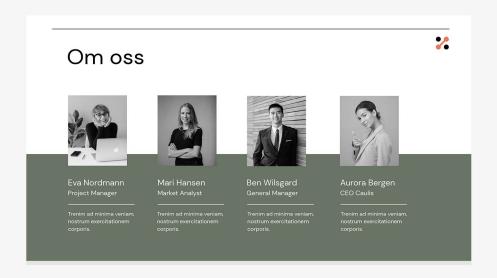


Dialog z klientem zaowocował wspólną wizją: stworzenie minimalistycznej identyfikacji zgodnej z brandbookiem, oddającej aspiracje marki.

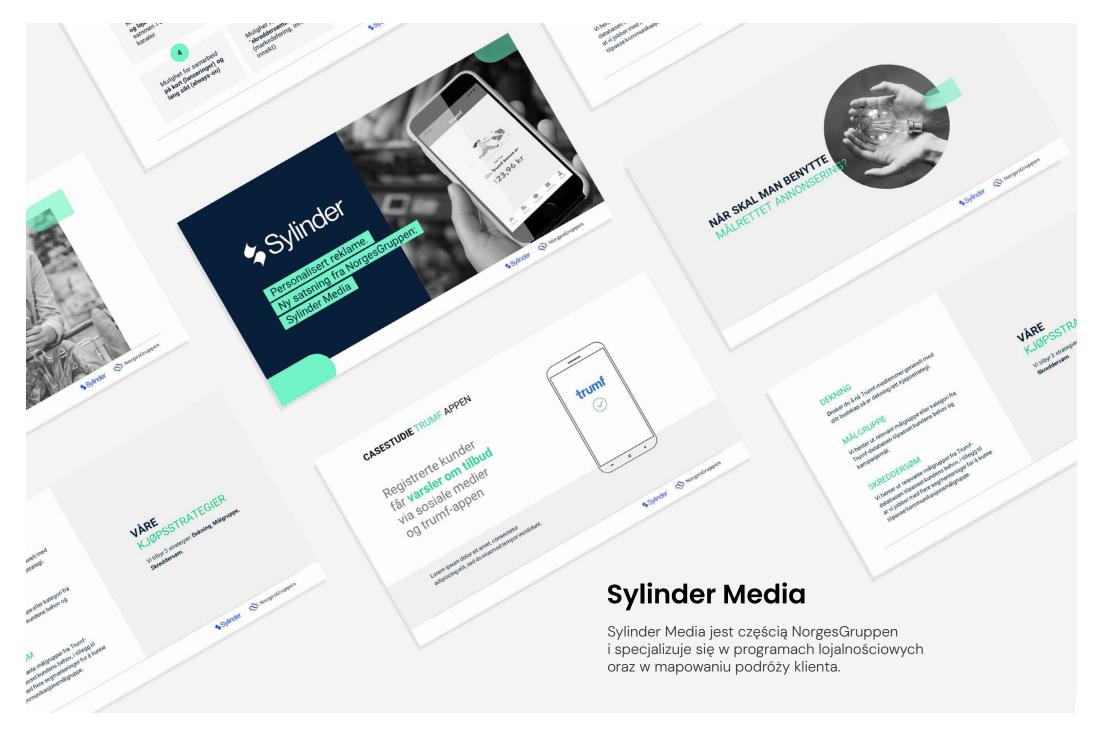
Narzędzia: InDesign + konwersja do Google Slides.

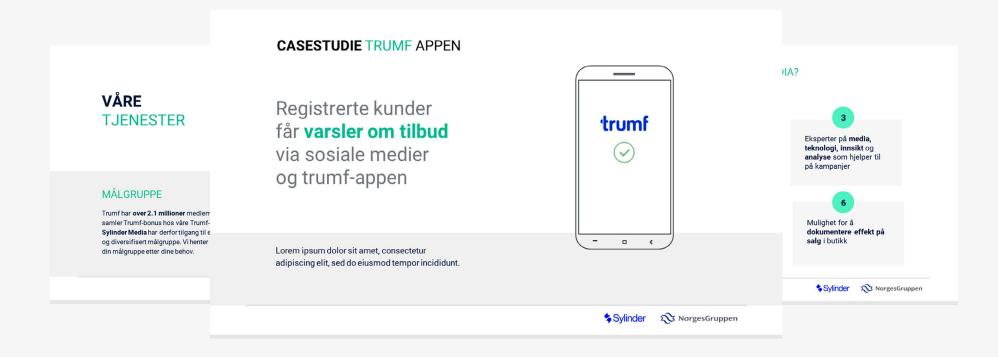












# Aplikacja Trumf: case study

Brief: prezentacja case study dla aplikacji Trumf największego programu lojalnościowego w Norwegii, jako narzędzie do pozyskiwania partnerów b2b.

#### **ATFERDSSEGMENT**

**CASESTUDIE TRUMF APPEN** 

Over 2,4 millioner nordmenn er medlem av Trumf

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.





Sylinder NorgesGruppen

## Proces Id Ai + MS PowerPoint







Prezentacje zaprojektowane w InDesign, finalnie konwertowane do PowerPoint. Wizualną narrację wspierały edytowalne animacje, diagramy i ikony.



Ønsker du å nå Trumf-medlemmer generelt med ditt budskap så er dekning rett kjøpsstrategi.

#### MÅLGRUPPE

Vi henter ut relevant målgruppe eller kategori fra Trumf-databasen tilpasset kundens behov og kampanjemål.

#### SKREDDERSØM

Vi henter ut relevante målgrupper fra Trumfdatabasen tilpasset kundens behov, i tillegg til at vi jobber med flere segmenteringer for å kunne tilpasse kommunikasjonsmålgruppe.

