



BART PYCHYŃSKI

PORTFOLIO

ABOUT ME



GRAPHIC DESIGN

WEB DESIGN

DIGITAL DESIGN

BRAND IDENTITY

FRONT-END DEVELOPMENT

UI/UX

DIGITAL STRATEGY

I'm Bart, a graphic and web designer based in Athens, working across branding, web design, and digital content for over a decade.

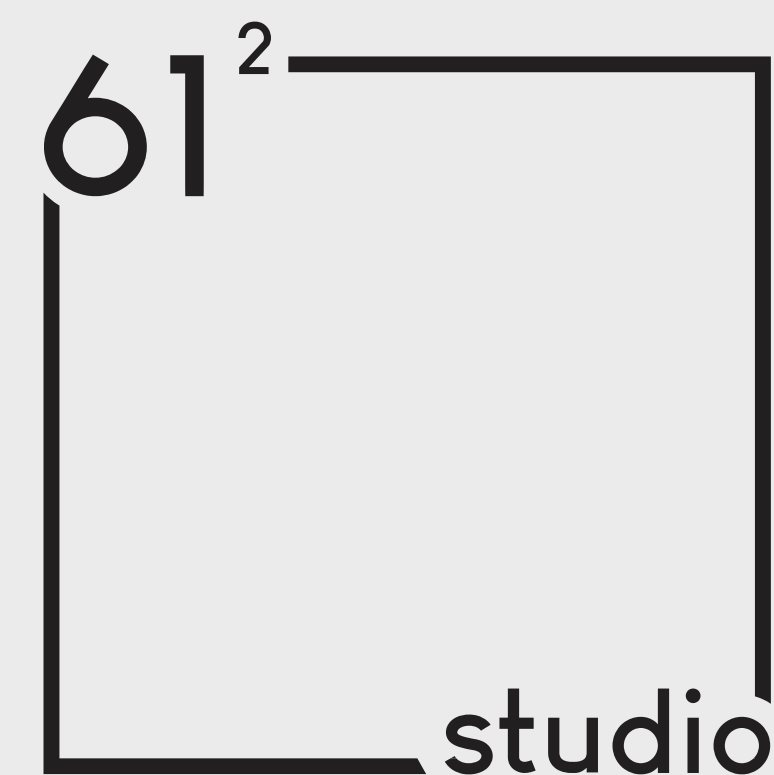
My path has been a mix of hands on production and technical problem solving, from building brand identities and print work early on, to designing and coding HTML newsletters for enterprise clients, to developing full websites and digital experiences today.

I like sitting at the intersection of design and code. Being comfortable across the full toolset, from visual design software to hand coded front end, means I can take a project from concept to a fully working product without losing the original idea along the way. Experience in CRM and newsletter work taught me to design with data and performance in mind, not just aesthetics. A/B testing, engagement, and real world results shaped how I approach visual decisions.

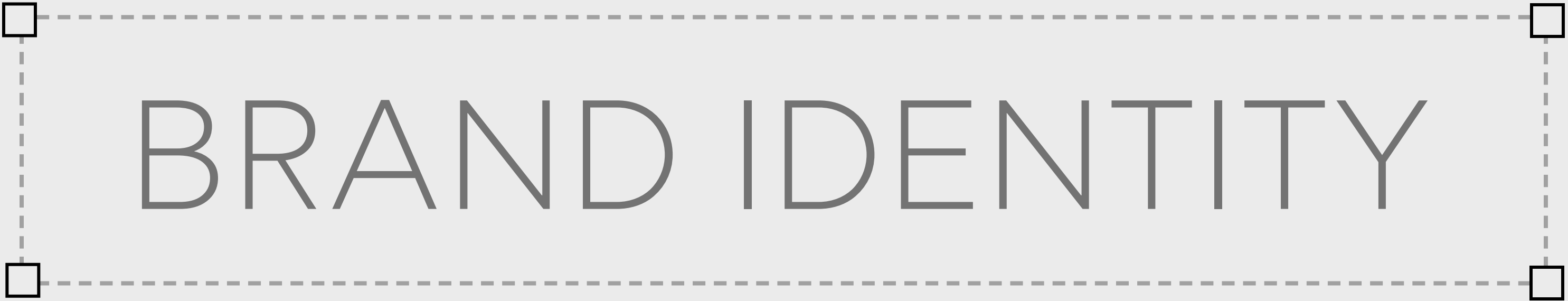
As a freelancer I help small businesses and personal brands build identities, websites, and content that actually work for how they operate. No bloated processes, just clear, considered design.



LOGOFOLIO







BRAND IDENTITY

Linky

Industry: Ticketing & SaaS

Year: 2022

Goal: Design a brand identity flexible enough to unify a consumer app and a business SaaS platform under one visual system.

Problem to solve: Build an identity that speaks to independent artists (creative, informal, energetic) and venues/business operations.





2.1 COLOR PALETTE

HEX: 43AA6F
RGB: 67 · 70 · 111
CMYK: 73 · 9 · 75 · 0

HEX: 8AD0A9
RGB: 138 · 208 · 169
CMYK: 34 · 0 · 19 · 18

HEX: C5E8D4
RGB: 197 · 232 · 212
CMYK: 15 · 0 · 9 · 9

Green is the core colour and should be the most dominant colour in any designs.

HEX: 0A2E36
RGB: 10 · 46 · 54
CMYK: 81 · 15 · 0 · 79

HEX: 2093AC
RGB: 32 · 147 · 172
CMYK: 81 · 15 · 0 · 33

HEX: 86D7E9
RGB: 134 · 215 · 233
CMYK: 42 · 8 · 0 · 9

Denim color is a secondary color and should be used as 'pops' of colour alongside the more dominant Green.

HEX: EE6055
RGB: 238 · 96 · 85
CMYK: 0 · 60 · 64 · 7

HEX: F49690
RGB: 244 · 150 · 144
CMYK: 0 · 39 · 41 · 4

HEX: FBDCDA
RGB: 251 · 220 · 218
CMYK: 0 · 12 · 13 · 2

Pale Red is a seconddary color as well and should be uses in order to idicate the importance in viusal communication.

HEX: E6E6E6
RGB: 230 · 230 · 230
CMYK: 0 · 0 · 0 · 10

HEX: 808080
RGB: 128 · 128 · 128
CMYK: 0 · 0 · 0 · 50

The greyscale should be used especially for text along the visual communication, especially on the white background.

Zen Maru Gothic is a rounded san serif family that gives a soft and natural impression due to the deep rounds in the corners. Because of this unique soft impression the thin weight is also easy to use in any scenes. Cute and fashionable, soft and easy for any communications.

This font is licensed under the Open Font License.

Abcd ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω
1234567890!@#\$\$%^&*

Light • Used for body copy and captions.

Abcd ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω
1234567890!@#\$\$%^&*

Regular • is perfect for paragraphs and long blocks of copy as it's clean and easy to read.

Abcd ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω
1234567890!@#\$\$%^&*

Medium • is handy for subheaders or for bits of information we think are important but we don't want to shout too loud.

Abcd ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω
1234567890!@#\$\$%^&*

Bold • is great for headers and highlighting important pieces of information we really don't want our readers to miss.

4. ICONS

Icons play a large role in the linky brand strategy and it's content.
Icon's primary role is to guide a visitor or a reader through the better visual communication.



elements from the brand identity document given to the customer



elements from the brand identity document given to the customer

GunGan

Industry: Manufacturing (Inflatable Attractions)

Year: 2023

Goal: Design a brand that presents a technical, safety-certified product range as trustworthy and premium, while staying playful enough to match the product itself.

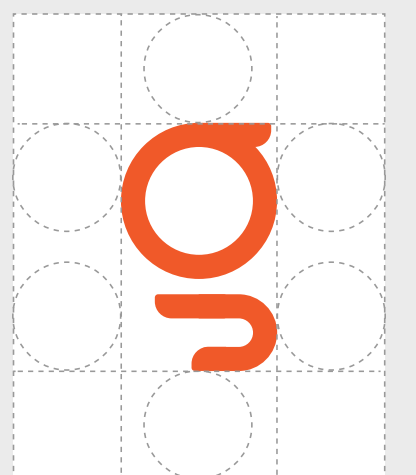
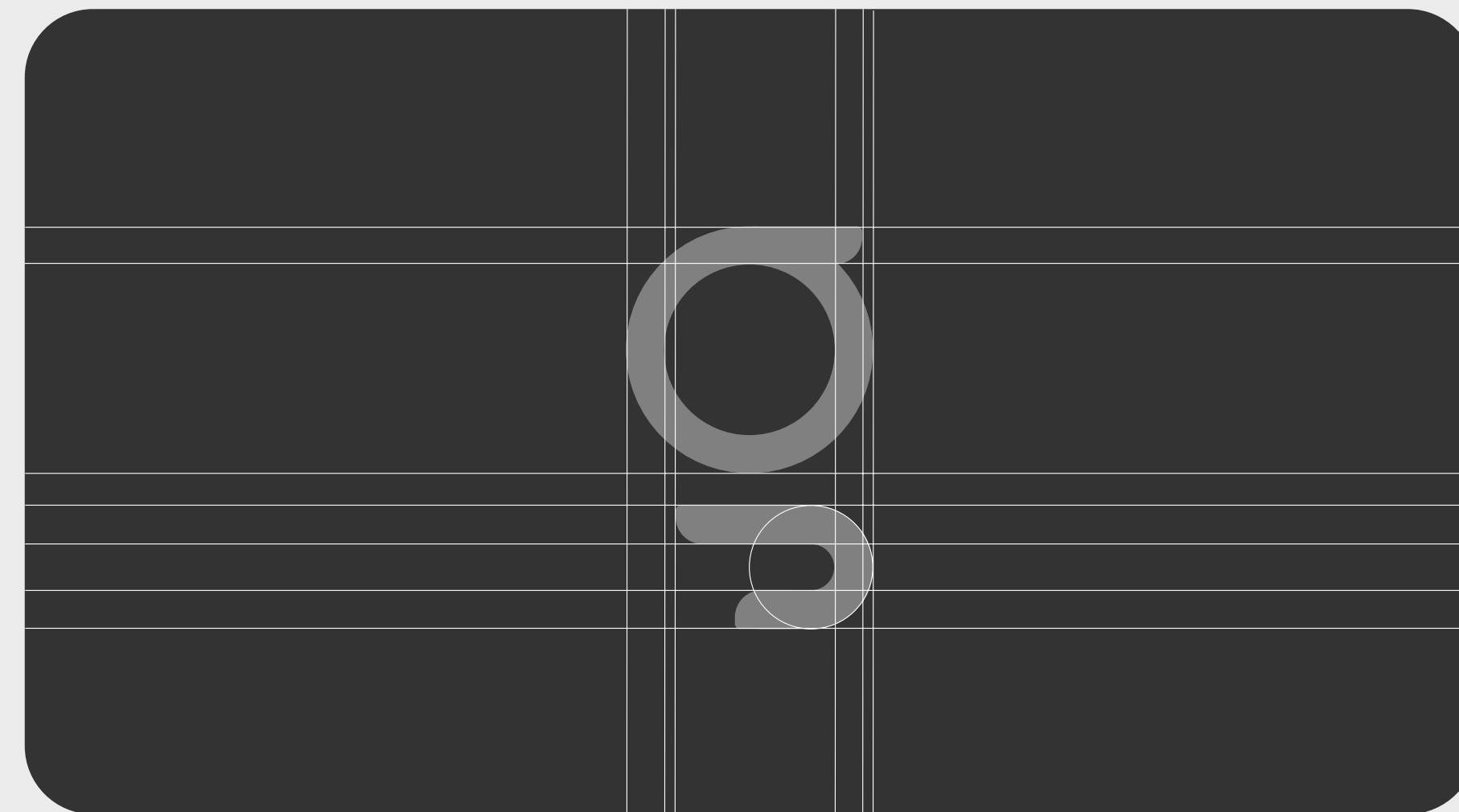
Problem to solve: Balance two competing needs in one storefront, B2B buyers (rental businesses, event organizers) who need specs, certifications, and pricing clarity, and the emotional, colorful appeal of the product itself, without the visual communication feeling either too corporate or too childish.



