# ROMAN KRAJEWSKI

**GRAPHIC DESIGN ART DIRECTOR**
**PRINT & DIGITAL**

BEAUTY | SPIRITS | WATCHES | JEWELRY
360° CONCEPT | BRANDING | PACKAGING DESIGN

# NOSE

OLFACTIVE REVIEW EVENT

ARTISTIC DIRECTION FOR PRINT & DIGITAL SUPPORT,
ILLUSTRATIONS MIXED TECHNIQUE (WITH AI & TRADITIONAL PRODUCTION)

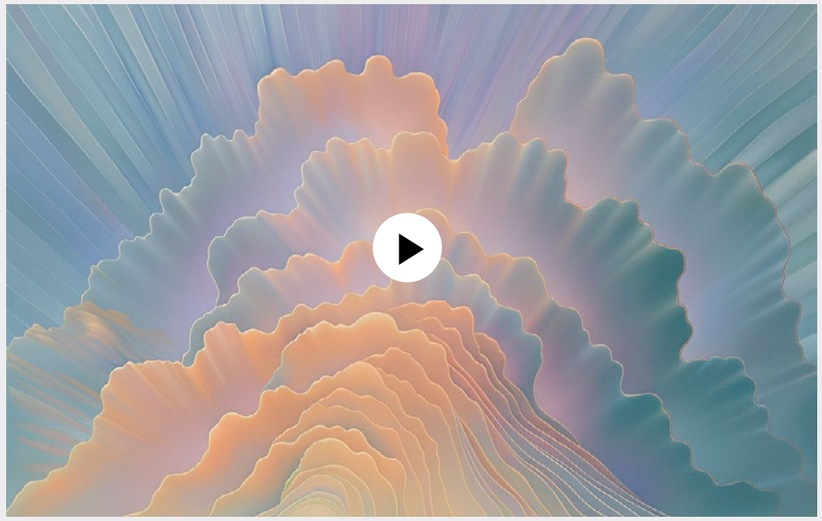
*PERSONAL CUSTOMER*




**KEY VISUAL ART DIRECTION AND ILLUSTRATION**

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the review **nose**



**TOP NOTE**

## Orange Blossom 4,7/5 (180 reviews)

Orange blossom is a complex ingredient, almost a fragrance in itself
it has a complex scent and can be interpreted within a large palette of notes.



HEART NOTE +

BASE NOTE +

| OVERALL IMPRESSION | |
|---|---|
| Absolutely love | 125/180 |
| Like | 30/80 |
| Neutral | 10/80 |
| Don't like | 5/80 |
| Hate | 0/80 |

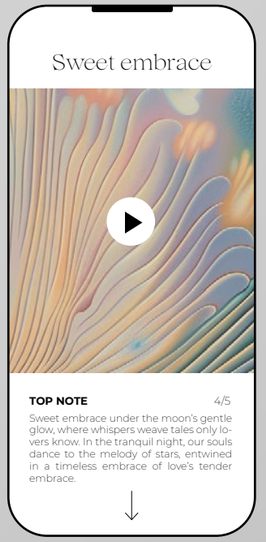
| ODOR PERSISTENCE | |
|---|---|
| Absolutely love | 125/180 |
| Like | 30/80 |
| Neutral | 10/80 |
| Don't like | 5/80 |
| Hate | 0/80 |

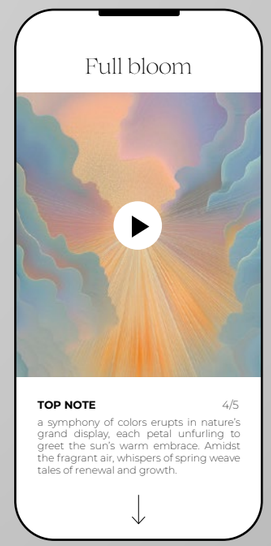
| PRICE / QUALITY RATIO | |
|---|---|
| Absolutely love | 125/180 |
| Like | 30/80 |
| Neutral | 10/80 |
| Don't like | 5/80 |
| Hate | 0/80 |

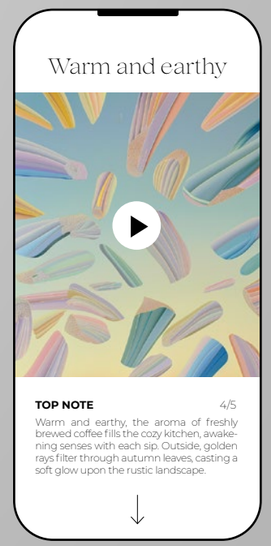
*«Wearing **orange blossom fragrance** feels like a stroll through a sun-drenched garden.*