#### **VÅRE**

**KJØPSSTRATEGIER** 

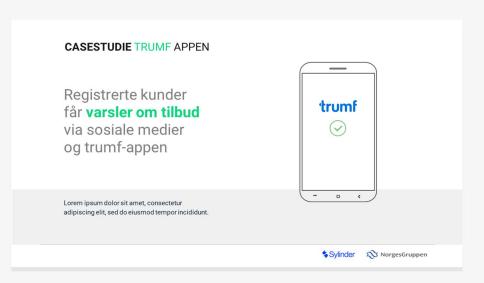
Vi tilbyr 3 strategier: Dekning, Målgruppe, Skreddersøm.













02/05 \_\_\_\_

# Credit Agricole

Credit Agricole to jeden z największych banków detalicznych w Europie.

Polski oddział banku był moim stałym klientem. Moja rola: opracowanie koncepcji i dostarczenie assetów dla ponad 20 kampanii direct mailingu, adresowanych od 30,000 do 100,000 adresatów.

Kampanie / Strategia / Key Visuals



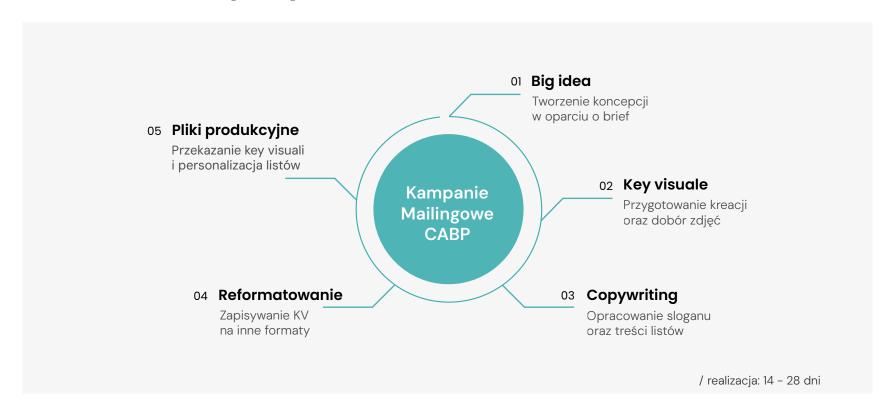
# Kampanie Direct Marketing

Kampanie adresowane od 30 000 do 100 000 klientów banku.





## **Proces kreatywny**



# Zwycięskie projekty

Briefy w większości wysyłane były do kilku agencji, które opracowywały propozycje (koncept + key visual). Klient wybierał najbardziej odpowiadającą koncepcję.

W efekcie, pozyskując projekt, wygrywałem mini przetarg.

Narzędzia:











# Mailing: front

Personalizowana kreacja zawierająca key visuale i treści adresowane do grupy docelowej.



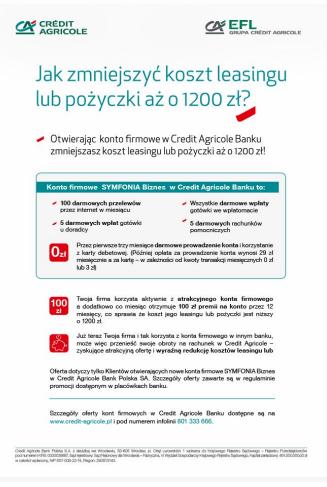
/ key visuale dla konkretnych grup



# Mailing: rewers

Każda z kampanii zawierała kilka wersji listów do klientów.

Treść listów dobrano pod konkretny target.



/ wersje listów zależne od targetu







03/05 \_\_\_\_\_

# Wroclaw Global Forum

Wroclaw Global Forum to międzynarodowe forum polityczno-gospodarcze.

Współpraca obejmowała trzy edycje wydarzenia.

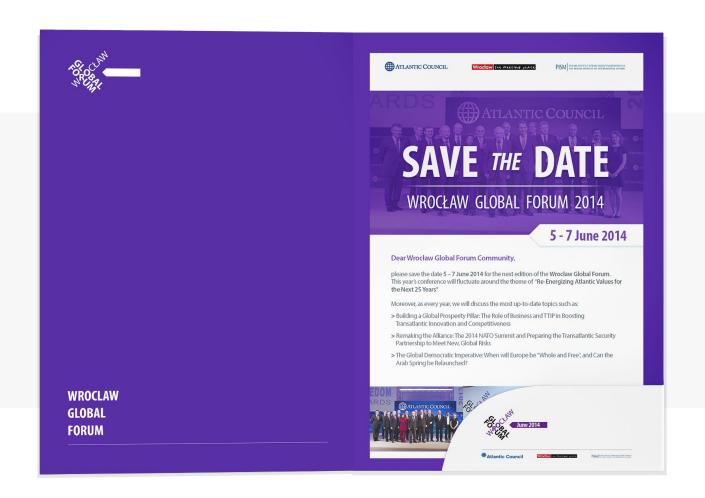
Moja rola: wdrożenie strony www i jej bieżąca edycja; opracowanie i produkcja pakietów dla uczestników, komunikacja elektroniczna i działania brandingowe.

Webdesign / Druk & Digital / Branding

## Pakiety uczestnika

Pakiet Save the Date, wysyłany pocztą.

Format A4, drukowane w CMYK + Pantone.





#### THE CITY OF WROCŁAW

The Forum is held in the City of Wocław, a thirving, cosmopolitan city and a vanguard of innovation where progress, in all of its forms, seems to have no limits. With an ample history spanning over a thousand years, Wocdaw is a place where tradition and experience intertwines with the vibrancy of a dynamic business centre. Every year, Wocław is becoming 'the' place for high-end investments and commerce.