 GUNGAN

 GUN
GAN





COLOR PALETTE

ORANGE

HEX: F05A28

C: 0%
M: 80%
Y: 95%
K: 0%

R: 240
G: 90
B: 40

PANTONE: 172 C

BLUE DENIM

HEX: 003049

C: 100%
M: 76%
Y: 46%
K: 44%

R: 0
G: 48
B: 73

PANTONE: 2767 C

WHITE TO BLACK

C: 0%
M: 56%
Y: 56%
K: 0%

R: 255
G: 139
B: 108

HEX: FF8B6C

PANTONE: 170 CP

: 85%
M: 40%
Y: 20%
K: 1%

R: 11
G: 127
B: 168

HEX: 0B7FA8

ANTONE: 7689 C

PRIMARY TYPEFACE

ExtraLight

ABCĆDEĚFGHIJKLŁMNOÓPQRSŚTUVWXYZŻŹ
aḡbcćdeęfghijklłmnopqrsśtuvwxyźżz
1234567890!@#€\$%^&*()<>?/

Regular

ABCĆDEĚFGHIJKLŁMNOÓPQRSŚTUVWXYZŻŹ
aḡbcćdeęfghijklłmnopqrsśtuvwxyźżz
1234567890!@#€\$%^&*()<>?/

Bold

ABCĆDEĚFGHIJKLŁMNOÓPQRSŚTUVWXYZŻŹ
aḡbcćdeęfghijklłmnopqrsśtuvwxyźżz
1234567890!@#€\$%^&*()<>?/

Black

ABCĆDEĚFGHIJKLŁMNOÓPQRSŚTUVWXYZŻŹ
aḡbcćdeęfghijklłmnopqrsśtuvwxyźżz
1234567890!@#€\$%^&*()<>?/



GUNGAN

Marcin Szewczyk
dyrektor zarządzający

+48 533 353 596
kontakt@gungan.pl
www.gungan.pl

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www.gungan.pl

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kontakt@gungan.pl
www.gungan.pl



Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Signature



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Signature



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Signature



Boczna 4/310, 50-502 Wrocław



Boczna 4/310, 50-502 Wrocław



kontakt@gungan.pl



+48 533 353 596



www.gungan.pl



Dear Mr. Smith,

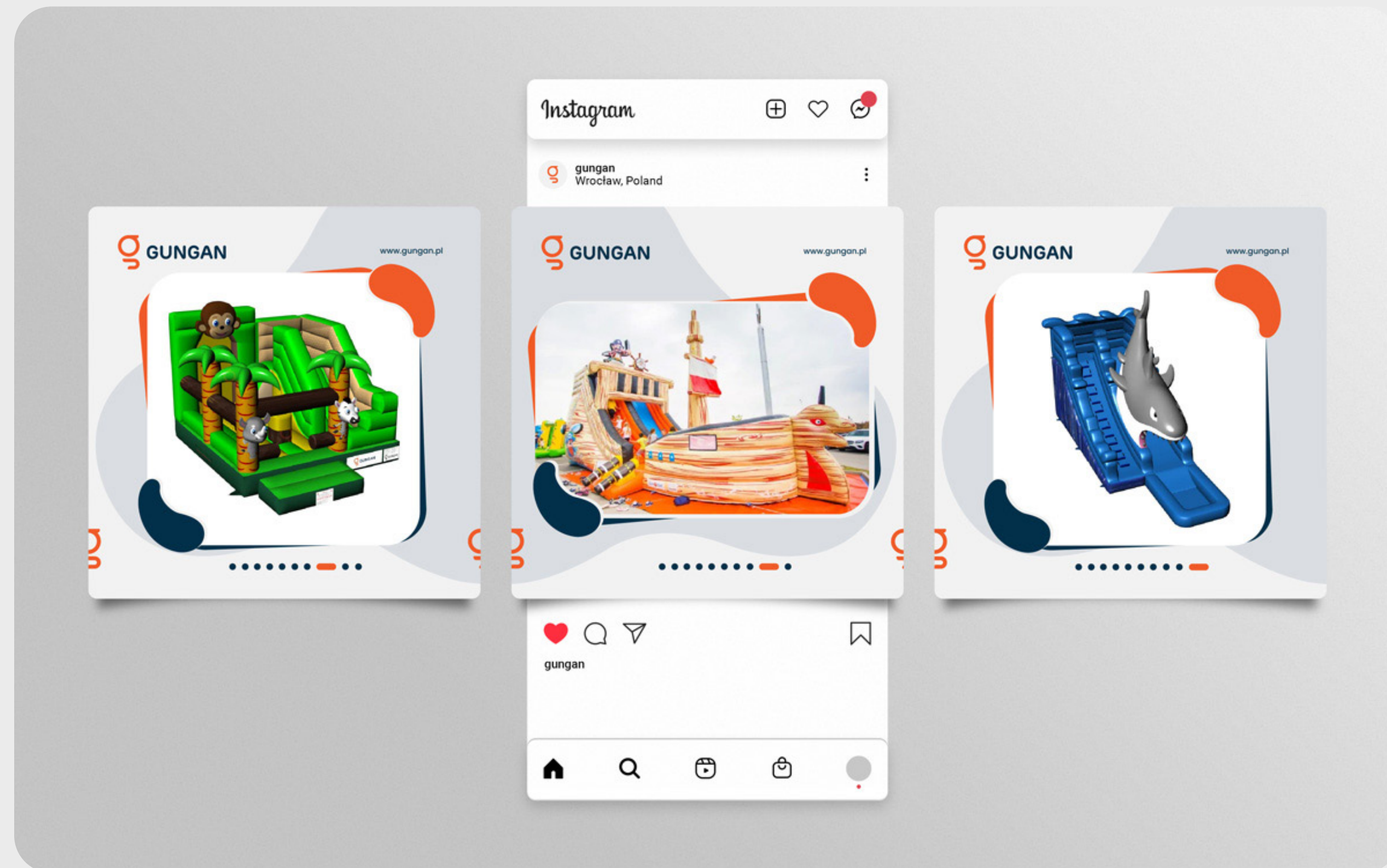
March. 20, 2021

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Signature

SOCIAL MEDIA CAROUSEL & ADS



elements from the brand identity document given to the customer



E-MAIL SIGNATURE & ITS HTML CODE



Marcin Szewczyk

Dyrektor Zarządzający

+ 48 533 353 596 | kontakt@gungan.pl | www.gungan.pl



GunGan Sp. zo.o. • NIP: 8992819315
Adres do korespondencji: Boczna 4, 50-502 Wrocław

elements from the brand identity document given to the customer

```
<!DOCTYPE html>
<html>
<head>
<meta charset="UTF-8">
<link href="https://fonts.googleapis.com/css2?family=Poppins:wght@400;600;700&display=swap"
rel="stylesheet">
</head>

<body style="margin:0;padding:0;background:#ffffff;">

<table cellpadding="0" cellspacing="0" border="0" width="900" style="font-
family:'Poppins',Arial,Helvetica,sans-serif;color:#0b3554;">

  <tr>
    <!-- Logo -->
    <td width="150" valign="top" style="padding:20px 20px 0 20px;">
      <a href="#">
        
      </a>
    </td>

    <!-- Content -->
    <td valign="top" style="padding-top:20px;">

      <!-- Name -->
      <div style="font-size:28px;font-weight:700;line-height:32px;">
        Marcin Szewczyk
      </div>

      <!-- Position -->
      <div style="font-size:22px;line-height:34px;">
        Dyrektor Zarządzający
      </div>

      <!-- Contact -->
      <div style="font-size:20px;line-height:34px;color:#0b3554;">

        <a href="tel:+48533353596"
          style="color:#0b3554;text-decoration:none;">
          +48 533 353 596
        </a>

      </div>

    </td>
  </tr>
</table>
```

