

GRAPHIC DESIGN PORTFOLIO

STUDIO 30
Paulina Macioł



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I'm a graphic designer with extensive experience in branding, print and digital design.


My work focuses on clarity, refined aesthetics and consistent visual communication that supports each brand's identity and purpose.


I enjoy working across various creative fields—from beauty and lifestyle to real estate and technology—developing thoughtful, functional and visually cohesive solutions.

My process is grounded in precision, structure and attention to detail, with a strong emphasis on clean layouts and modern, elegant form.

This portfolio presents a curated selection of recent projects, showcasing a range of branding, web design, commercial graphics and product-focused visual work. More examples from both client and personal projects can also be found on my website.

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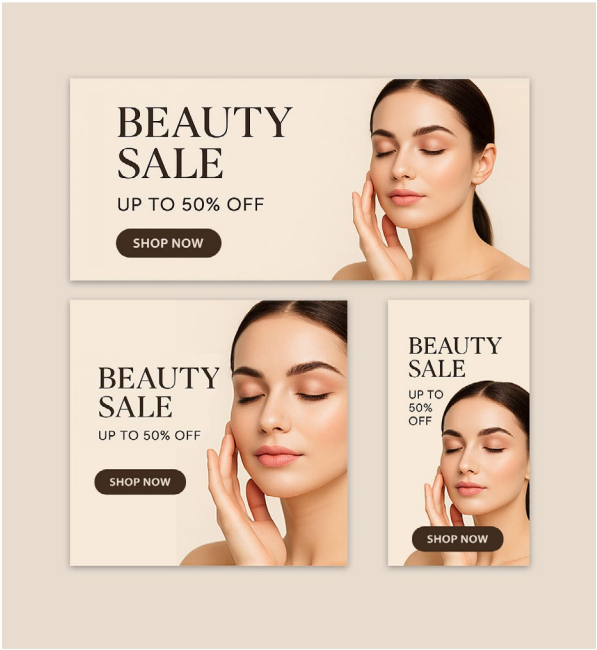
 studio30.design

Marketing & Social Media

A selection of marketing visuals created for online and print promotion.

Clean, bold compositions designed to communicate key messages clearly and attract attention across various platforms. From product-focused banners to brand-driven social media creatives, each piece combines aesthetic appeal with strategic intent.





Print Design

I create clean, modern layouts that communicate information effectively while maintaining a refined aesthetic.

From brochures and leaflets to business cards and packaging, each project is designed with precision, consistency and attention to detail.

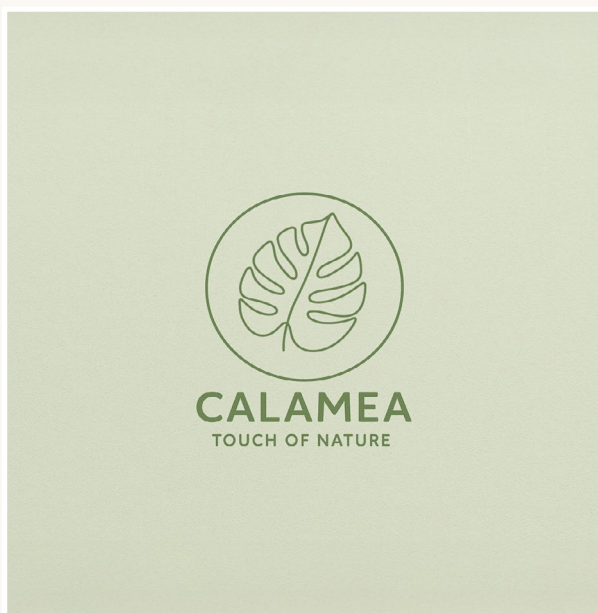




Logo Design

A curated selection of logos showcasing clean geometry, balanced composition, and strong brand storytelling.

Each mark reflects a strategic approach — from concept research to refined visual identity — focusing on clarity, memorability, and versatile application across digital and print.