According to the Association of Business Service Leaders in Poland Wocław is the most dynamically developing city in the business services sector in the years 2008–2010. But the city offers much more than innovative business solutions – it is one of the most rapidly developing cities on the cultural map of Poland and Europe. It is also the winner of the European Capital of Culture 2016, which will bring numerous cultural events to the city.

#### WROCŁAW GLOBAL FORUM 2014

In 2014, the Wrodaw Global Forum will examine the progress made since the fall of Communism 25 years ago, but against a backdrop of significant challenges – economic, political, and strategic – now facing the transatlantic partnership. While honoring that progress, we must now turn to securing our future. We must work to strengthen the Atlantic values that have been at the foundation of the transition of Central and Eastern Europe, and that will be essential to future transitions toward stability, prosperity, and demoracy.

At the Wrocław Global Forum, we will examine the real challenges in the world today and ask what the United States and Europe must do to overcome them and build an equally successful path for the next 25 years. In particular, we will focus on

- The Future of Ukraine, etc.
- The Transatlantic Economy, etc.
- Securing the Transatlantic Community and its Values, etc.

We hope you will be able to join us in Wrocław during 5-7 June to discuss these crucial issues for the Atlantic community.

Sincerely yours,

Frederick Kempe President & CEO Atlantic Council Moderation in the second

Rafał Dutkiewicz Mayor of Wrocław H 2 boulu

Marcin Zaborowski Director, Polish Institute of International Affairs





/ format: potrójne A4

## Program wydarzenia

Szczegółowy program na każdy dzień Forum przygotowany w dwóch wersjach: drukowanej oraz online – aktualizowanej na bieżąco.



## Proces i wyzwania Id Ai Ps







Za finalną akceptację projektów odpowiadały wspólnie instytucje z Polski i USA. Wydłużało to proces i stanowiło wyzwanie przy dostarczaniu materiałów na czas.





# Newsletter i komunikacja online

Dzięki użyciu newsletterów HTML, uczestnicy Forum byli na bieżąco informowani o aktualnościach.

Za pomocą newslettera przesłano też indywidualne kody rejestracyjne dla uczestników WGF.







# Kampania informacyjna

Działania brandingowe i outdoorowe promujące Forum objęły umieszczenie nośników na dworcu kolejowym, lotnisku i w strategicznych częściach miasta.

Przygotowane zostały też materiały dla social mediów oraz kampanii informacyjnej online i w prasie. Convention Bureau Wrocław

04/05 \_\_\_\_

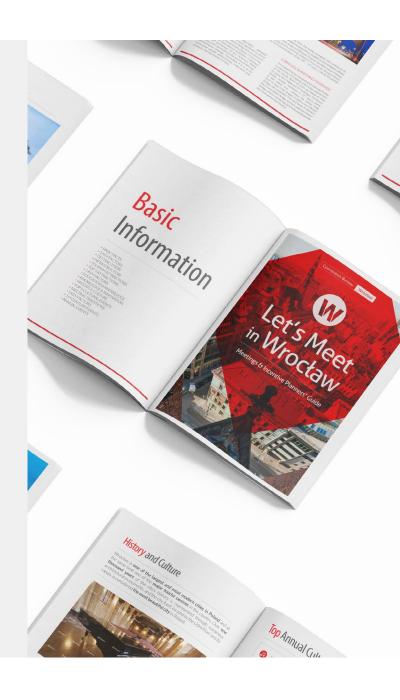
# Convention **Bureau Wrocław**

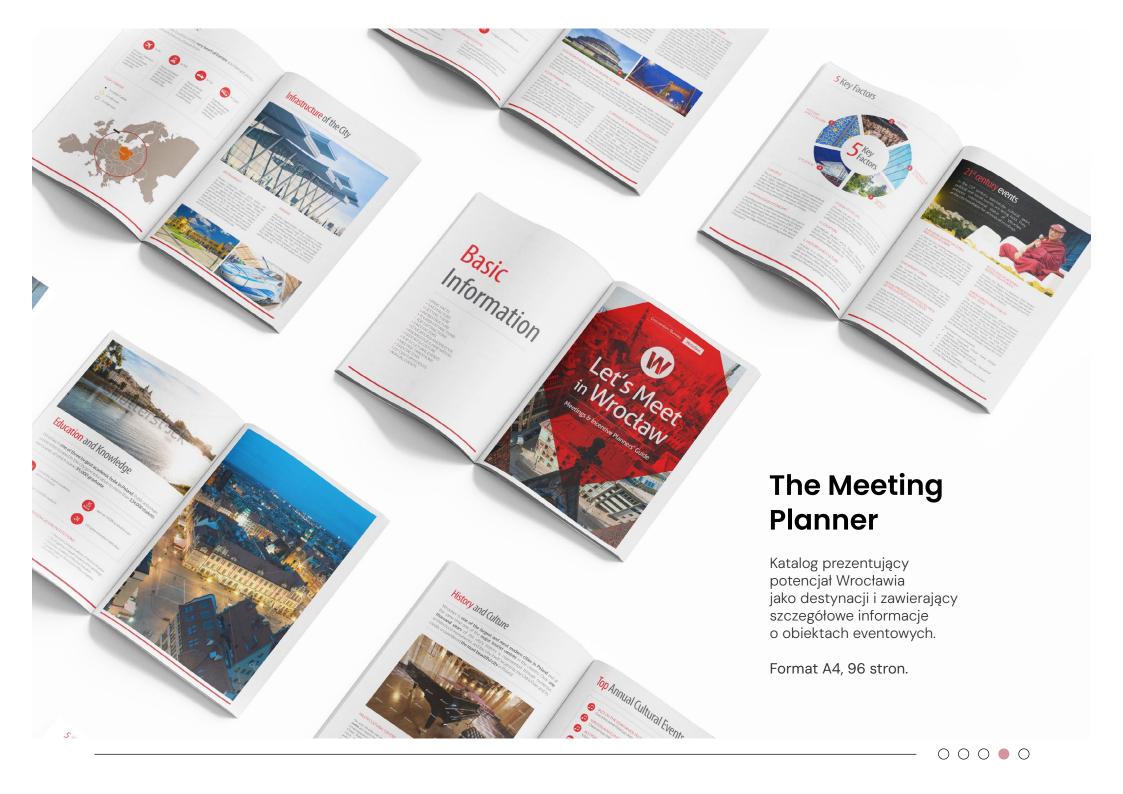
Convention Bureau Wrocław zajmuje się promocją miasta jako destynacji biznesowej.