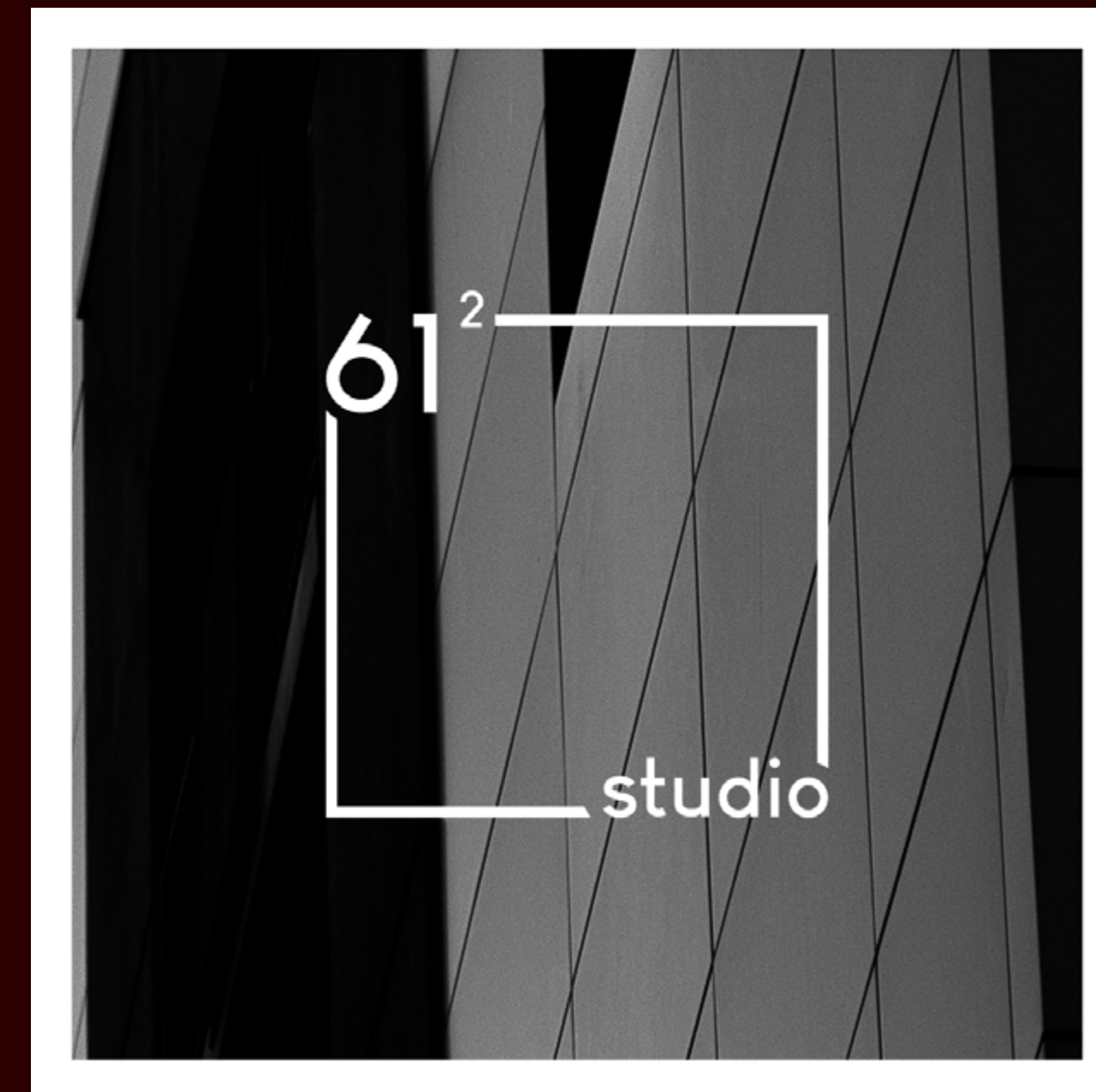
Square61Studio

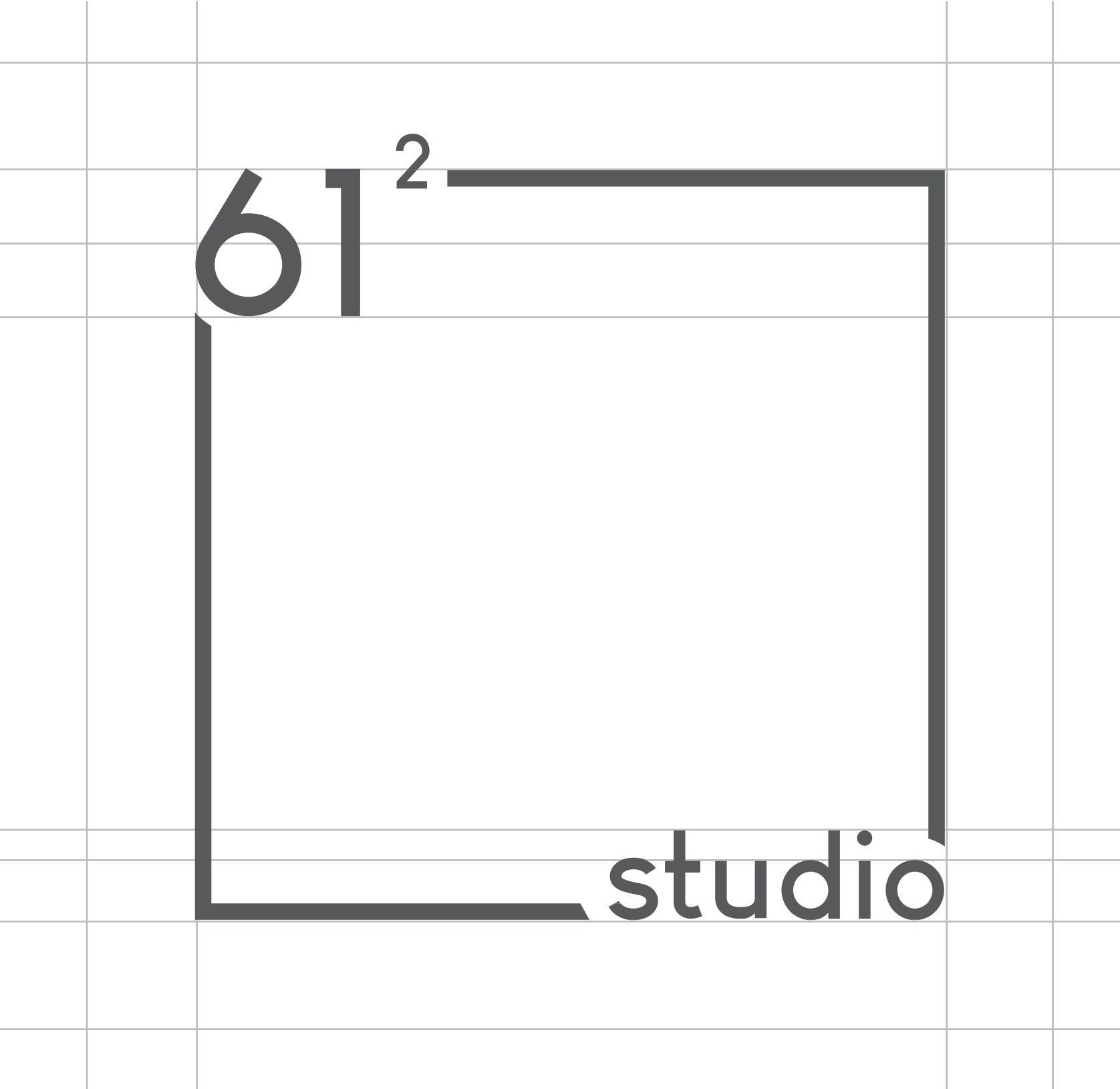
Industry: Architecture & Design Studio

Year: 2024

Goal: Design a complete brand identity, visual identity, website, and print material that reflects a modernist, materials-driven architecture practice.

Problem to solve: Translate an architecture studio's design philosophy (clarity, restraint, natural materials, human-centered spaces) into a brand system that feels as considered and quiet as the buildings themselves, across digital and print touchpoints.





White

RGB: 255 255 255
CMYK: 0% 0% 0% 0%
HEX: #ffffff

Snowflake

RGB: 241 242 242
CMYK: 0% 0% 0% 5%
HEX: #f1f2f2

Neo Tokyo Grey

RGB: 188 190 192
CMYK: 0% 0% 0% 30%
HEX: #bcbec0

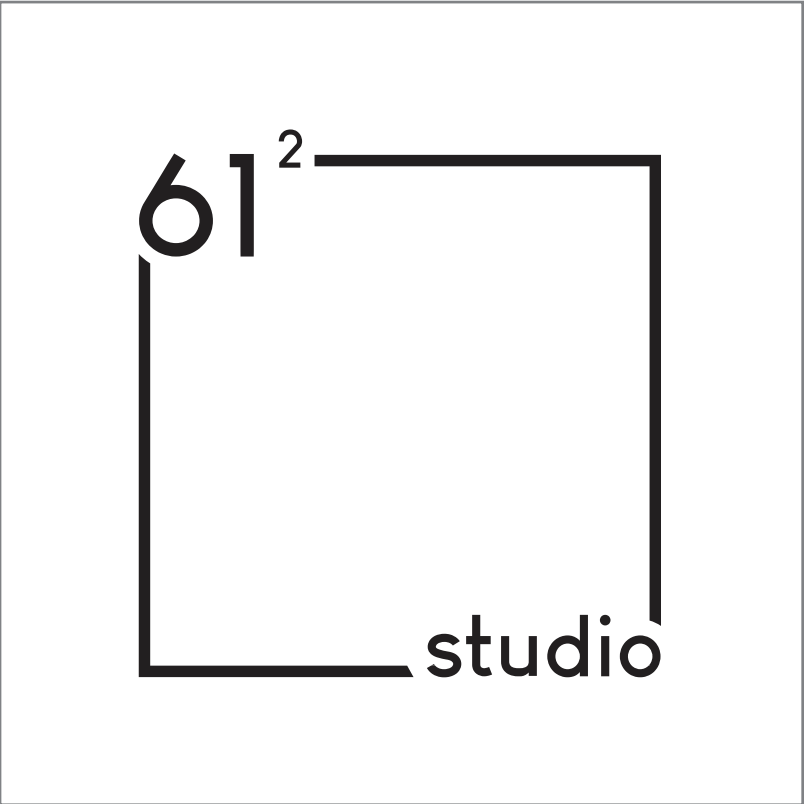
Ivory Black

RGB: 35 31 32
CMYK: 0% 0% 0% 100%
HEX: #231f20

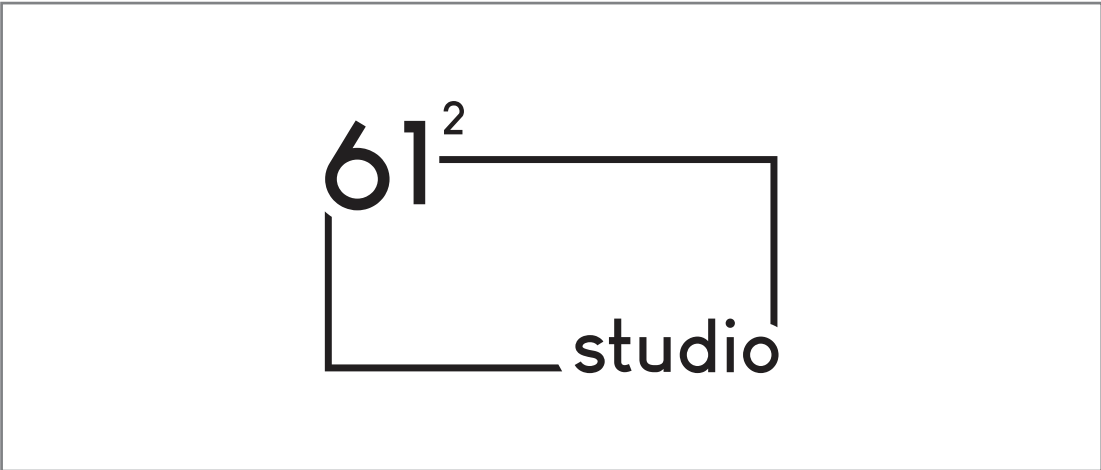
Punch

RGB: 218 31 44
CMYK: 8% 100% 94% 1%
HEX: #da1f2c

main logo



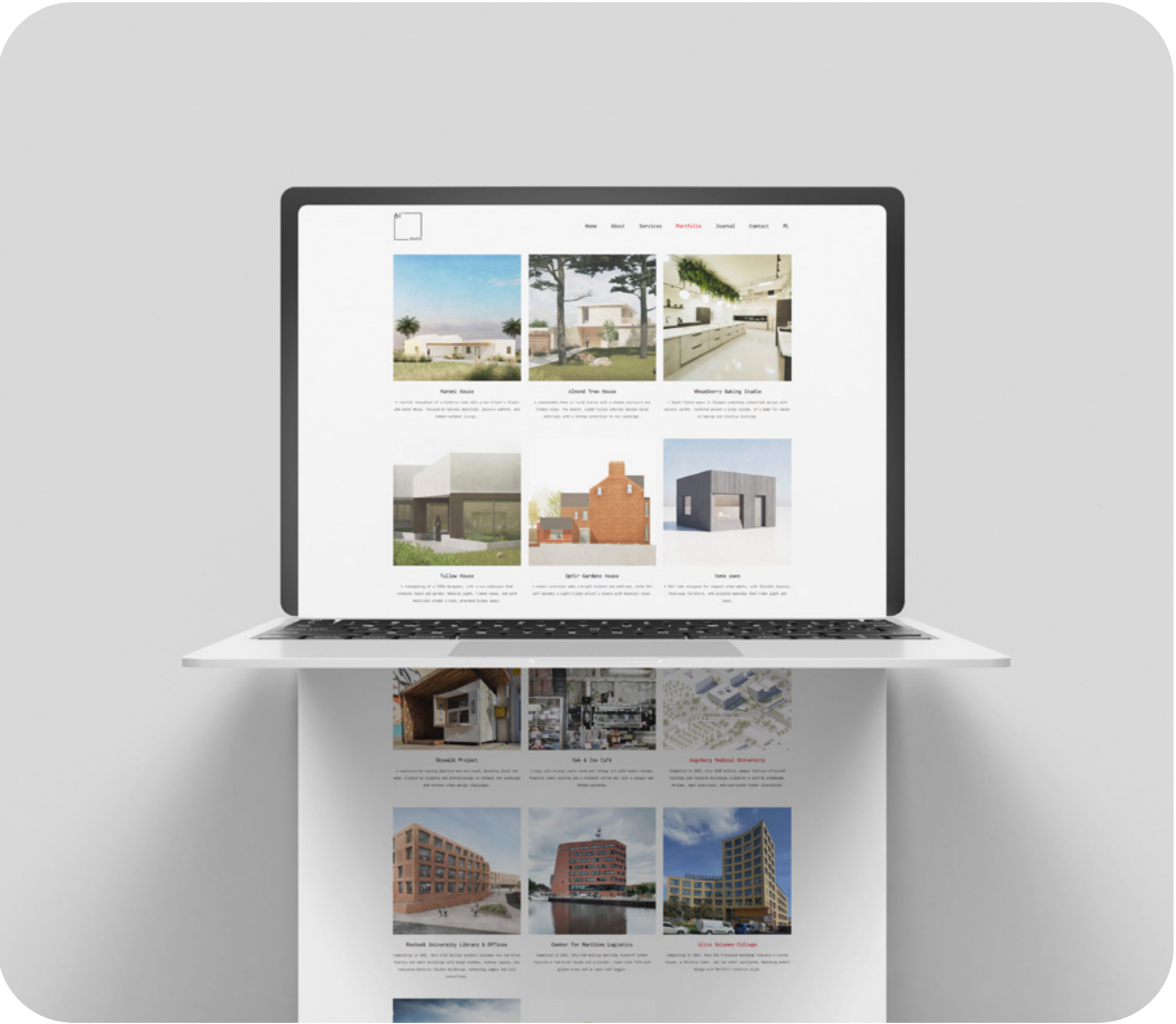
alternative logo #1



alternative logo #2



WEB DESIGN



elements from the brand identity document given to the customer

Natalie Molski

Industry: Personal Brand / Mental Health & Psychological Counseling

Year: 2025

Goal: Design a personal brand identity, logo, visual system, website, and print material for a psychotherapist offering online and in-person counseling to a multilingual, international client base.

Problem to solve: Build a brand that feels calm, trustworthy, and human rather than clinical, one that could speak credibly to a diverse, international audience. A key challenge was designing a website and messaging system that worked seamlessly across four languages (German, English, Polish, and Greek), ensuring the tone and warmth of the brand held up for expats navigating a new country just as well as for local.



Main logo



Secondary logo



Muted Rose
(HEX: #BBA0A0)
RGB: 187, 160, 160
CMYK: 0%, 14.4%, 14.4%, 26.7%)

Deep Forest Green
(HEX: #1A4C0C)
RGB: (26, 76, 12)
CMYK: (65%, 0%, 84%, 70%)

Charcoal
(HEX: #333333)
RGB: (51, 51, 51)
CMYK: (0%, 0%, 0%, 80%)

Light Grey
(HEX: #CCCCCC)
RGB: (204, 204, 204)
CMYK: (0%, 0%, 0%, 20%)

Sage Green
(HEX: #91AF8B)
RGB: (145, 175, 139)
CMYK: (17%, 0%, 20%, 31%)

Pure White
(HEX: #FFFFFF)
RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)

Manrope

Style Characteristics: Manrope is described as a crossover of various font types, being semi-condensed, semi-rounded, semi-geometric, and semi-grotesque. It features minimal stroke thickness variations and a semi-closed aperture.

Language Support: The font supports most Latin and Cyrillic languages, making it versatile for different linguistic contexts.

Manrope can be downloaded for free from various font repositories such as Google Fonts and Font Squirrel. It has gained popularity for its versatility and contemporary look. This comprehensive overview provides a solid foundation for incorporating Manrope into your brand guidelines.