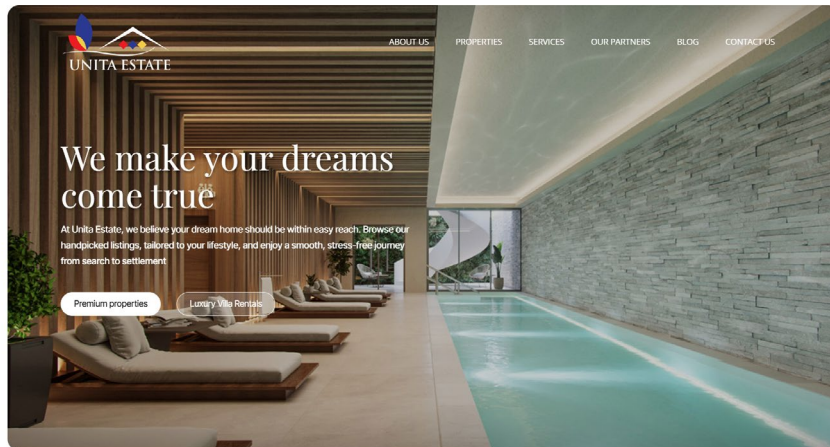
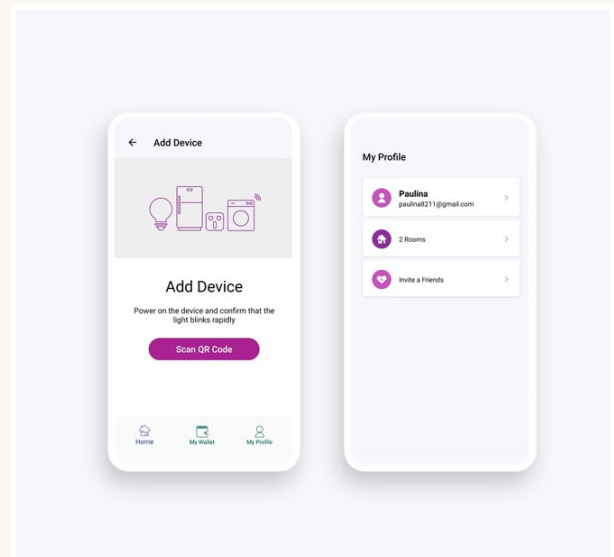




Webs & Apps

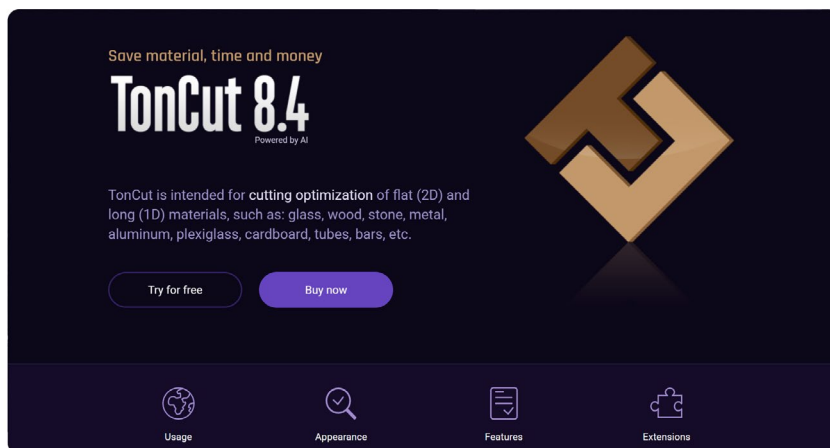
This section presents a range of websites and applications created with a focus on functional UI, clean structure and modern visual language.


Projects include both full design concepts and complete Webflow builds, all crafted to be intuitive, responsive and aesthetically consistent.



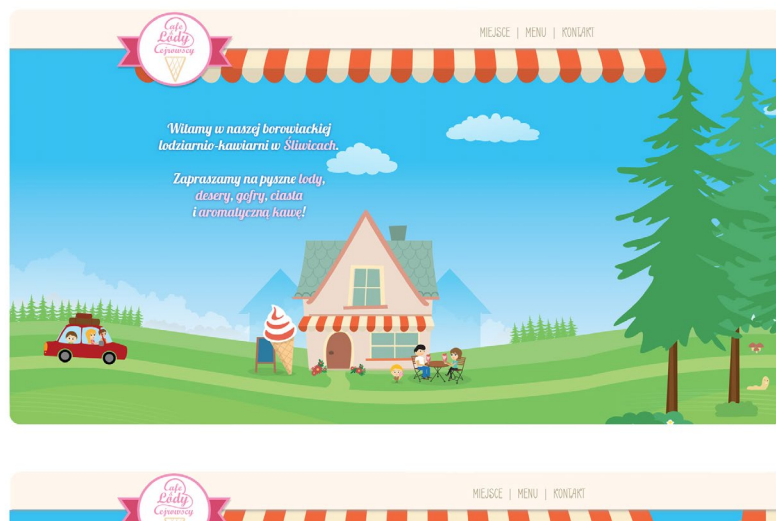
 unitaestate.com

- Clean, modern layout
- Clear Navigation
- Full Responsive Build
- Consistent Brand Styling
- High-Impact Visuals