Pozyskuje również eventy gospodarcze i kulturalne.

Moja rola: W trakcie stałej współpracy opracowałem m.in. "Let's Meet in Wrocław", katalog, który szczegółowo prezentuje ofertę hotelową, konferencyjną i incentive.

Art direction / Druk & Digital / Katalog







## Workflow Id Ai Ps







Katalog wymagał selekcji ponad 300 zdjęć oraz opracowania dużej ilości danych, często przesyłanych bezpośrednio przez obiekty.









## **Meeting** traditions

Wrocław today is building on a **long tradition** as a venue for exhibitions and historically significant events. These gatherings have sparked **international interest** in the city. They also spurred urban renewal projects that changed the city's skyline and enriched its cultural and congress infrastructure.



#### **Events** from early 1900s

#### BRESLAU APPLIED ARTS ASSOCIATION EXHIBITION (1904)

In 1904, the Applied Arts Association of Breslau showed innovative and modern art works.

#### **CENTENNIAL EXHIBITION (1913)**

Officially opened in May 1913, this inaugural event featured a historical exhibition, cultural events, and a landscaping exhibition. Over 100,000 guests visited the exhibition, including Crown Prince Wilhelm.

#### LIVING AND WORKPLACE EXHIBITION

The exhibition showcased avant-garde solutions in construction and interior design, known as WUWA. It was organised by the Deutscher Werkbund

#### **RECLAIMED TERRITORIES EXHIBITION (1948)**

This post-war celebration showcased the Polish achievements of settlements on the Recovered Territories of western Poland after the World War II. Exhibition attracted 2.5 million visitors over a period of 100 days.

#### THE WORLD CONGRESS OF INTELLECTUALS FOR PEACE (1948)

This international meeting brought together 400 delegates from 46 countries, including Pablo Picasso, Berthold Brecht, Irene Joliot-Curie, Anna Seghers, Jorge Amado and Mikhail Sholokhov.



# 21st century events In the 21st century spectacular cultural, sports, political and social events are held in the city. They enhance the strong status of Wrocław as the city ideal for all kinds of meetings.

#### EUROPEAN SUMMIT OF CITIES AND REGIONS (2005)

In 2004, ten new countries joined the European Union and one year after, the European Summit of Cities and Regions was organized in Wrocław. The Summit gathered over 300 presidents and mayors of major EU cities, as well as presidents of regional parliaments and leaders of European and national associations of local and regional authorities.

#### EUROBASKET (2009)

FIBA Europe's European Championships in Men's Basketball were held in Poland. Wioclaw was one of seven cities, which in September 2009 had a pleasure to host national teams of Poland, Turkey, Lithuania and Bulgaria. The whole Tournament took place in the Centennial Hall.

#### POLISH PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION (2011)

In the second half of 2011, Poland has taken over the Presidency of the Council of the European Union for the first time. Wrocals had the pleasure to host the Committee on Culture and Education (CULT) during the European Culture Congress. One of the main tasks of the Congress was to provide a place for discussion on the changing definition of culture and development.

#### KLITSCHKO VS. ADAMEK BOXING NIGHT (2011)

Wroclaw City Stadium in September 2011 became the place of a prestigious boxing event. The Fight between Vitali Kiltschko and Tomasz Adamek took place at over 40,000 audience. It was the grand opening event for the new Wrocław Stadium.

#### WROCŁAW GLOBAL FORUM (2010 - 2014)

The international transatlantic annual conference aiming at strengthening the voice of Central Europe as a strong partner in the transatlantic community and a leader on global values has been held in Worchaw since 2010. Every year Forum brings together over 350 policy-makers and business leaders.

#### THE ATLANTIC COUNCIL FREEDOM AWARDS GALA

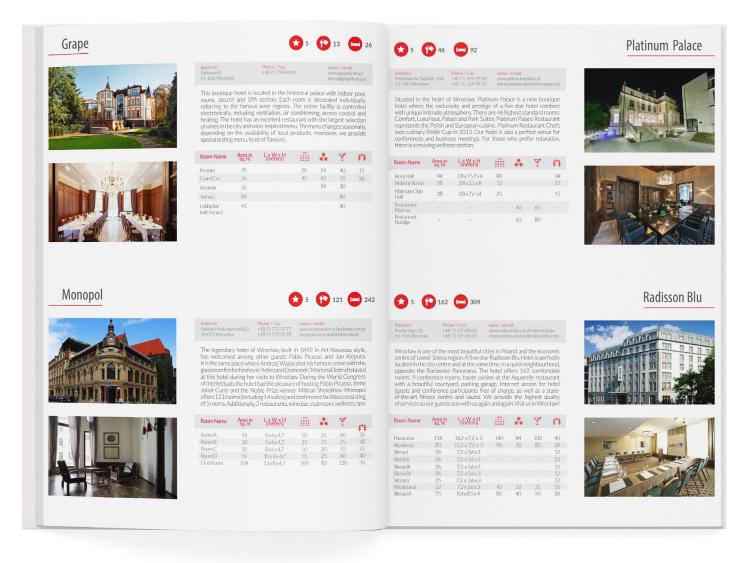
The WGF has also become the home of the Atlantic Council Freedom Awards, which recognize extraordinary individuals and organisations that defend the cause of freedom globally. Past Freedom Award recipents:

- Tadeusz Mazowiecki, Former Polish Prime Minister
- Malala Yousafzai, Pakistani activist
- $\bullet \ {\it Wladyslaw Bartoszewski, International Auschwitz Council}$
- Javier Solana, former NATO Secretary General
- John McCain, US Senator

Wrocław jest jednym z największych polskich miast i Europejską Stolicą Kultury w 2016 r.



Katalog prezentuje potencjał miasta jako destynacji dla turystyki biznesowej.



Szczegółowe dane zostały pokazane w przejrzystych i czytelnych tabelach.



## **Top 5** Attractions

#### 1. THE MARKET SQUARE

The Market Square is the heart of the city that throbs with life at any time of day or night. It is one of the biggest urban-planning undertakings of this type in Europe. Its surface: 3,7 ha (212 X 173 m). At its centre are situated the Cloth Hall and the edifice of the Town Hall, which is a unique monument of gothic and renaissance architecture. The elements of its design are connected with history and symbolism of Wroctaw – the oldest city's cost of arms created in 1534 is to be found atop the 66-meter tower. Inside the Town Hall, the former seat of the city authorities, Museum of Townspeople's Art is located. Before dusk falls and we succumb to the charms of the city's night-life, which is extremely varied on the Market Square.

#### 2. THE UNIVERSITY OF WROCŁAW

The University of Wrocław is situated in the biggest baroque complex of the city, formed by old Jesuit Academy and Church. It is the oldest alma mater in Wrocław that celebrated its 300° anniversary in 2002. The main edifice comprises the Museum of the University of Wrocław, which hides the pearl of the Lower Silesian Baroque – Aula Leopoldina. The musical recess of the University is Cratorium Marianum – the hall where nowadays, like 200 years ago, concerts by distinguished artists take place. Science enthusiasts will certainly be interested in the former astronomical observatory situated in the Mathematical Tower – we can admire its old equipment, including the astrolabe of 14° nectury.







### **Tourism** Attractions

Wrocław, the **capital city of Lower Silesia**, the fourth biggest city in Poland, is not only a dynamic economic centre, but also one of the most beautiful cities in Poland and in Europe. Its cultural offer can successfully compete with that of other European metropolises.

Its magnificent Market Square and boulevards along the Odra River invite you for day and night walks; at night during summer and spring you may admire breath-taking illuminations of bridges and monuments on the Odra River.

Thousands of tourists who visit our city more and more willingly are the best testimony to

openness and hospitality of Wrocław inhabitants. In 2016, Wrocław, alongside the Spanish city of Donostia-San Sebastian, will boast the honour of the European Capital of Culture. This is the most recognizable initiative of the European Union in the area of culture, and it is considered an exceptionally prestigious distinction for each citywhich receives the title.

#### 3. OSTRÓW TUMSKI (THE CATHEDRAL ISLAND)

The oldest part of Wrocław. Surrounded by waters of the Odra River, the former stronghold is comprised of beautiful architectural monuments. The most grandiose amongst them are gothic St. John the Baptist's Cathedral and Holy Cross Church that were restored after the War. There is also Archdiocesan Museum, the oldest museum in Wrocław to have maintained continuity – it has been gathering sacral art's relics that, willthdrawn from cult use, have great historical and artistic value. We can find amongst them the Henrykowska Book of the 139 – 149° century with the first sentence written in Polish.

#### 4. CENTENNIAL HALL

The Centennial Hall (Jahrhunderthalle), generally considered to be one of the most significant works of the 20° century architecture. Designed by an eminent architect Max Berg, it was constructed in 1913 on the occasion of the international exhibition organised on the 100° anniversary of the victorious Battle of Leipzig which was fought in the course of German Anti-Napoleonic campaign. Nowadays, it is a venue where great trade-fairs and prestigious events are held.

#### 5. BRIDGES AND ISLANDS

The Odra River, its tributaries and canals make Wrocław a unique city of 12 islands, which is also called the Venice of the North. Banks of rivers and islands are linked by some 90 bridges and 27 footbridges. The Piaskowy Bridge, already mentioned in 12<sup>th</sup> century sources, is the oldest one, whereas the Warsaw Bridge (229 m long) is the longest. The most famous is the Grunwaldzki Bridge, formerly being called the Emperor's Bridge, owning its popularity to its suspended structure.

Planner zawiera sekcje dedykowane atrakcjom turystycznym i incentive.



05/05 \_\_\_\_\_

# Hurtigruten

Hurtigruten Norway oferuje rejsy wzdłuż wybrzeża, łącząc turystów i lokalne społeczności. Hurtigruten Expeditions ma w ofercie ekspedycje do m.in. Antarktyki, Galapagos i Arktyki. **Moja rola:** in-house designer w firmowym Media House.

Praca z szerokim zakresem kanałów: druk, digital, edycja wideo i elementy UI/UX.