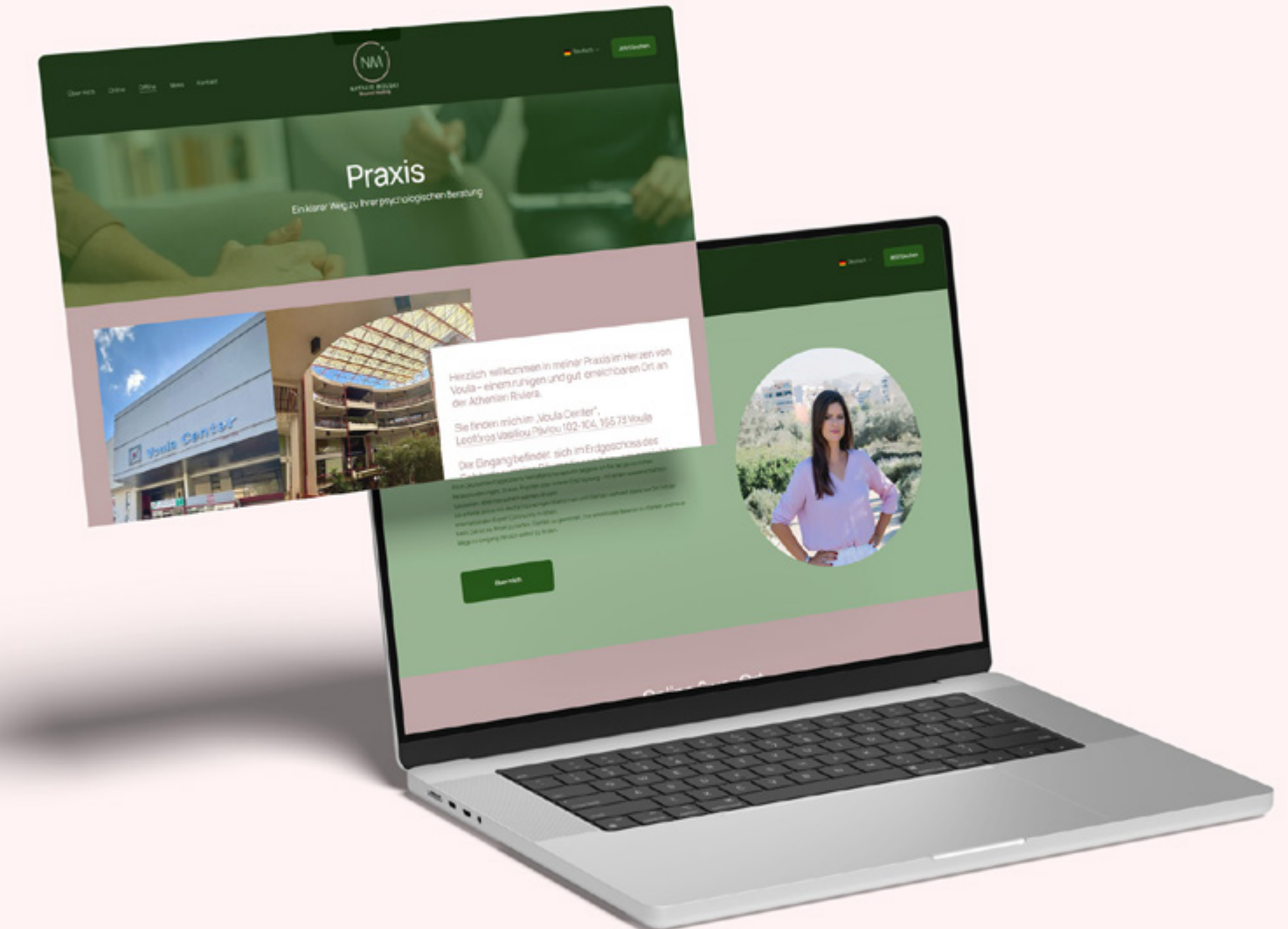
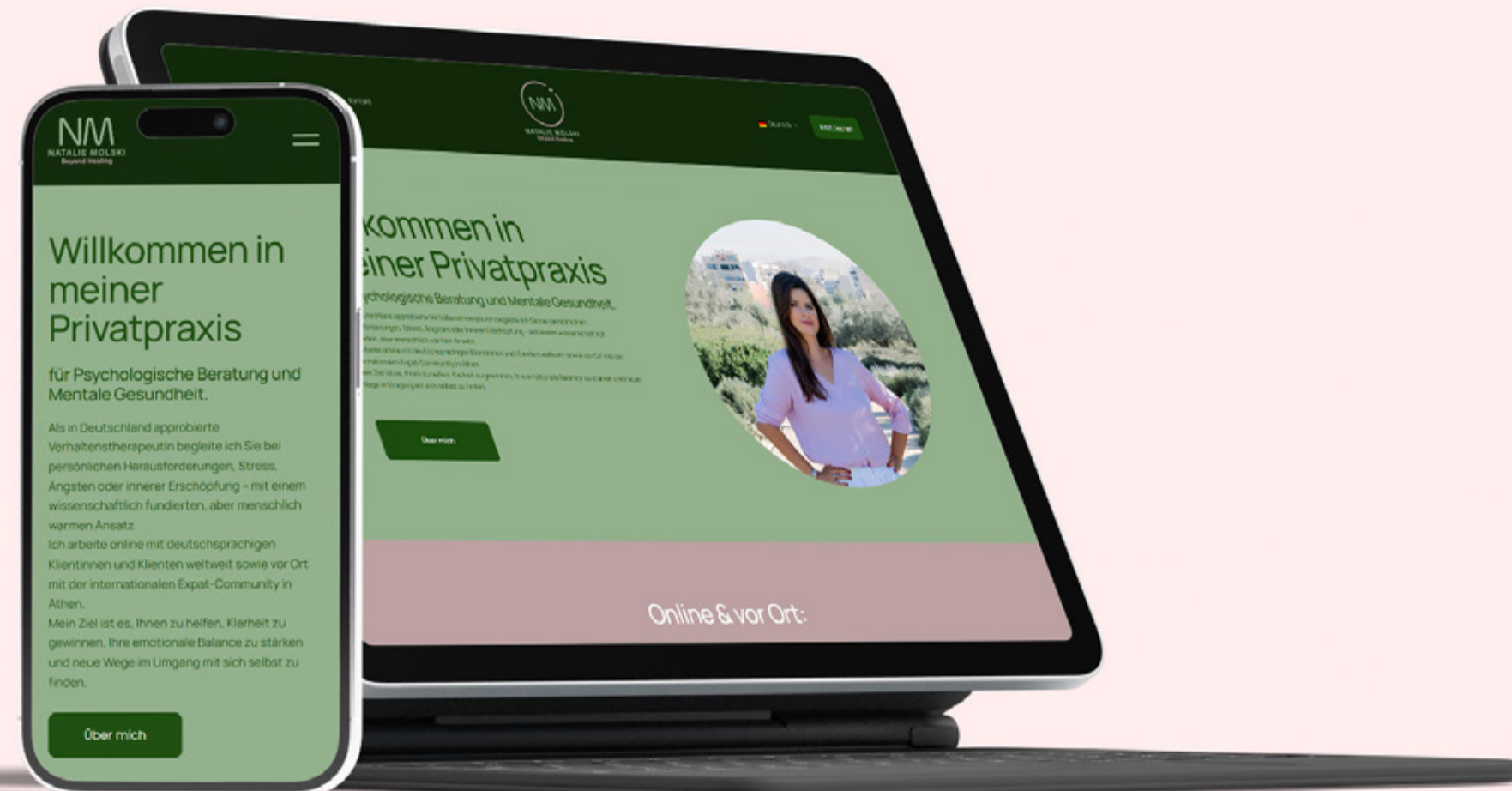
A Ą Ä B C Ć D E Ę F G H I J K L Ł M N Ń O Ó Ö P Q R S
Ś ß T U Ü V W X Y Z Ż ż
a ą ä b c ć d e ę f g h i j k l ł m n ń o ó ö p q r s ś ß t u
ü v w x y z ż ż
Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ τ υ φ χ ψ ω
0 1 2 3 4 5 6 7 8 9
., ? ! ; : ' " - _ () [] { } / \ | @ # \$ % ^ & * + = < > ~ `
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PRINT DESIGN



elements from the brand identity document given to the customer

WEB DESIGN



elements from the brand identity document given to the customer



WEBSITES

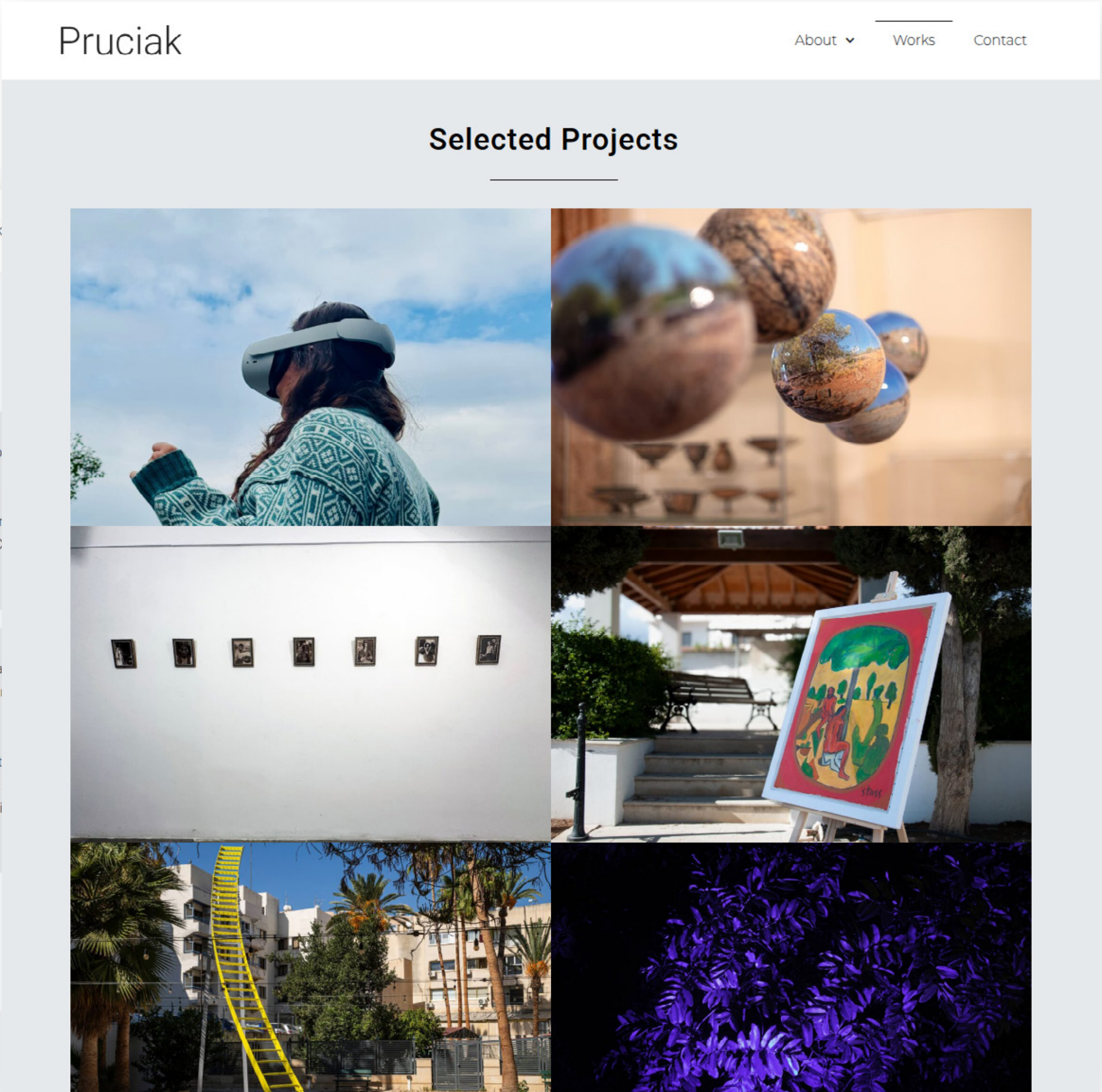
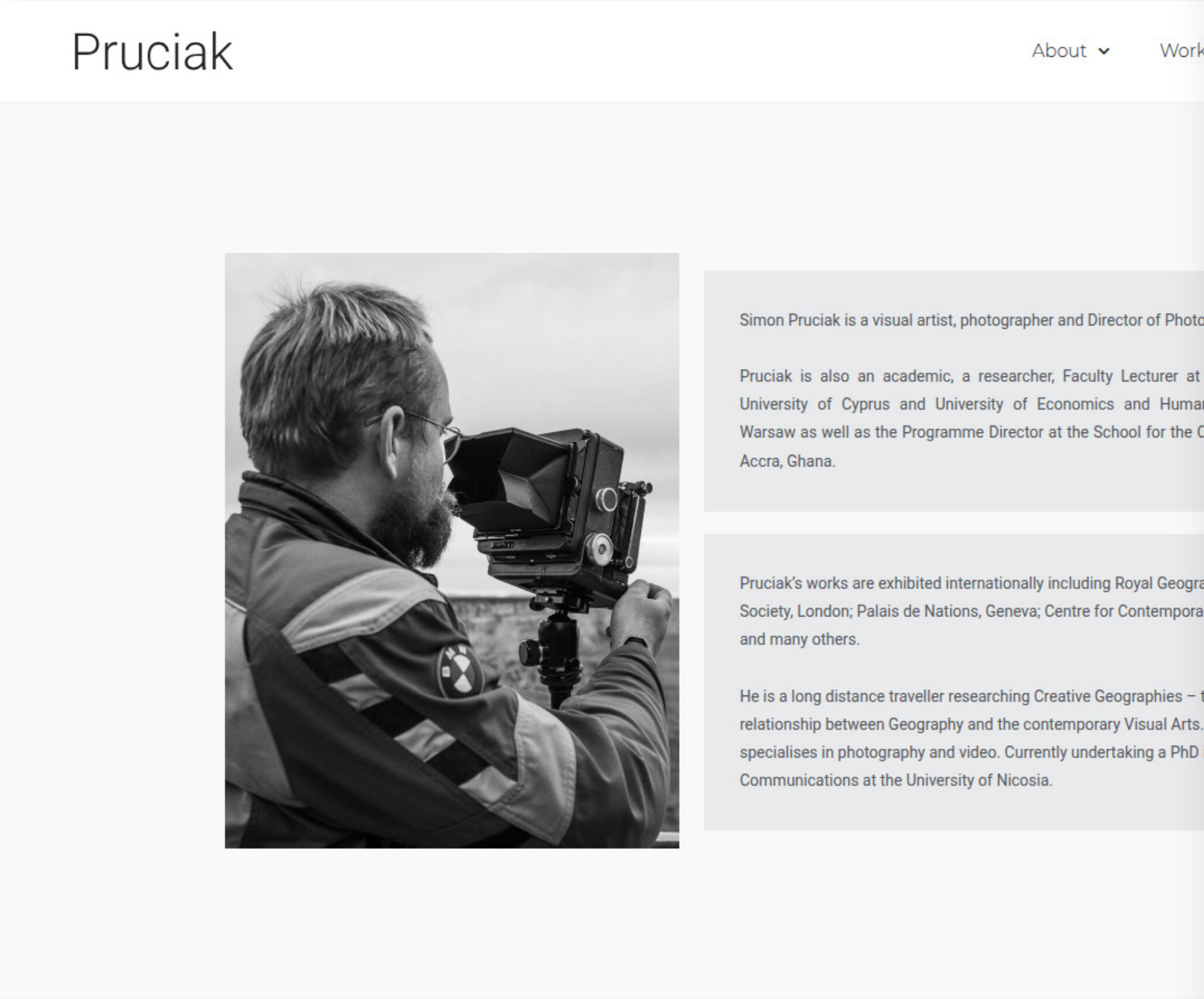
PRUCIAK