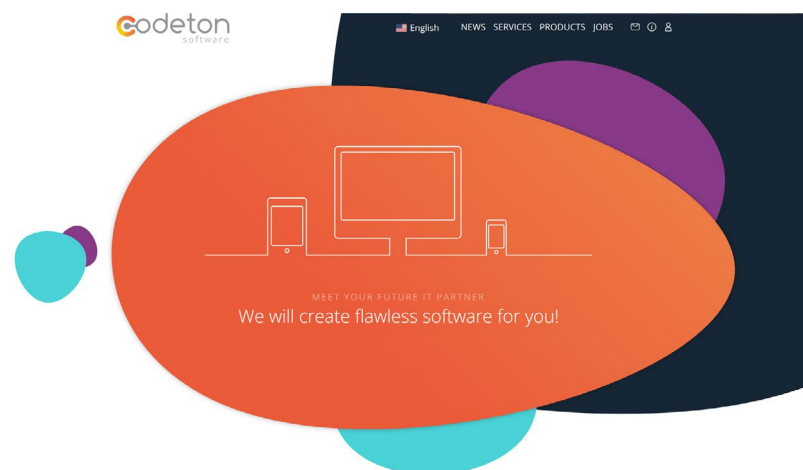
 toncut.com

- Strong Visual Hierarchy
- Clear Software Presentation
- Product-Focused UI
- Full Responsive Build
- Clean Technical Layout



cejrowscy-sliwice.pl

- Playful Illustrated Style
- Horizontal Scrolling Experience
- Light, Summer Color Palette
- Family-Friendly Visuals
- Smooth Animated Interactions



codeton.com

- Dynamic geometric shapes
- Smooth, playful motion effects
- Clean and modern UI
- Bold, vibrant color palette
- Fully responsive layout



Przystanek Terapia

O MNIE MOJA OFERTA SPECJALISTI PSYCHOTERAPIA GRUPOWA DZIECI

Przystanek Terapia

Inspiracją dla nazwy mojego gabinetu jest przystanek autobusowy, przy którym się on znajduje. Miejsce to powstało z potrzeby realizowania sensu mojej pracy, jakim jest udzielanie pomocy psychologicznej wszystkim jej potrzebującym: dzieciom, młodzieży, rodzicom oraz innym dorosłym.

MOJA OFERTA



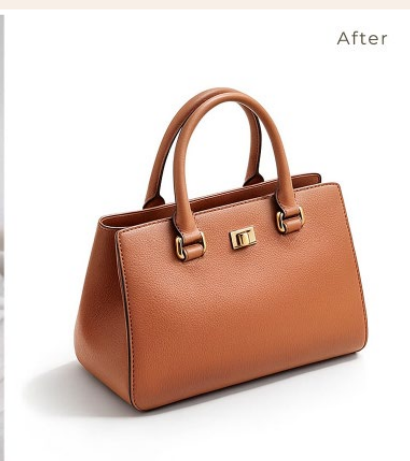
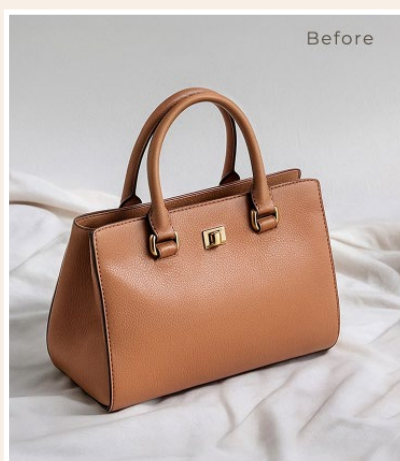
przystanek-terapia.pl

- Warm, hand-drawn illustration
- Calm, therapeutic color palette
- Clear, gentle content layout
- User-friendly navigation
- Soft, welcoming brand atmosphere

Photo Editing & Retouching

I specialize in product photo editing. By combining classic retouching with advanced AI tools, I create clean, consistent and professional visuals ready for catalogs and online use.

I remove imperfections, adjust colors and lighting, rebuild missing details, extend backgrounds and prepare images so they look polished and brand-ready.



