

# Małgorzata Rogowska

Graphic Designer | Branding | Packaging | 3D Visualisation

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## Summary

Graphic designer with experience in branding, packaging design, DTP and 3D visualisation. I create projects from the initial concept through to final production and marketing materials, combining strong aesthetics with technical accuracy. I have worked on artwork and packaging for brands such as Philips, Narva and various OEM projects, preparing materials for the EMEA, LATAM, APAC, China and India markets. I optimise design workflows through prepress standardisation and automation based on structured data. I work comfortably both independently and in collaboration with clients, marketing teams, production departments and printing houses.

## Key Skills

### Creative

- Branding and visual identity
- Packaging and artwork design
- Typography and composition
- Marketing materials and digital assets
- Photo retouching and image processing
- Presenting concepts and implementing design changes

### 3D

- 3D visualisation and product rendering
- 3D modelling
- Creation of PBR materials
- Animation and rigging
- Environment design
- Preparing and optimising models for 3D printing

### Technical

- DTP and print-ready file preparation
- Prepress and collaboration with printing houses
- Automation of graphic production workflows
- Working with brand books and design briefs
- Adapting materials for multiple languages and markets

## Portfolio

<https://rogowska.eu>

Branding • Packaging • 3D

## Professional Experience

### Freelance Graphic Designer

07.2024 – present *MD Małgorzata Rogowska, Lodz, Poland*

- Designing visual identities from scratch, including logos, key visuals and brand guidelines
- Creating graphic materials for business clients: print designs, website graphics, marketing assets and 3D visualisations
- Managing projects independently from brief and concept to final production files and implementation
- Coordinating communication with clients, presenting concepts and implementing revisions
- Explaining design decisions based on composition, clarity and technical constraints
- Ensuring visual consistency of brands across both digital and print materials
- Comprehensive visual identity development for the Stellacan brand, including logo, company materials, product labelling and 3D renders

### Grafik komputerowy

04.2025 – 03.2026 *Ultinon Motion Poland SA, Pabianice, Poland*

10.2022 – 03.2025 *Lumileds Poland SA, Pabianice, Poland (company rebrand)*

- Designing packaging, artworks and sales-support materials for Philips, Narva and OEM projects (including BMW, Porsche, Honda, Kia and MAN)
- Preparing materials for EMEA, LATAM, APAC, China and India markets, considering language and regional requirements
- Developing and adapting packaging systems for multiple SKUs within unified product lines
- Creating packaging formats such as cartons, blister packs, plastic packaging, window cartons, labels, inserts, displays and product stands
- Preparing print-ready files with full consideration of technical and production constraints
- Collaborating with marketing teams, project leaders, production departments and printing houses during implementation and quality control
- Creating photorealistic product visualisations and PBR materials
- Retouching images, creating icons, presentation layouts and 3D animations
- Acting as an internal expert in technical issues related to graphic files and print production

### Selected Achievements:

- Designed packaging and artwork for product series typically consisting of 8-30 variants across multiple markets
- Simplified and standardised information tables used in print materials, significantly speeding up artwork updates and reducing time required for minor revisions
- Co-developed and implemented a print-file preparation standard that improved input quality and significantly reduced the need for additional prepress verification by printing houses
- Developed a workflow based on master files, structured data and Illustrator scripts, enabling rapid generation of multiple production-ready file variants and efficient global updates

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## Software

### Adobe Creative Cloud:

- Illustrator
- Photoshop
- InDesign
- After Effects
- Lightroom

### 3D and prototyping:

- Blender
- Fusion 360
- Figma

### AI Tools:

- Adobe Firefly
- Midjourney
- OpenAI

### Other:

- MS Office
- VS Code
- Basics Python / C++ / C#

## Languages

Polish: native  
English: C1  
German: B1/B2

## Hobby

Ornithology  
Photography  
Video games  
Sports

## Professional Experience

### 3D Character Artist and Animator

03.2022 – 12.2023 *Erasmus+ Project, Lodz University of Technology, Lodz, Poland*

- Modelling 3D characters based on original concepts
- Rigging and animating emotional expressions
- Designing 3D environment
- Preparing, optimising and exporting models for further use within the project pipeline

### 3D Environment Artist and Animator

05.2022 – 09.2022 *Łódzka Szkoła Filmowa, Lodz, Poland*

- Creating and tracking 3D environments in relation to film scenography
- Preparing materials for further stages of production

### Graphic Designer

06.2021 – 07.2021 *National Team Game Development Competition, Lodz University of Technology, Lodz, Poland*

- Designing promotional and organisational materials for both digital and print use
- Creating graphics for social media and YouTube broadcast streams
- Preparing invitations and materials consistent with the event visual identity
- Supervising visual consistency and quality of all graphic materials

### Graphic Designer and Coordinator

09.2016 – 03.2020 *International Robot Competition Sumo Challenge, Lodz University of Technology, Lodz, Poland*

- Creating the visual identity and promotional materials for the event
- Designing print and digital materials such as leaflets, certificates, information brochures, website graphics and social media assets
- Coordinating design tasks and maintaining visual consistency across all materials
- Designing trophies, event T-shirts and other event materials

## Education

### MSc Applied Computer Science

2021 – 2022 *Lodz University of Technology, Lodz, Poland*

Specialisation in Interactive Systems and Games Technologies with individual programme focused on Graphic Design, Faculty of Technical Physics, Information Technology and Applied Mathematics. Grade 5/5

### BEng Automation and Robotics

2017 – 2021 *Lodz University of Technology, Lodz, Poland*

Faculty of Electrical, Electronic, Computer and Control Engineering. Grade 4.5/5.