professional photographer · academic

www.pruciak.com

Portfolio Website

UI Design, Front-End Development & Maintenance



The ClearZone

clearance company

🔍 theclearzone.co.uk Service Website

UI Design, Front-End Development & Maintenance



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LONDONBRISTOL

We Are a Top Clearance company in Your Area

Transform your space with our reliable, eco-friendly, and hassle-free clearance services. From house clearances to specialized item removals, we help you refresh your surroundings and restore order.

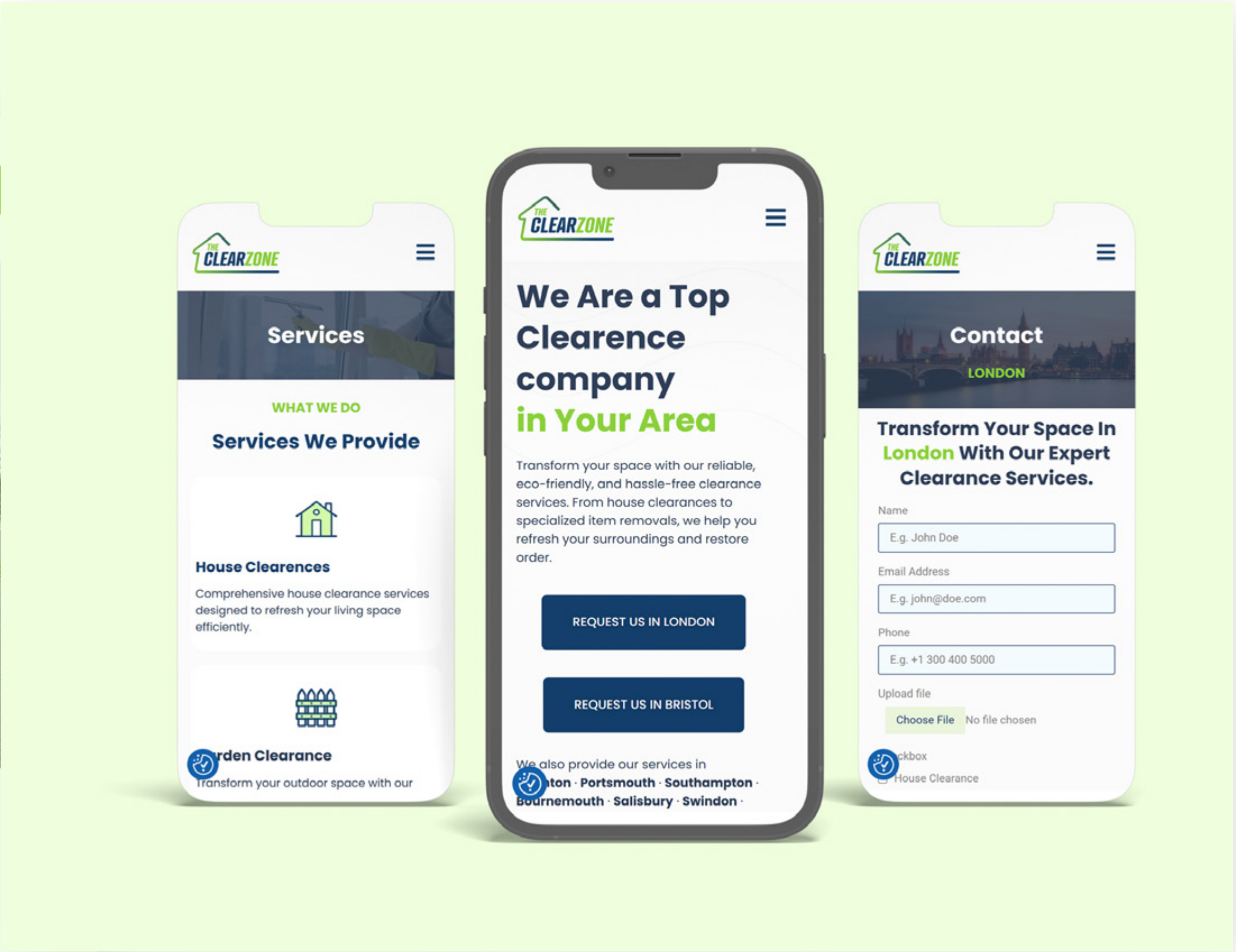
REQUEST US IN LONDON

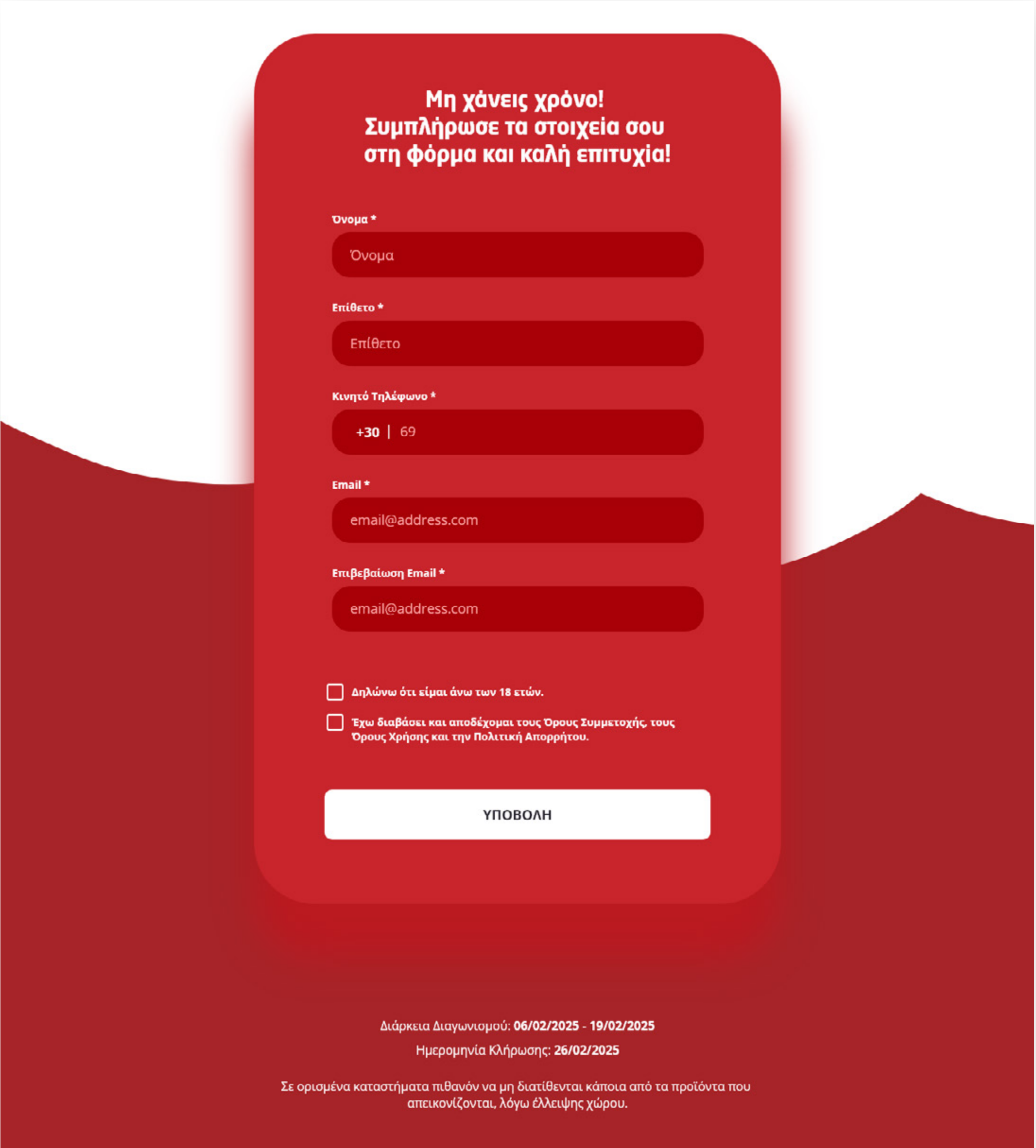
REQUEST US IN BRISTOL

We also provide our services in
Brighton · Portsmouth · Southampton · Bournemouth · Salisbury · Swindon · Winchester

Contact us for more info.









CRM & EMAIL DESIGN



ZOE Bio Regenerative Wellness Clinic

Indulge yourself with a transformative therapeutic experience in Santorini!



What we do

Through cutting-edge technology, innovative therapies, and tailored wellness programs, ZOE provides a holistic journey towards wellness and longevity.

Subscribe to our newsletter to learn about new therapies, offers and get wellness tips.

SUBSCRIBE

The ZOE Method

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.



DIAGNOSE →



DETOXIFICATION →



REPAIR →



REJUVENATION →

ZOE Wellness Programs

ZOE Wellness Programs



Detox

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis mollis augue, ac fermentum dui.

Learn more



De-Stress & Recharge

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis mollis augue, ac fermentum dui.

Learn more



Elite Wellness

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis mollis augue, ac fermentum dui.

Learn more



Signature Cosmetic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis mollis augue, ac fermentum dui.

Learn more

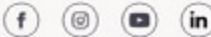
Have any questions?

Drop us a message and we will be more than happy to arrange a free consultation meeting for you.