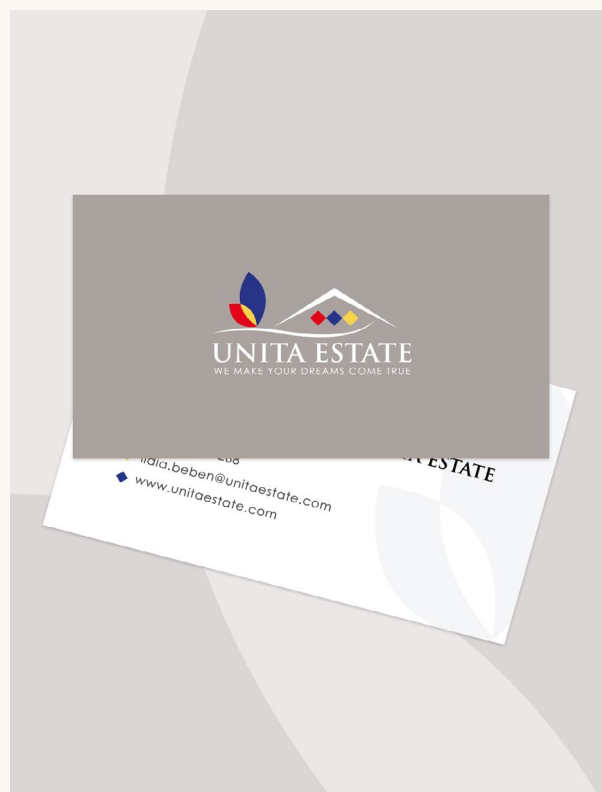


Unita Estate

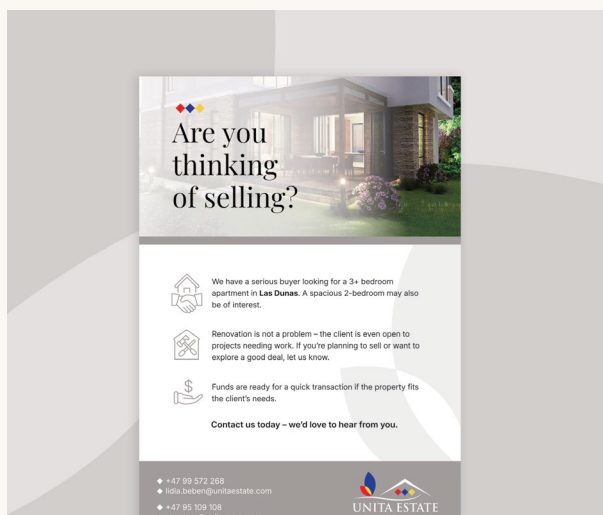
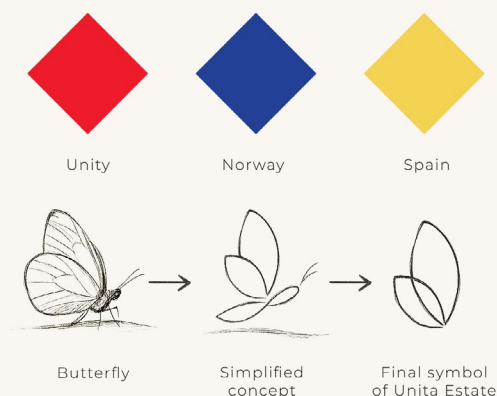
Developed a complete visual identity and website for Unita Estate, a Norwegian real-estate company specializing in luxury properties in Spain. The branding balances Scandinavian minimalism with Mediterranean warmth, creating a clear, premium and trustworthy image. The project included a cohesive brand system, marketing materials and a modern, conversion-focused website.

Logo Concept

The Unita Estate logo was created in close collaboration with a highly engaged and well-prepared client, which made the process exceptionally smooth. The brief focused on combining a butterfly motif with geometric diamond shapes to symbolize transformation, stability and premium service. The color palette was intentionally built around shades referencing both Spain and Norway, creating a visual link between the company's origins and its market. The final symbol is elegant, structured and distinctive — a strong foundation for a modern international real-estate brand.