Strategia & design / UI & UX / web, digital, druk

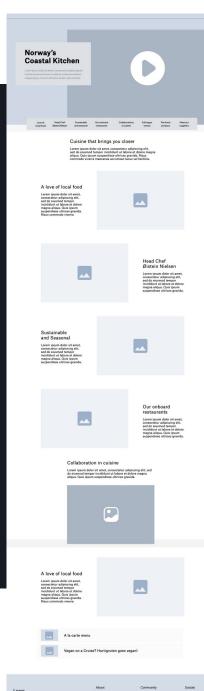


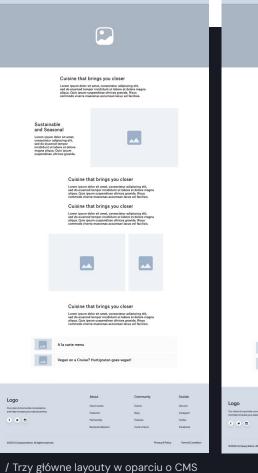


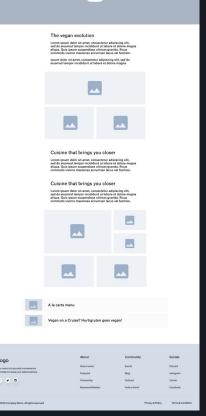
/ Halvar Ellingsen i Astrid Nässlander; zdjęcia wyedytowane z filmów

# Culinary Ambassadors

Astrid i Halvar są znanymi norweskimi szefami kuchni i twarzami projektu CA.





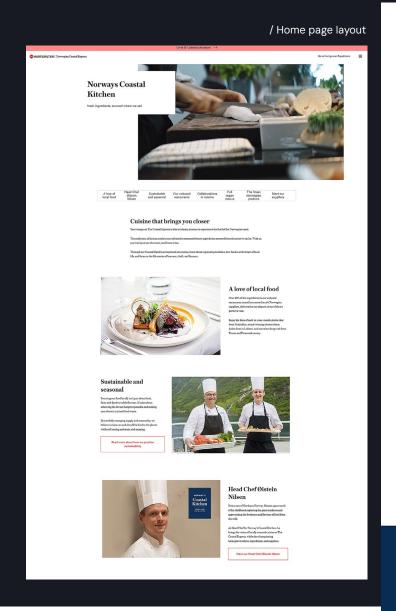


Figma

# Strategia i web launch projektu

Jako część Media House, współtworzyłem strategię dla launchu projektu.

Byłem też odpowiedzialny za wszystkie szkice i makiety wdrażane przez Web Team.





Xd Ps

# Web design

Prototypy Adobe XD zostały dopasowane do możliwości CMS.



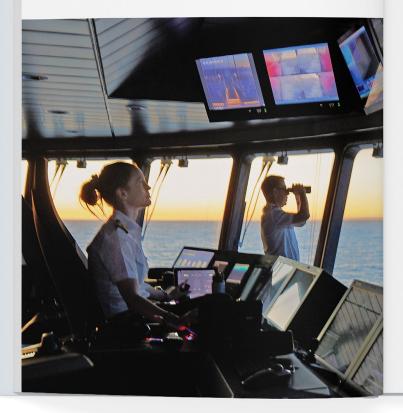
# Raport ESG 2021

Pierwszy pełny raport ESG autorstwa Hurtigruten Group.

Projekt wymagał prezentacji dużej ilości informacji w atrakcyjny wizualnie sposób, przy współpracy z copywiterem i managerami w obrębie całej Grupy. About Hurtigruten Group Environment Social Governance ESG Performance Data Our Businesses About This Report

### **Diversity and Inclusion**

The business case for Diversity and inclusion (D&I) is stronger than ever. According to management consultancy firm McKinsey & Company, the likelihood of financial outperformance is stronger with gender, ethnic and cultural diversity in corporate leadership. More importantly, it's the right thing to do. And we believe that a diverse and inclusive workforce is crucial to delivering employee satisfaction and unique products to our group of global guests.



About Hurtigruten Group Environment Social Governance ESG Performance Data Our Businesses About This Report

#### An industry lighthouse for Diversity and Inclusion

We have no doubt that Diversity and Inclusion is fundamental in securing satisfaction and wellbeing for employees, that it creates unique experiences for our guests and drives profitability. We have been a company with a diverse group of employees in terms of nationality and gender for many years, but we still have a way to go in how we bring diversity into all areas of our business. And so we have set clear ambitions. As any company with a diverse workforce would attest, we recognise that we have challenges, and that inclusion is not a one-off project or something on a checklist. Achieving diversity and inclusion is a constant process of change. Our ambition is to make Hurtigruten Group an industry lighthouse for Diversity and Inclusion (D&I). We believe it should be an integral part of who we are and how we work.

To take the next step, we have embarked on a D&I programme together with a leading D&I advisory company, who will support us in getting the right evidence-based strategy, policies, training and continuous development in place. We are in the process of mapping out the current status via an internal HR audit of routines and procedures, and a company-wide employee survey. The audit aims to understand where we need to improve and/ or implement routines for diversity in recruitment, retention, turnover and talent development. The survey, named Can you bring your whole self to work? will give us the insight needed to roll out a global educational campaign that will focus on levelling the playing field when it comes to awareness on diversity, equity and belonging at Hurtigruten Group, and what it means to be a consciously inclusive colleague. The aim is to ensure all leaders and colleagues are committed to role modelling consciously inclusive behaviours, starting with an Inclusive Leadership

Our new Diversity and Inclusion policy will go live during the spring of 2022, and will include a set of KPIs. The policy will focus on internal processes and procedures, setting the right KPIs and a continuous learning offering. In advance of our new policy, we have set a clear target for gender balance in the company, aiming for a higher percentage of women in leadership positions on land and at sea.