Contact us



Follow us



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myIASO

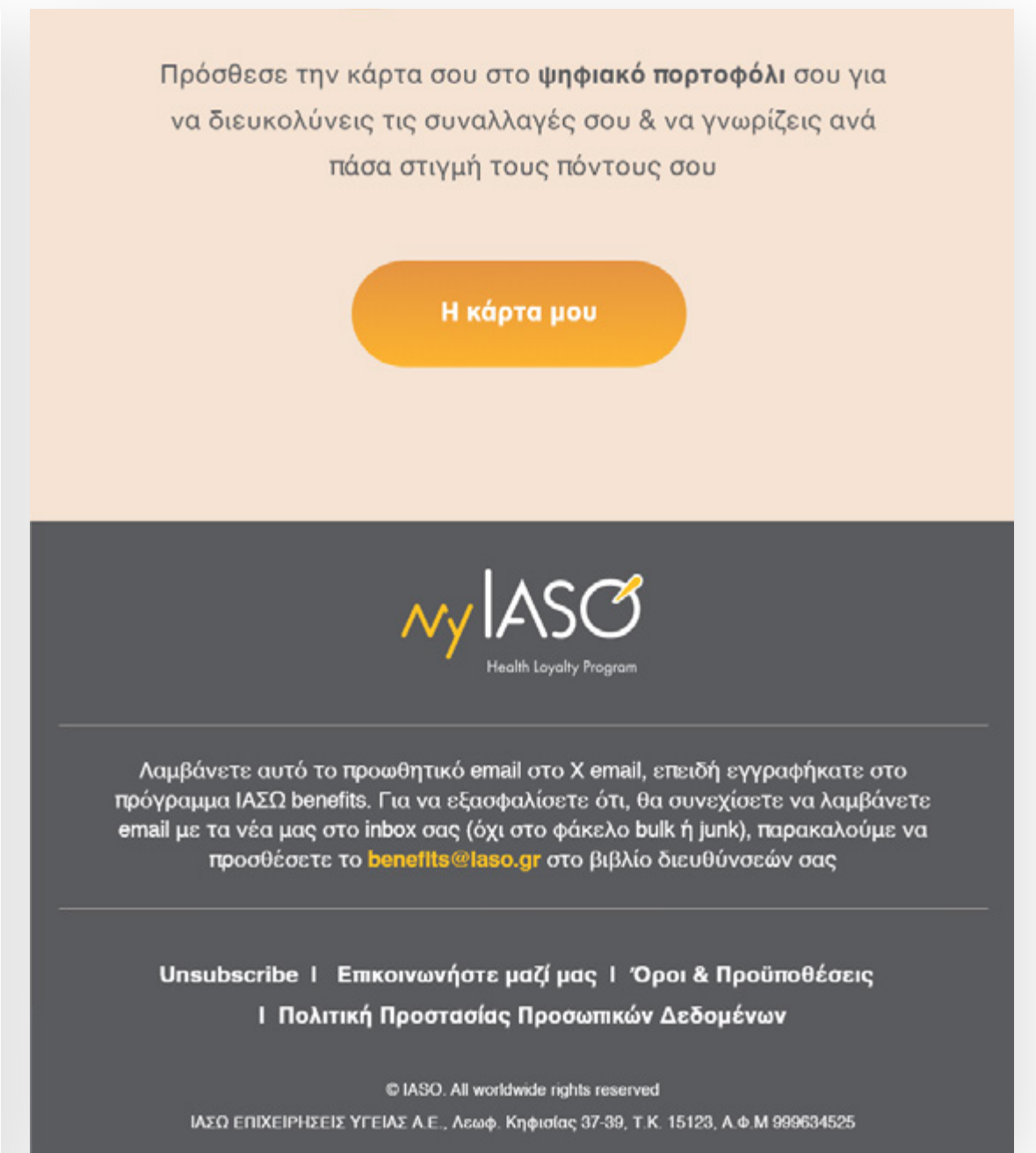
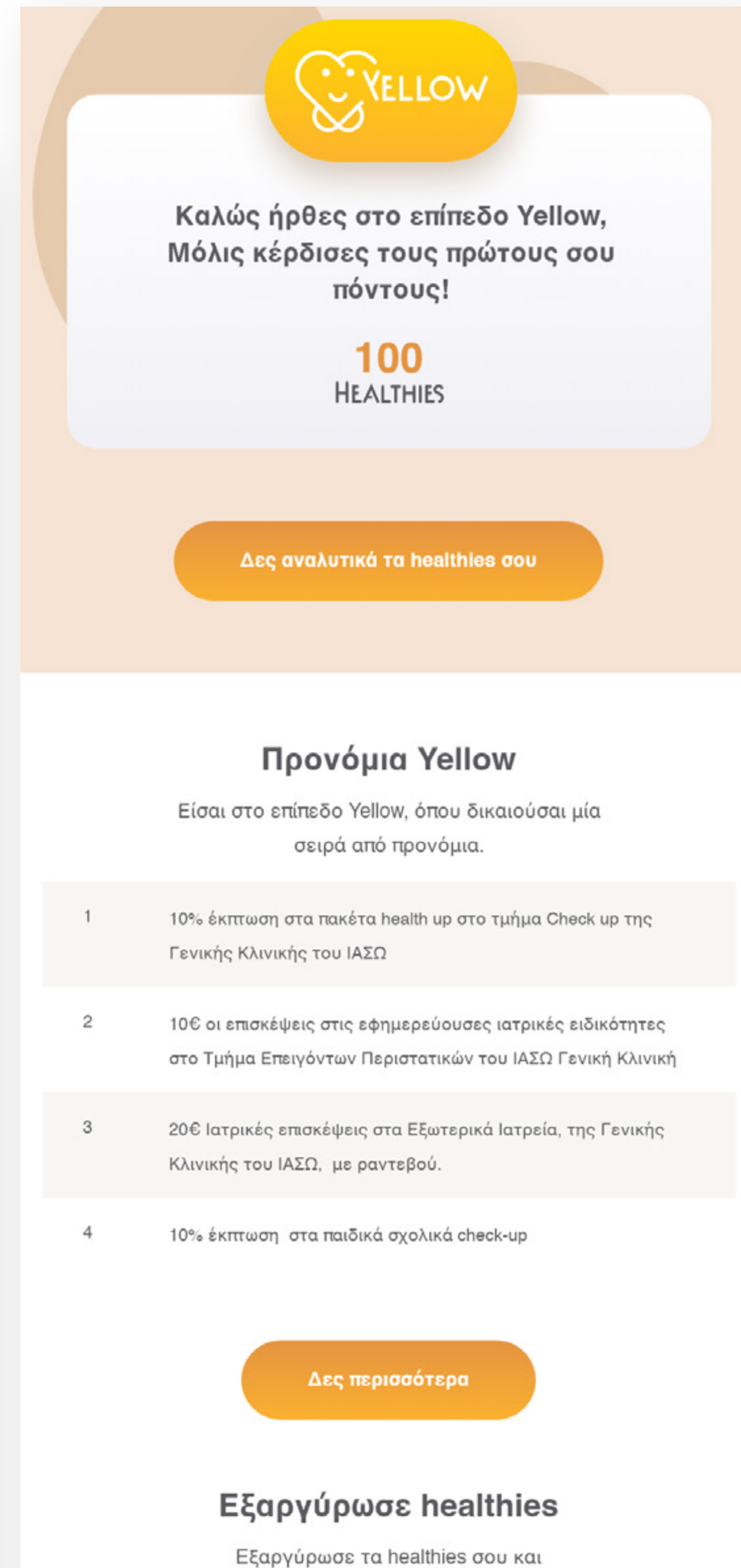
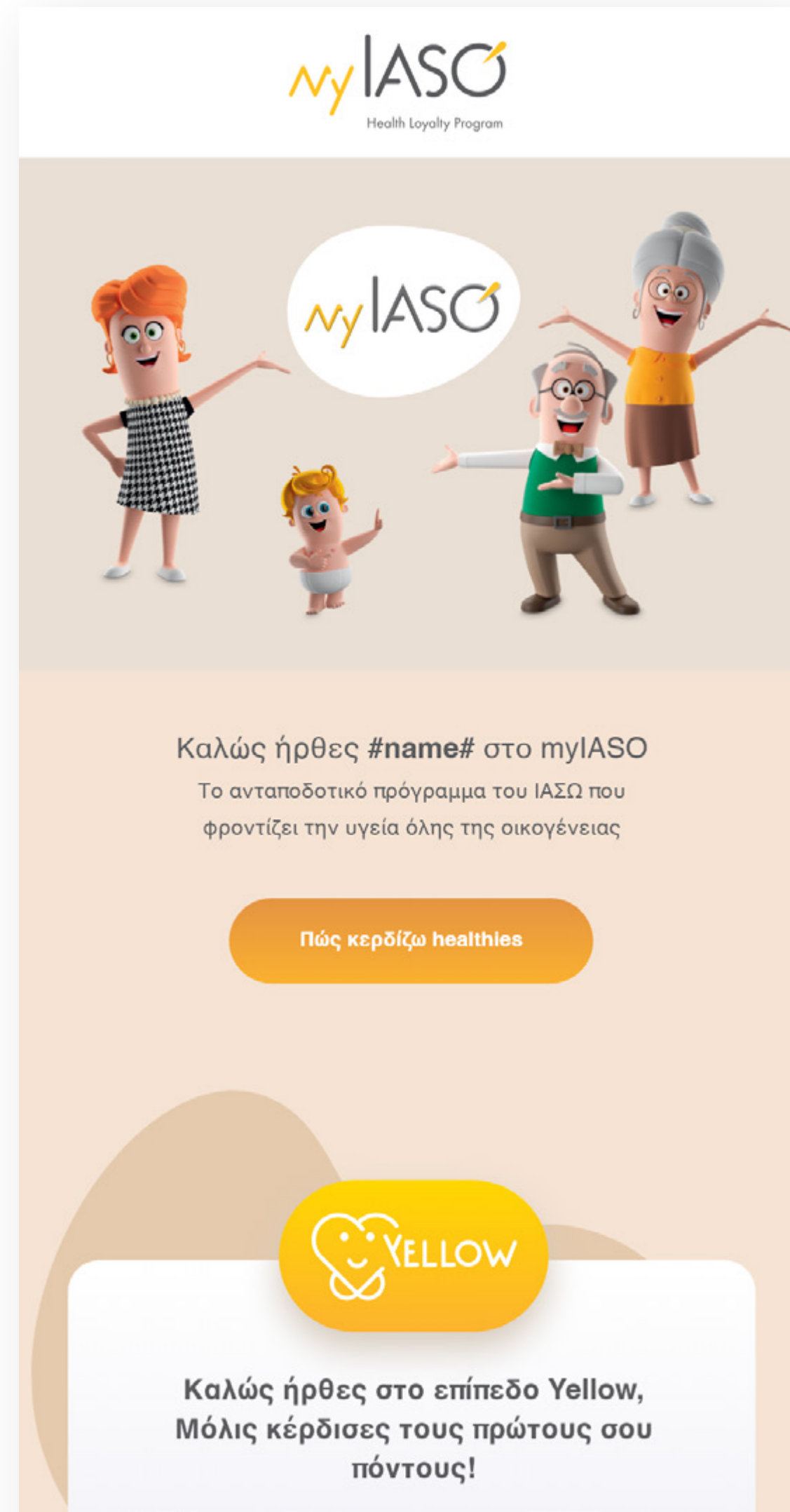
Health Loyalty Program

🔍 my.iaso.gr

CRM automation

UI Design • DOPE Studio • 2023

WEBSITES • BART PYCHYN'SKI • PORTFOLIO



Simply Burgers

Fast Food Restaurant

www.simplyburgers.gr

Newsletter

UI Design • DOPE Studio • 2024

WEBSITES • BART PYCHYŃSKI • PORTFOLIO

20 YEARS
SIMPLY BURGERS

Mυθικά burgers.
Για μυθικές στιγμές.

1+1

SWISS
MUSHROOM

✦ BURGER MEAL ✦

1+1 SWISS MUSHROOM MEAL

για να κεράσεις την παρέα
αληθινό φαγητό.

ORDER NOW!

20 YEARS
SIMPLY BURGERS

Τι άκουσε το Cowboy σου
ένα βράδυ στο Κουκάκι

Φεύγω για
μεταπτυχιακό!

Mυθικά burgers.
Για μυθικές στιγμές.

Κάθε ξεχωριστή σου στιγμή αξίζει να είναι
delicious. Απόλαυσε τα αγαπημένα σου
burgers από τα Simply Burgers και κάνε τις
στιγμές σου μυθικές!

ORDER NOW!

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Las Vegan

ΝΗ
ΣΤΙ
ΣΙ
ΜΟ

Και η ησυχία
θέλει τη
νοστιμιά της.

Το Las Vegan burger τα έχει όλα: χειροποίητο
ψητό μπιφτέκι από λιναρόσπορο, καστανό ρύζι,
αρακά, παντζάρι και Ιαπωνικό miso, με cheddar,
μαγιονέζα και κάπαρη σε αφράτο vegan ψωμάκι.