Logo Process

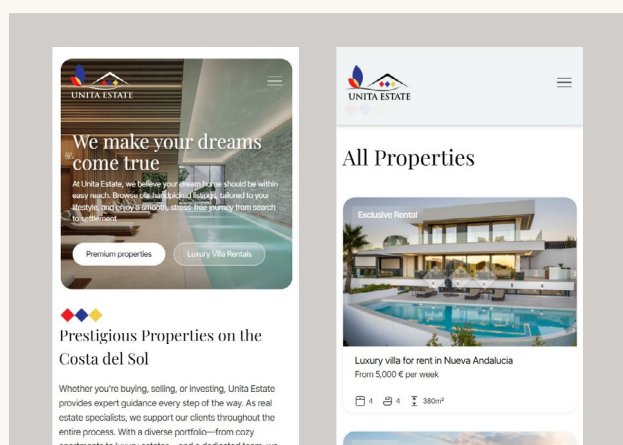
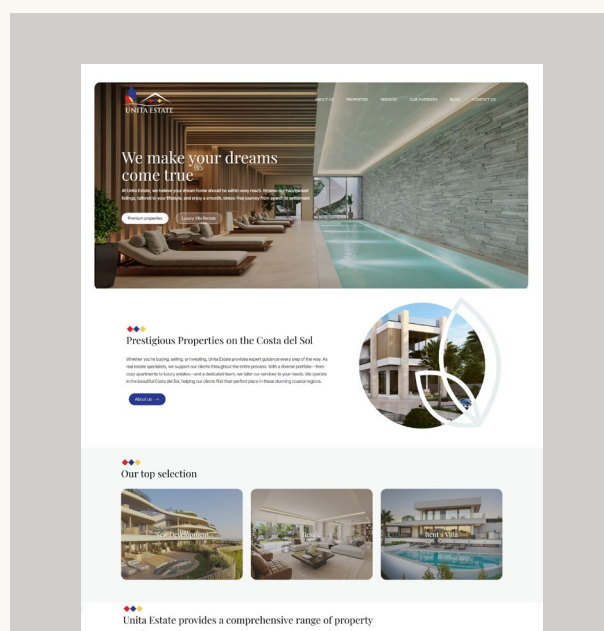




WEBSITE DESIGN

The Unita Estate website was crafted with a clean, minimalist and elegant aesthetic to reflect the brand's premium character. Throughout the layout, subtle elements of the logo and butterfly-inspired geometry appear as visual accents, creating a cohesive identity across all sections.

The entire website was designed to feel luxurious yet simple to navigate, ensuring a smooth user journey that highlights the properties and the brand story.

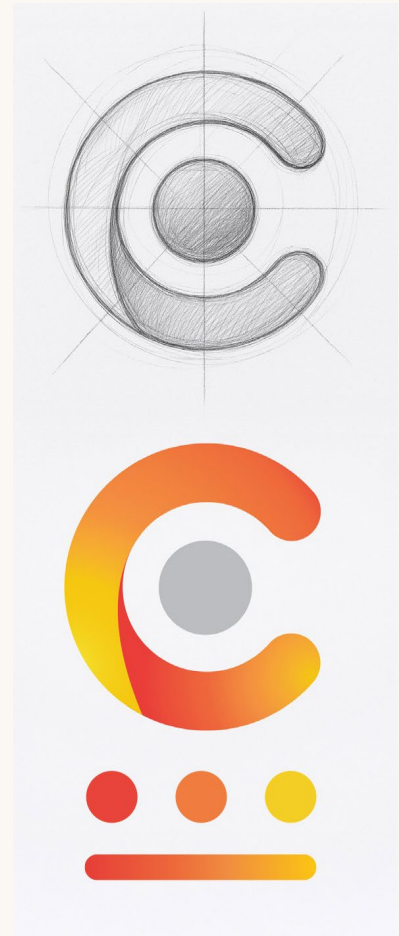


Details :

Fully responsive and built with modern standards, the site provides a seamless experience across all devices, ensuring the brand's visual consistency and usability regardless of screen size.

Codeton Software

I've been collaborating with Codeton Software for many years — a team of highly skilled, creative and forward-thinking developers. Throughout our partnership, we've worked together on various digital projects, combining strong technical expertise with thoughtful visual design



Logo Design :

For Codeton, I had the pleasure of creating their full brand logo and the complete graphic design for their website.

Our goal was to build a visual identity that reflects clarity, precision and the modern, innovative character of the company.