## Our systematic approach to securing Diversity and Inclusion

#### Why is this material?

We believe that Diversity and Inclusion is fundamental in securing satisfaction and wellbeing for employees, that it creates unique experiences for our guests and drives profitability—and that it's the right thing to do

#### 3 How is it managed?

Our Executive Management Team is accountable for implementation of the D8 istrategy and targets. An appointed D81 Steering Committee approves initiatives and monitors their achievement. A separate project team is responsible for project execution, and all business units are responsible for driving and executing initiatives.

#### What is our target?

Women in leadership positions

40% women in senior leadership by 2026 35% female officers by 2035

#### ✓ How did we perform in 2021?

Executive Management Team: 50%
Senior leadership level: 32%
Captains: 4%
Senior officers / leadership on board: 12%
Nationalities: 61
Gender pay gap\*: 88%

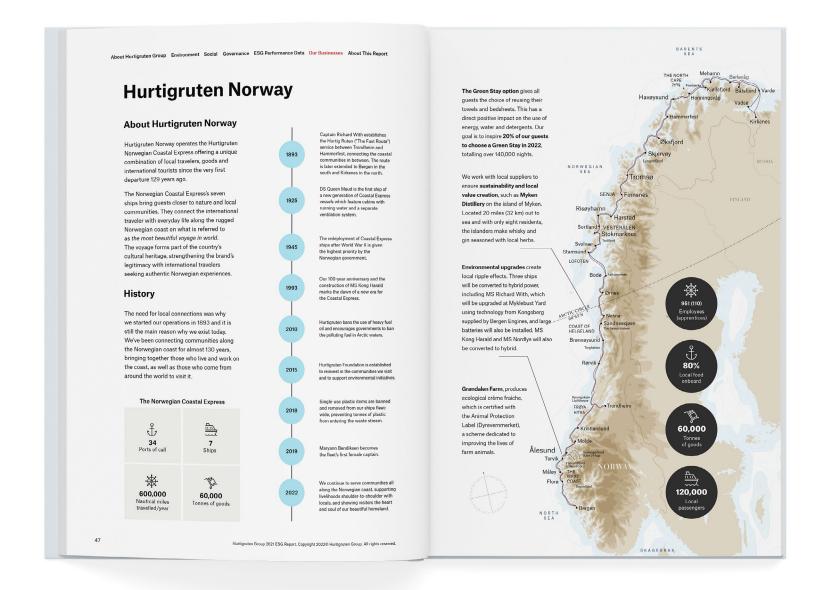
Gender pay gap\*: 88% Women on ships: 30% Women in HRG: 39%

\*Women's average salary as a percentage of men's

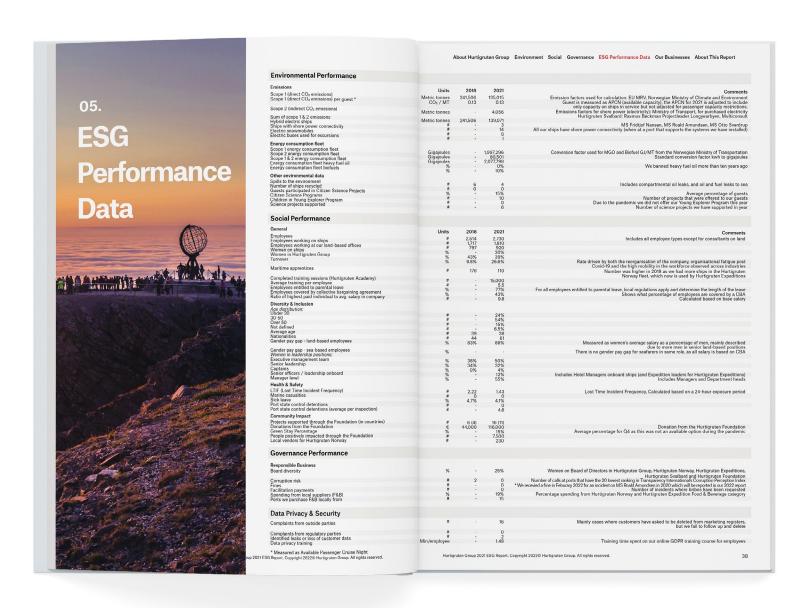
Hurtigruten Group 2021 ESG Report. Copyright 2022® Hurtigruten Group. All rights reserved.

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Liczący 64 strony raport wymagał starannej selekcji ponad 50 zdjęć.



Dzięki użyciu ilustracji i tekstu w kolumnach powstał przejrzysty i czytelny układ.