ΠΑΡΑΓΓΕΙΛΕ ΤΩΡΑ

ΚΑΤΕΒΑΣΕ ΤΩΡΑ ΤΟ SB APP

GET IT ON
Google Play

20 YEARS
SIMPLY BURGERS

THE
GODFATHER

Η συνταγή που σκέφτεσαι όταν θέλεις burger.

Χρειάζεται να πούμε κάτι άλλο;

ORDER NOW!

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Greek National Opera

Opera Club • Loyalty Club

CRM automation

UI Design • DOPE Studio • 2025

Greek National Opera

Opera Club

Καλωσορίσατε στο

Opera Club

Αγαπητέ/ή [Όνομα Μέλους],

Σας καλωσορίζουμε στην οικογένεια του **Opera Club** της Εθνικής Λυρικής Σκηνής!

Ως **Opera Lover**, απολαμβάνετε μοναδικά προνόμια που φέρνουν την εμπειρία της ΕΛΣ πιο κοντά σ' εσάς: προτεραιότητα στην προπώληση εισιτηρίων, εκπτώσεις, ειδικές προσκλήσεις, αποκλειστικές εκδηλώσεις και πολλά άλλα.

Ας ξεκινήσουμε

προτεραιότητα στην προπώληση εισιτηρίων, εκπτώσεις, ειδικές προσκλήσεις, αποκλειστικές εκδηλώσεις και πολλά άλλα.

Ας ξεκινήσουμε

Η Ψηφιακή σας Κάρτα

Η ψηφιακή κάρτα μέλους είναι έτοιμη για Apple Wallet ή Google Wallet, ώστε να την έχετε πάντα μαζί σας.

ΚΑΤΕΒΑΣΤΕ ΤΗΝ ΚΑΡΤΑ ΣΑΣ

GNO TV

Πρόσβαση GNO TV

Ως **Opera Lover**, έχετε πρόσβαση σε **3 Opera Passes** για να απολαύσετε online το καλλιτεχνικό έργο της ΕΛΣ. Σύντομα θα λάβετε ξεχωριστό email από την Ticket Services με περισσότερες πληροφορίες.

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Welcome Kit

Το Welcome Kit σας ετοιμάζεται και θα σας περιμένει σύντομα στο φουαγιέ της ΕΛΣ για παραλαβή – η εμπειρία μέλους μόλις ξεκινά!

Χρήσιμες Πληροφορίες

ΑΝΑΚΑΛΥΨΤΕ ΤΑ ΠΡΟΝΟΜΙΑ ΤΟΥ ΕΠΙΠΕΔΟΥ ΣΥΝΔΡΟΜΗΣ ΣΑΣ

ΔΙΑΧΕΙΡΙΣΤΕΙΤΕ ΤΟ ΠΡΟΦΙΛ ΣΑΣ

ΕΝΗΜΕΡΩΘΕΙΤΕ ΓΙΑ ΤΙΣ ΕΚΔΗΛΩΣΕΙΣ

ΕΠΙΚΟΙΝΩΝΗΣΤΕ ΜΑΖΙ ΜΑΣ

Σας ευχαριστούμε που επιλέξατε να γίνετε μέρος του **Opera Club**. Ανυπομονούμε να σας καλωσορίσουμε στις αίθουσές μας και να μοιραστούμε μαζί σας τη μαγεία της όπερας.

Με εκτίμηση,
Η ομάδα του **Opera Club**
Εθνική Λυρική Σκηνή

Εθνική Λυρική Σκηνή

Opera Club

GNO TV

Λάβατε αυτό το email επειδή ολοκληρώσατε την εγγραφή σας στο **Opera Club** της Εθνικής Λυρικής Σκηνής. Αν δεν επιθυμείτε να λαμβάνετε ενημερωτικά emails ή ειδοποιήσεις σχετικά με τα προνόμια και τις υπηρεσίες του προγράμματος, πατήστε [unsubscribe](#).



CONTENT DESIGN

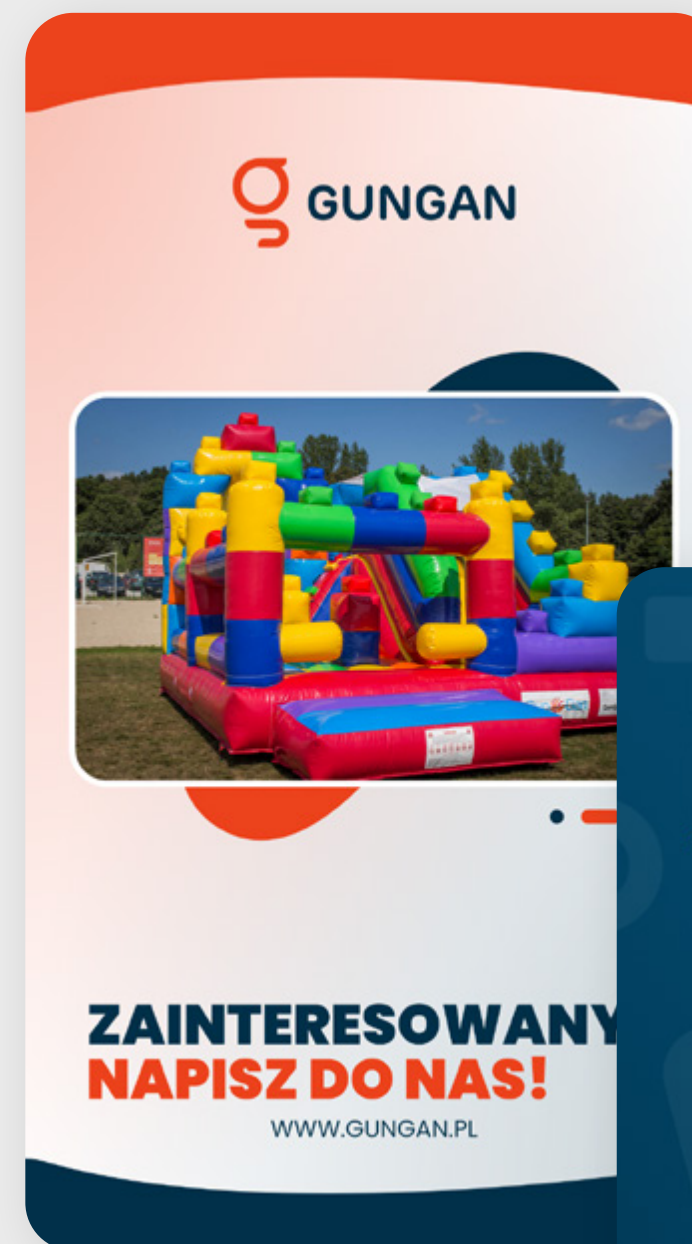
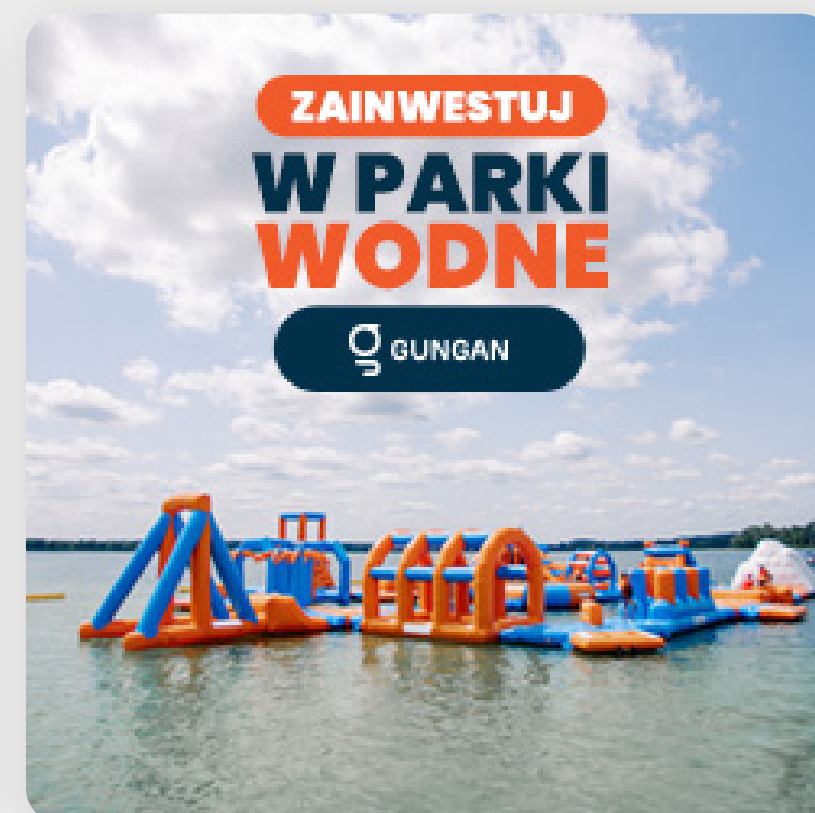
GunGan

Goal: Design a flexible content template system that allowed the client to produce a high volume of on-brand social media and ad content efficiently, without sacrificing visual consistency.

Problem to solve: Build a scalable template that could be repurposed across dozens of posts/ads in 4 languages while keeping the brand cohesive, solving for both design consistency and production speed for ongoing content needs.

AD Content

Social Media Posts



Gangaru



NAVRHNUTÉ TAK, ABY
ABY PRINÁŠALI ZISK!

Designed to

attract customers!