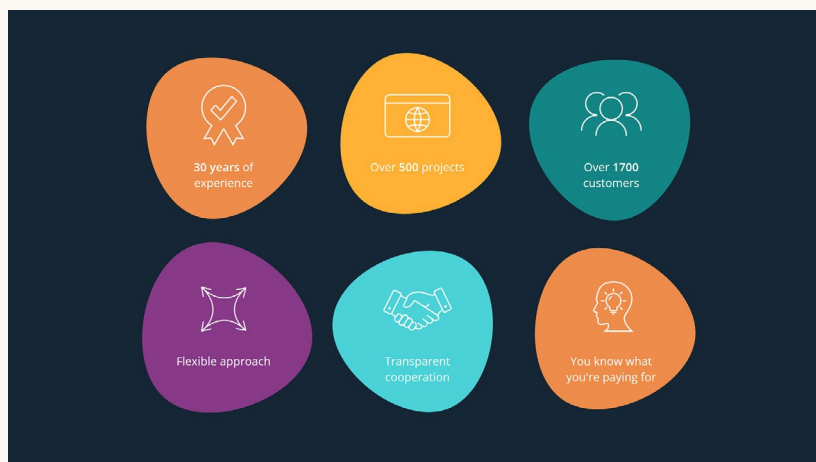
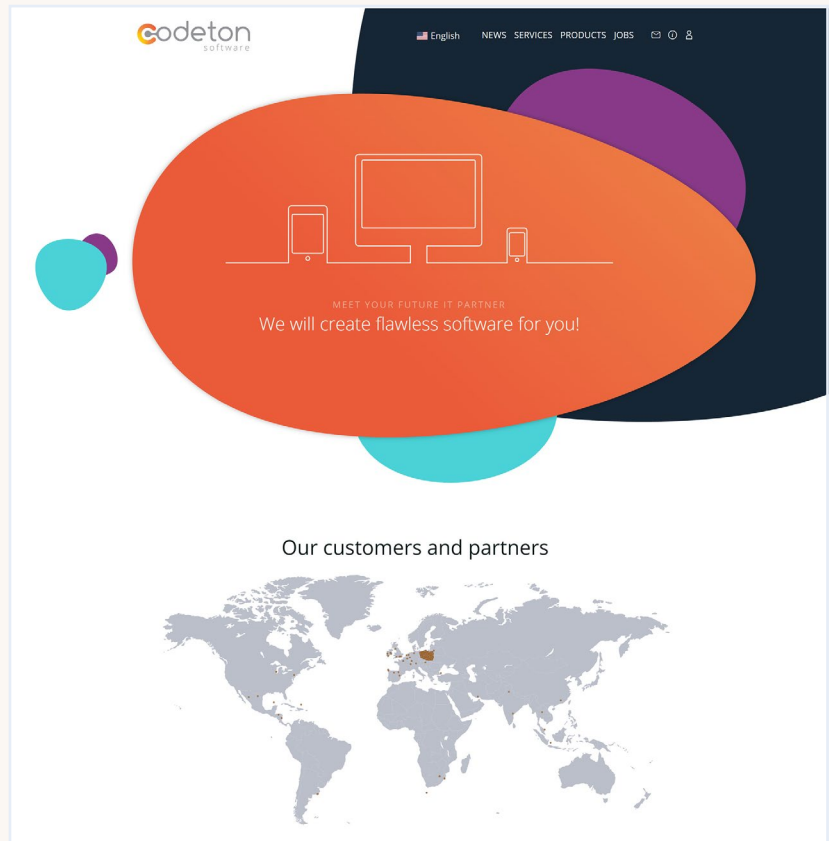
Design Highlights :

- Clean, geometric visual style
- Warm, dynamic color palette
- Strong, memorable digital presence
- Clear and modern brand expression

Web Design

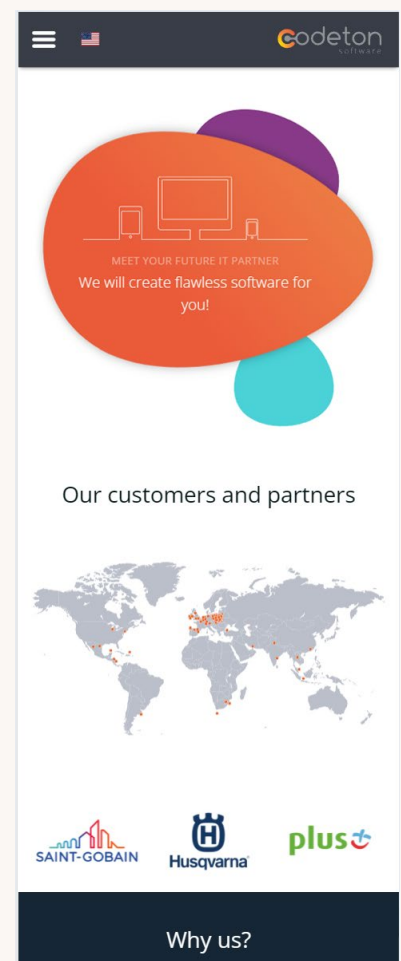
The graphic layout of Codeton's website was created as a clean, modern and well-structured interface with smooth visual flow.

The final site was implemented by Codeton's development team, who brought the design to life with dynamic interactions and a lively, responsive user experience. The result is a smooth, modern interface with a clear and intuitive user flow.



Key Highlights

- Clear, structured and collaborative communication
- Deep focus on meaningful, real-world problem-solving
- Strong, engineering-driven visual identity
- High-level consistency across all digital assets
- Modern, trustworthy and technically-refined visual tone



MenaLabs/ Genetika

For several years, I worked closely with Menalabs — a diagnostic laboratory based in Dubai — and their Genetika division focused on advanced genetic testing. During this collaboration, I created a wide range of visual materials, including a complete website design, multi-page brochures, medical infographics, print materials and promotional graphics. The design system was built around clean layouts, clarity and trust — key qualities for the medical and diagnostic field.