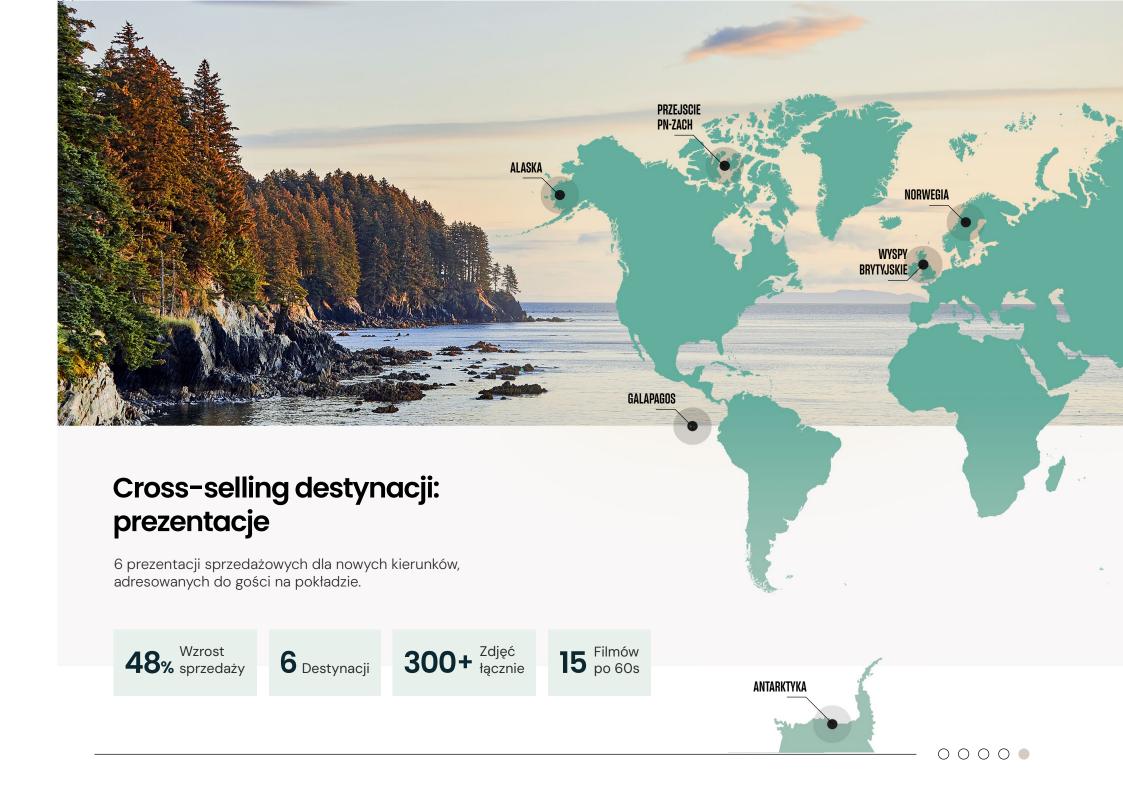
Szczegółowe dane dotyczące działań ESG, przedstawione w czytelnych tabelach.

























BALD EAGLE



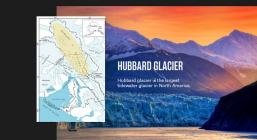












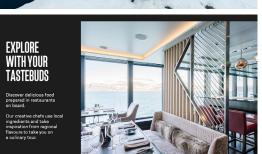


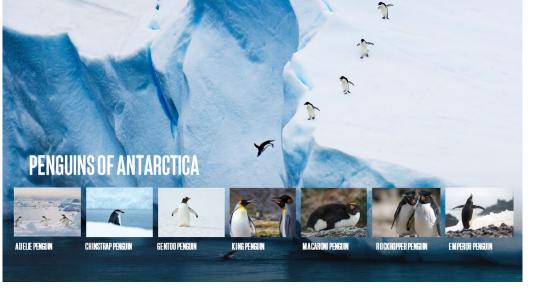










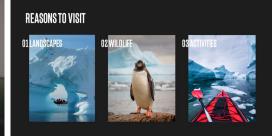




















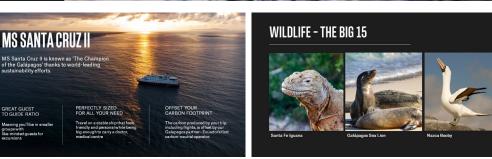






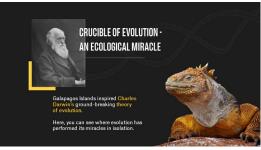


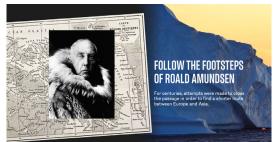
























POLAR BEARS

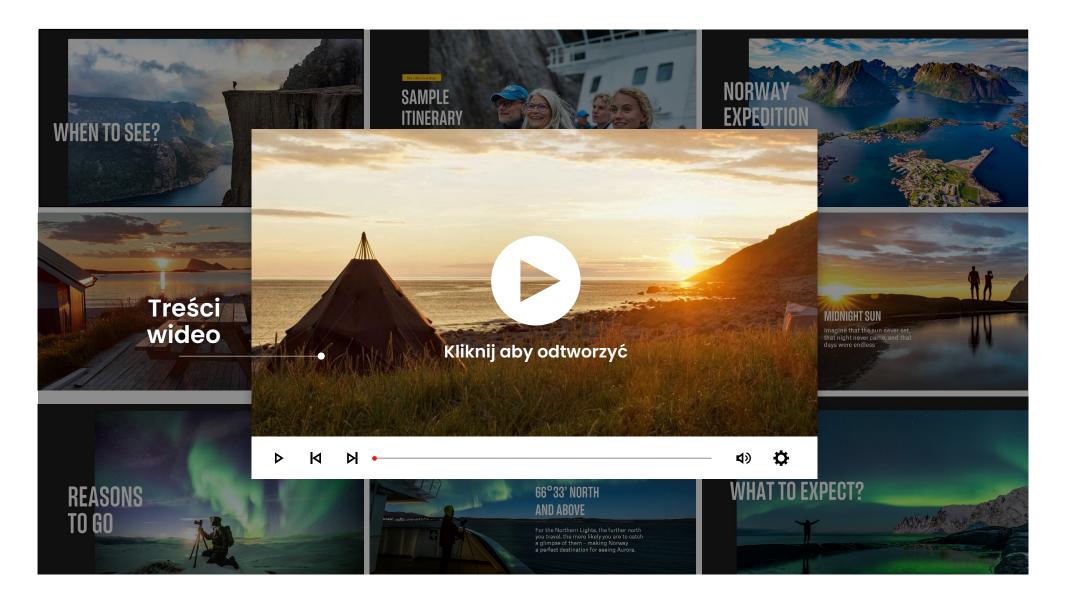












Dzięki za uwagę!

# Porozmawiajmy

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