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der Mode zu kommen

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DO VODNÍHO
PARKU

 GUNGAN









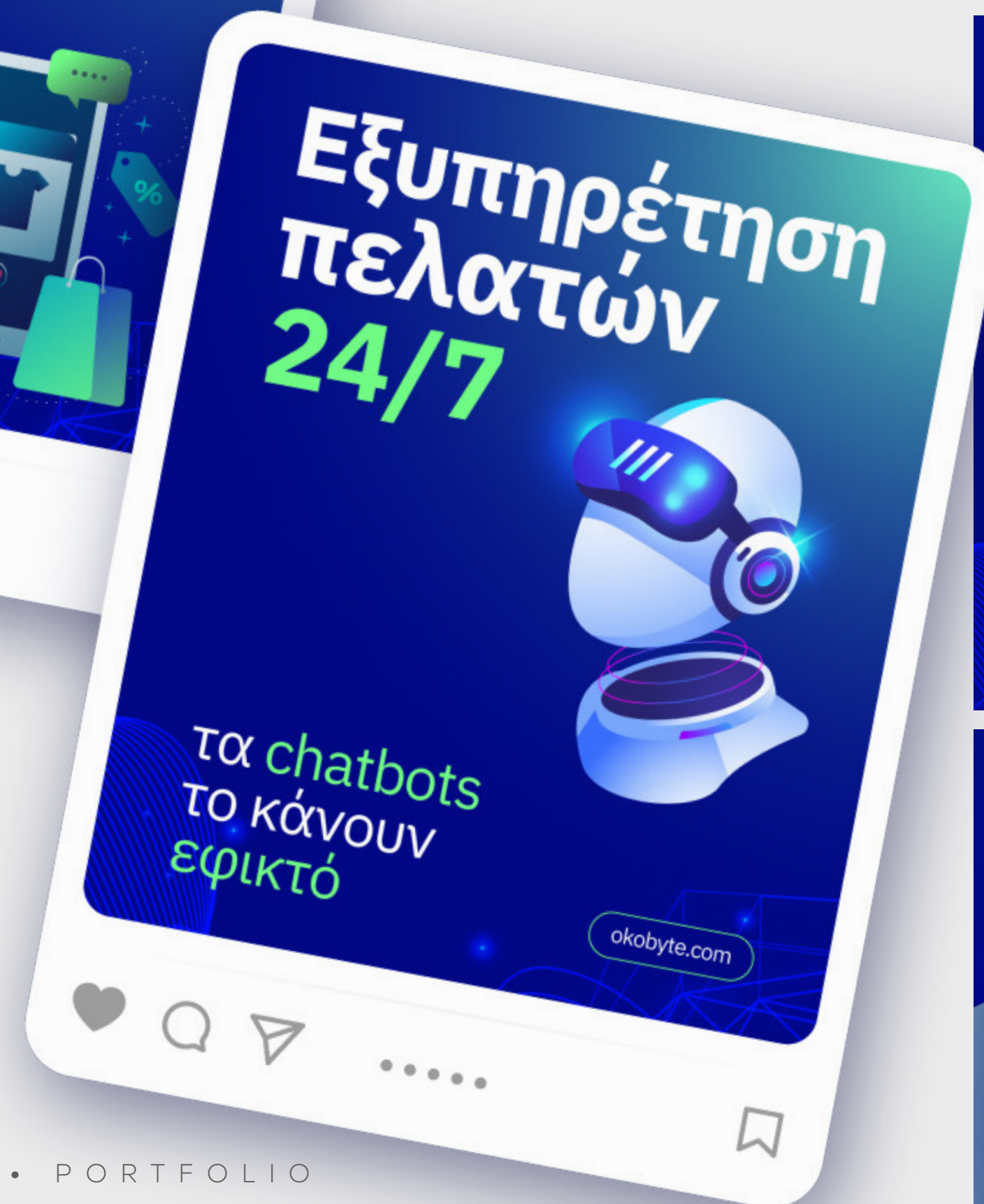
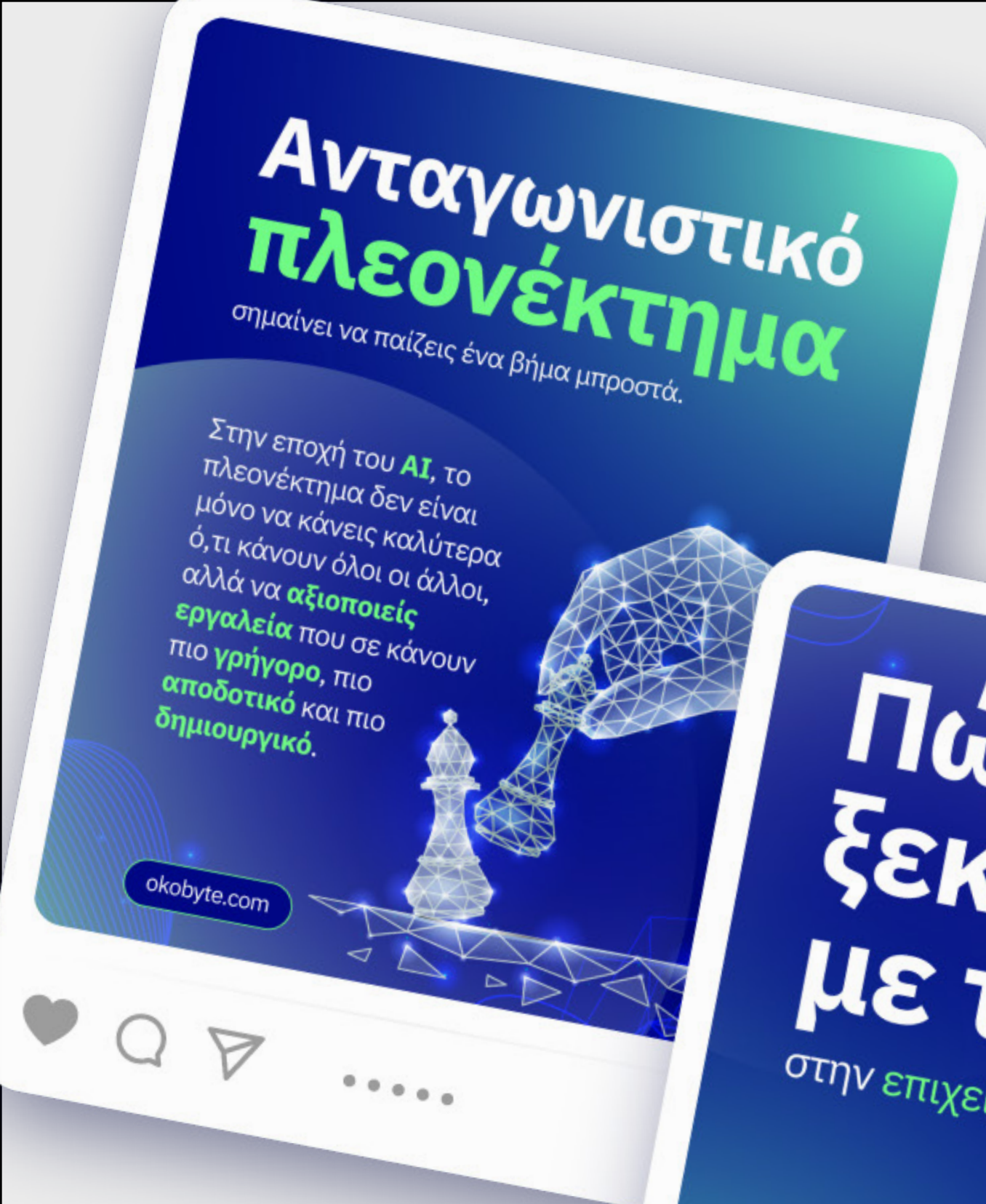












OKOBYTE

Social Media Posts

CONTENT DESIGN • BART PYCHYŃSKI • PORTFOLIO

Errikos Dellarokas

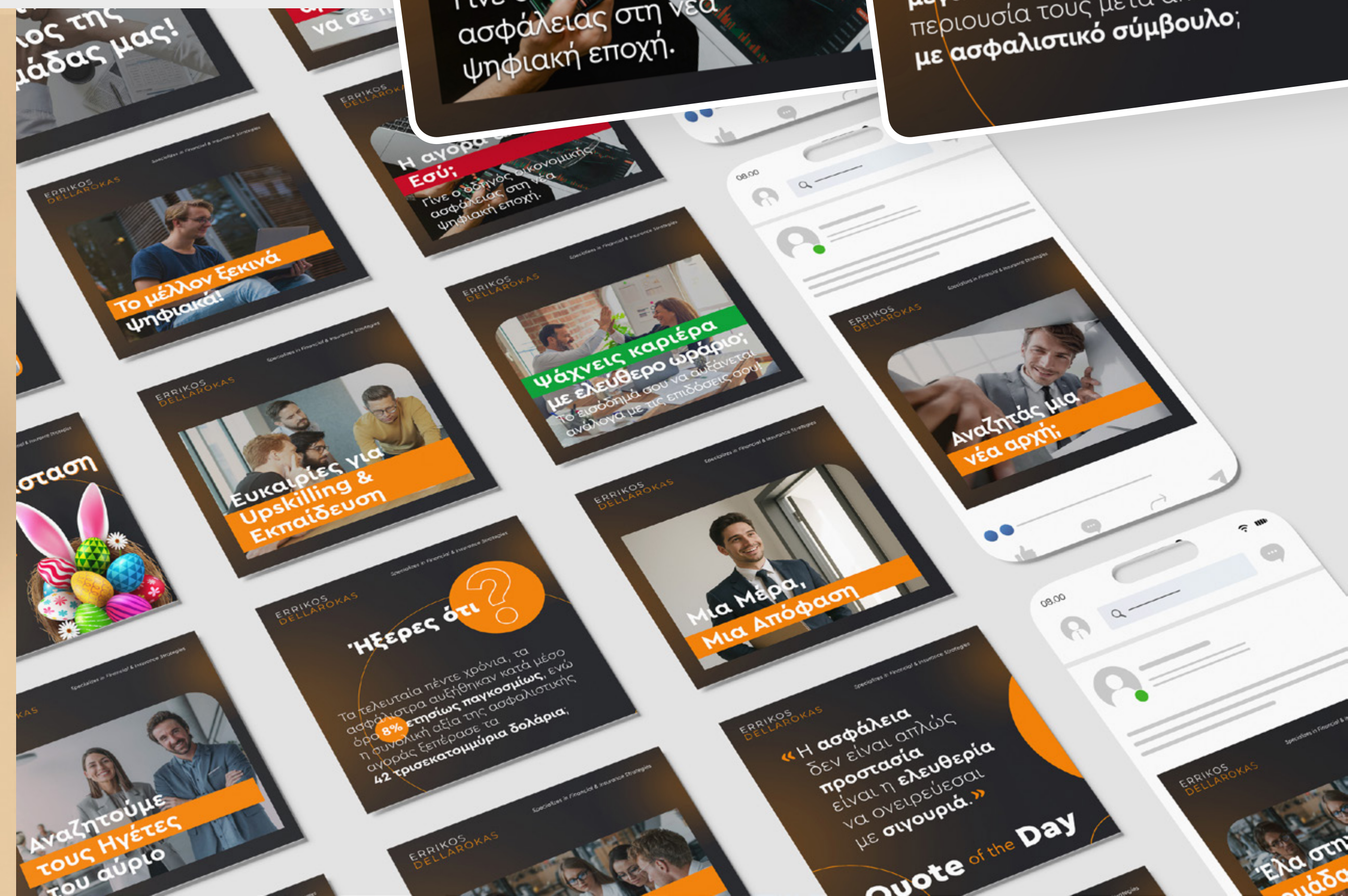
Financial & Insurance Advisory / Personal Branding

Goal: Build a content system for LinkedIn to grow a financial advisor's personal brand organically, positioning him as an approachable, trustworthy voice in his target market.

Problem to solve: Finance and insurance content is typically dense, technical, and easy to scroll past. The challenge was to design graphic content, informal facts and insights about finance and insurance. That felt engaging and shareable, while still reinforcing the advisor's credibility and expertise to reach the right professional audience.

Social Media Posts

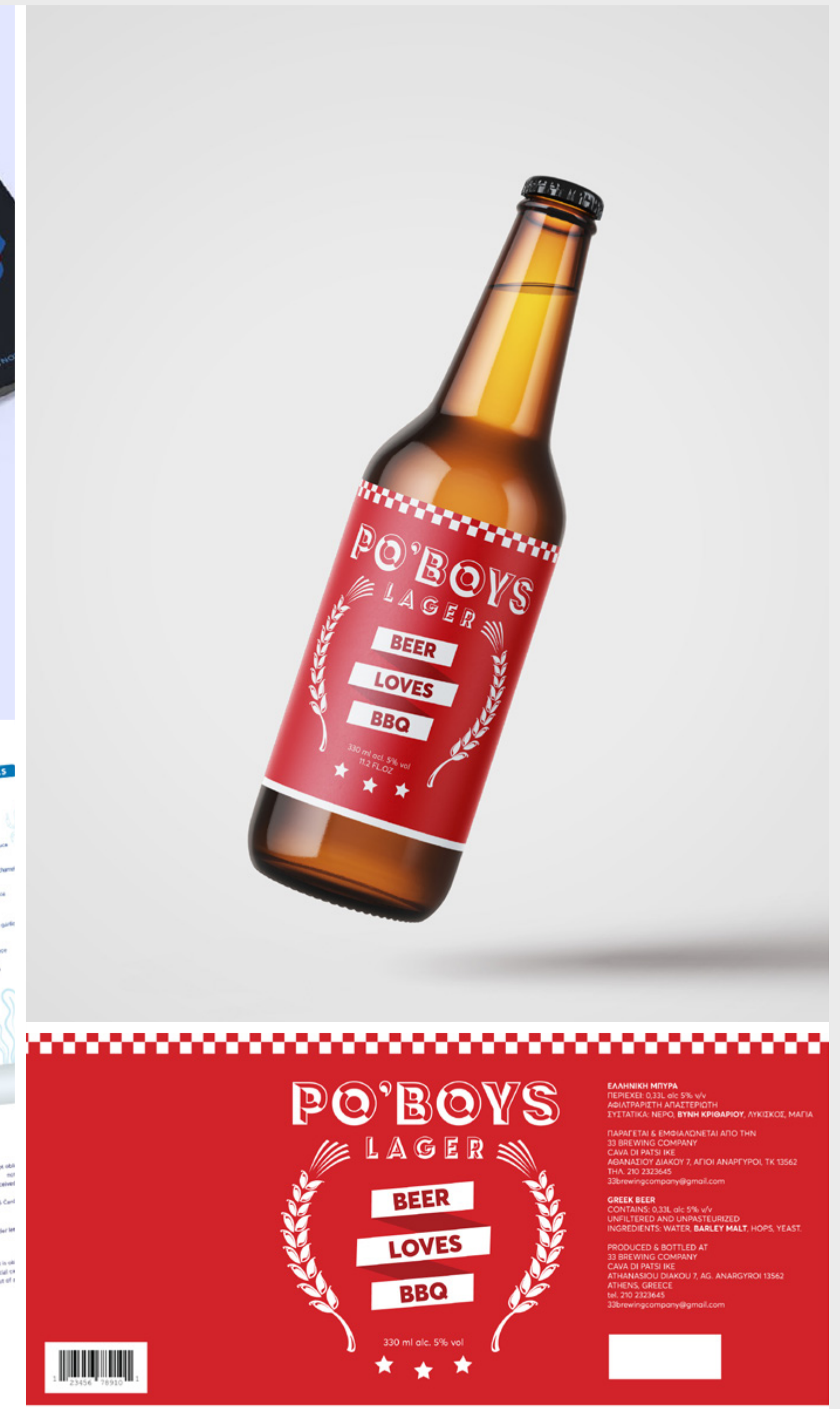
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PRINT DESIGN







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