Customized icons



REPRODUCTIVE HEALTH



PRENATAL CARE



GENETIC AND RARE DISEASES



CANCER PREVENTION



ONCOGENETICS

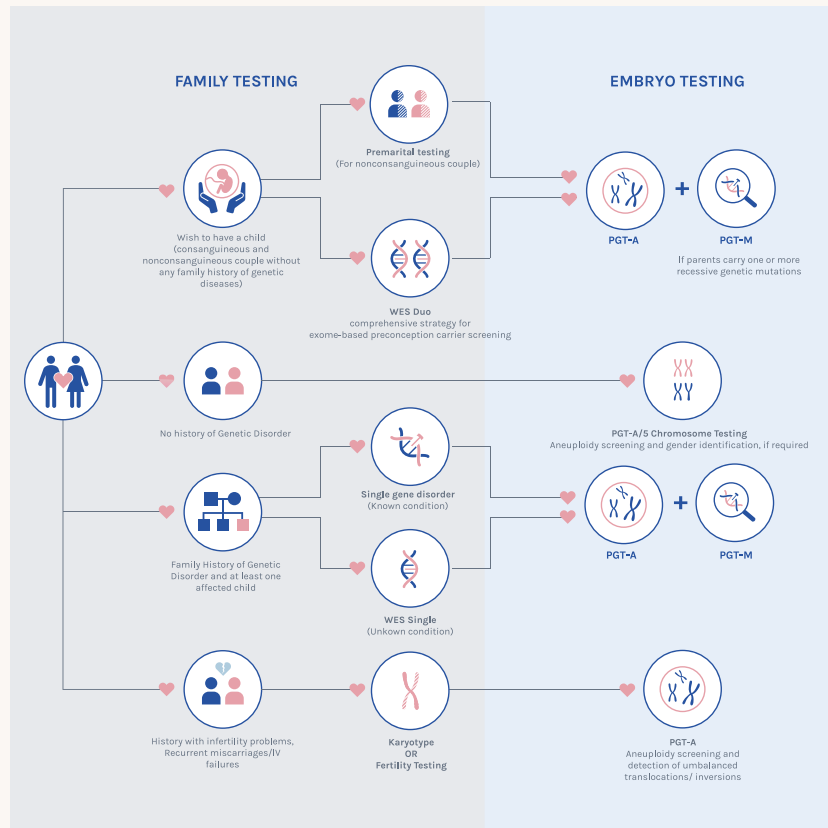


PERSONALIZED MEDICINE

Infographics & Social Media

Design of clear, easy-to-understand medical infographics explaining genetic testing pathways, prenatal screening and embryo diagnostics.

Visual materials were prepared for social media and digital communication, focusing on simplified medical storytelling, consistency and patient-friendly presentation of complex information.



GENE THERAPY - SOLUTION FOR INCURABLE DISORDERS

What is SMA?

Spinal Muscular Atrophy is a genetic disorder characterized by weakness and wasting in muscles used for movement. Most children with SMA type 1 do not survive past early childhood due to respiratory failure.



According to the Centre for Arab Genomic Studies, the prevalence of SMA in GCC populations is thought to be **50 cases per 100,000 live births**, compared to only 1.2 in the US.



One of 50 people carry a copy of the altered gene that can lead to SMA in child.



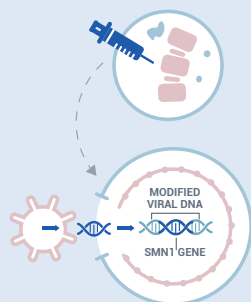
Genetic testing is done looking at the genes **SMN1** and **SMN2** to confirm someone has SMA.



Gene therapy have been approved for treatment of SMA. It is known to be one of the **most expensive treatments in the world**.

Gene therapy: how does it work?

A vector, which is a noninfectious virus, is administered to the patient to reach the cells that need SMN proteins. The new working SMN1 gene is delivered into the cell. Early Diagnosis is the key to minimize SMA progression.



NIPT Simple prenatal test for safety of your baby.

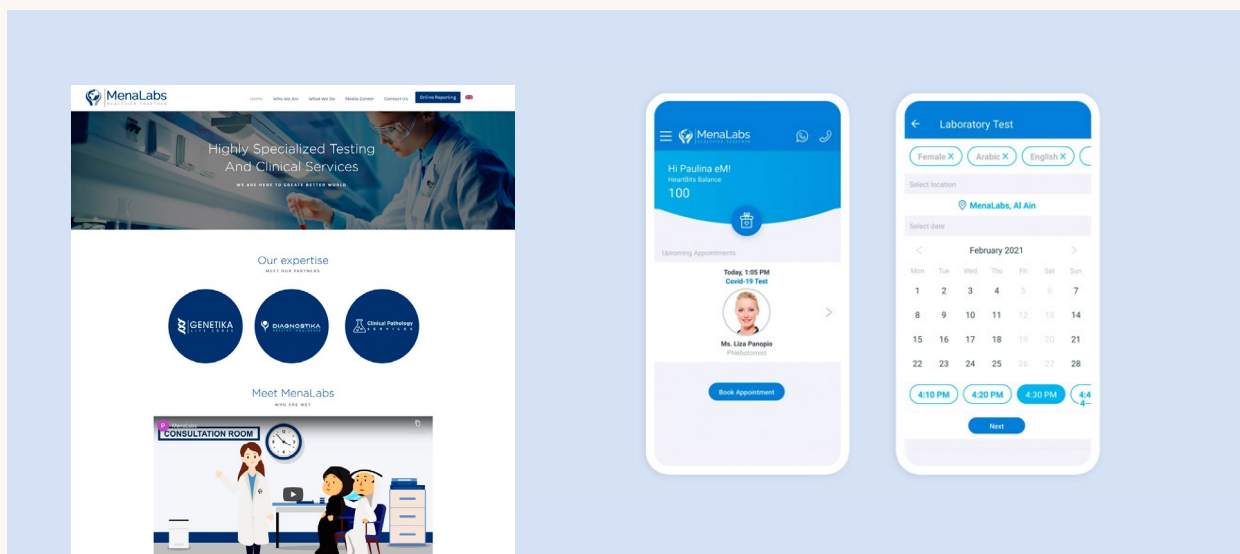
GENETIKA LIFE CODES

MenaLabs HEALTHIER TOGETHER

Ensure that your child will be free of genetic disorders by PGT-M test.

GENETIKA LIFE CODES

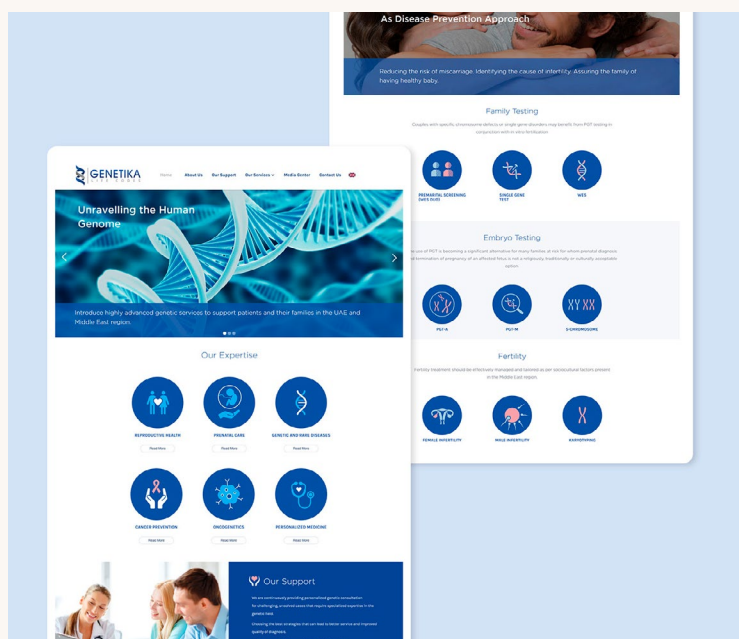
MenaLabs HEALTHIER TOGETHER



WEB DESIGN & DEVELOPMENT

Full-cycle design and development of two modern medical websites. For both Genetyka and MenaLabs, the entire digital experience was designed from scratch — including UI layout, visual identity elements, service pathways, and responsive components — and then fully built in Webflow.

The focus was on clarity, trustworthiness and easy access to medical information. Each website was optimized for fast performance, mobile usability and a professional, science-driven aesthetic tailored to the healthcare industry.



MOBILE APP


Additionally, a dedicated mobile app interface was designed for MenaLabs, allowing patients to book, reschedule and manage appointments seamlessly.


KEY DELIVERABLES:

- Full UI/UX design for Genetyka website
- Webflow development (entire build)
- Full UI/UX design for MenaLabs website
- Webflow development (entire build)
- Mobile app UI/UX design for appointment booking

Let's work together

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 studio30.design