★★★★☆



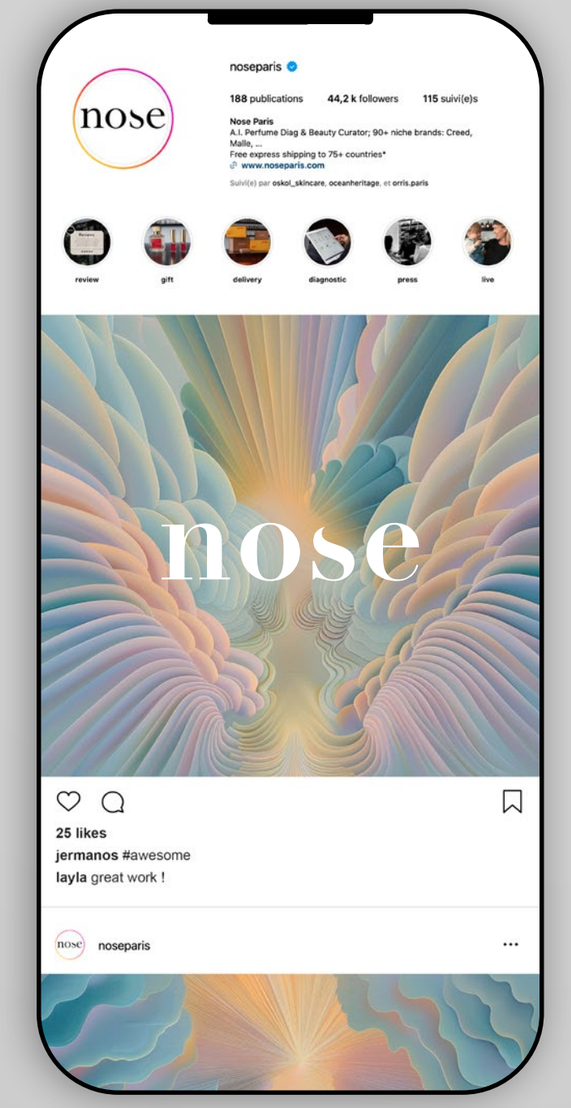




**DIGITAL SET ART DIRECTION AND ILLUSTRATION**

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**SOCIAL MEDIA ART DIRECTION AND ILLUSTRATION**

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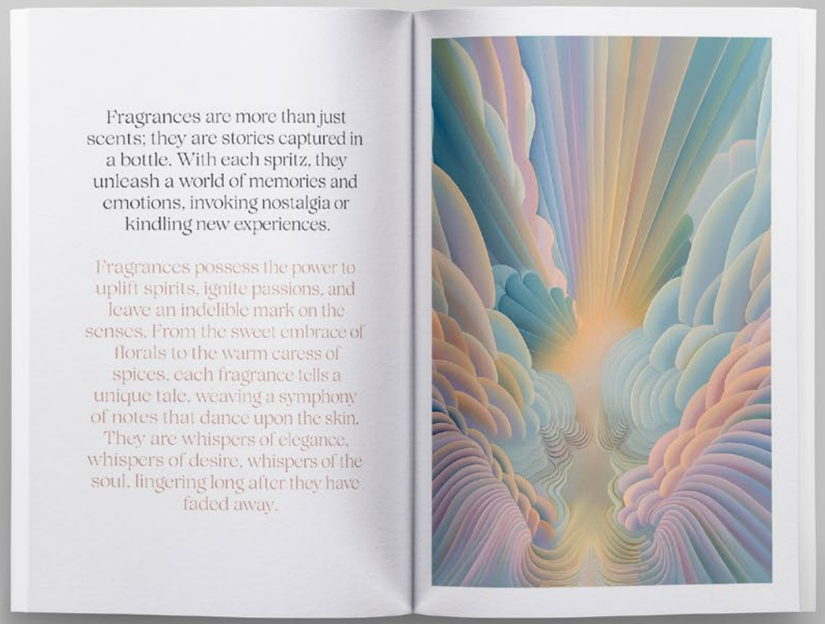




**PRINT DESIGN ART DIRECTION AND ILLUSTRATION**

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**PRINT DESIGN ART DIRECTION AND ILLUSTRATION**

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# GUCCI

## THE ALCHEMIST'S GARDEN, THE HEART OF LEO

WE WERE ASKED TO FIND A GLOBAL CONCEPT TO BOOST
SALES OF THE GUCCI FRAGRANCE RANGE, WHICH SUFFERED FROM A LACK OF CLARITY.
IT SEEMED ESSENTIAL TO REORGANIZE AND REFOCUS THE STRATEGY
AND BREATHE NEW LIFE INTO THE RANGE.

FIRST, WE CHOSE TO CREATE A SERIES OF VISUALS
COMBINING SEVERAL INGREDIENTS TO EXPRESS THIS NOTION OF ALCHEMY.

THEN WE DEVELOPED AN APP AND AN EDUCATIONAL BOOK.

WITH SURF AGENCY








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# OCEAN HERITAGE

FULL BRAND IDENTITY FOR THE BRAND LAUNCH

ARTISTIC DIRECTION, LOGOTYPE & IDENTITY DIGITAL AND PRINT VARIANT,
CASTING, PHOTOSHOOTING, FILM DIRECTOR
*PROCESS BLUE*




**KEY VISUAL ART DIRECTION** *PERSONAL CUSTOMER*

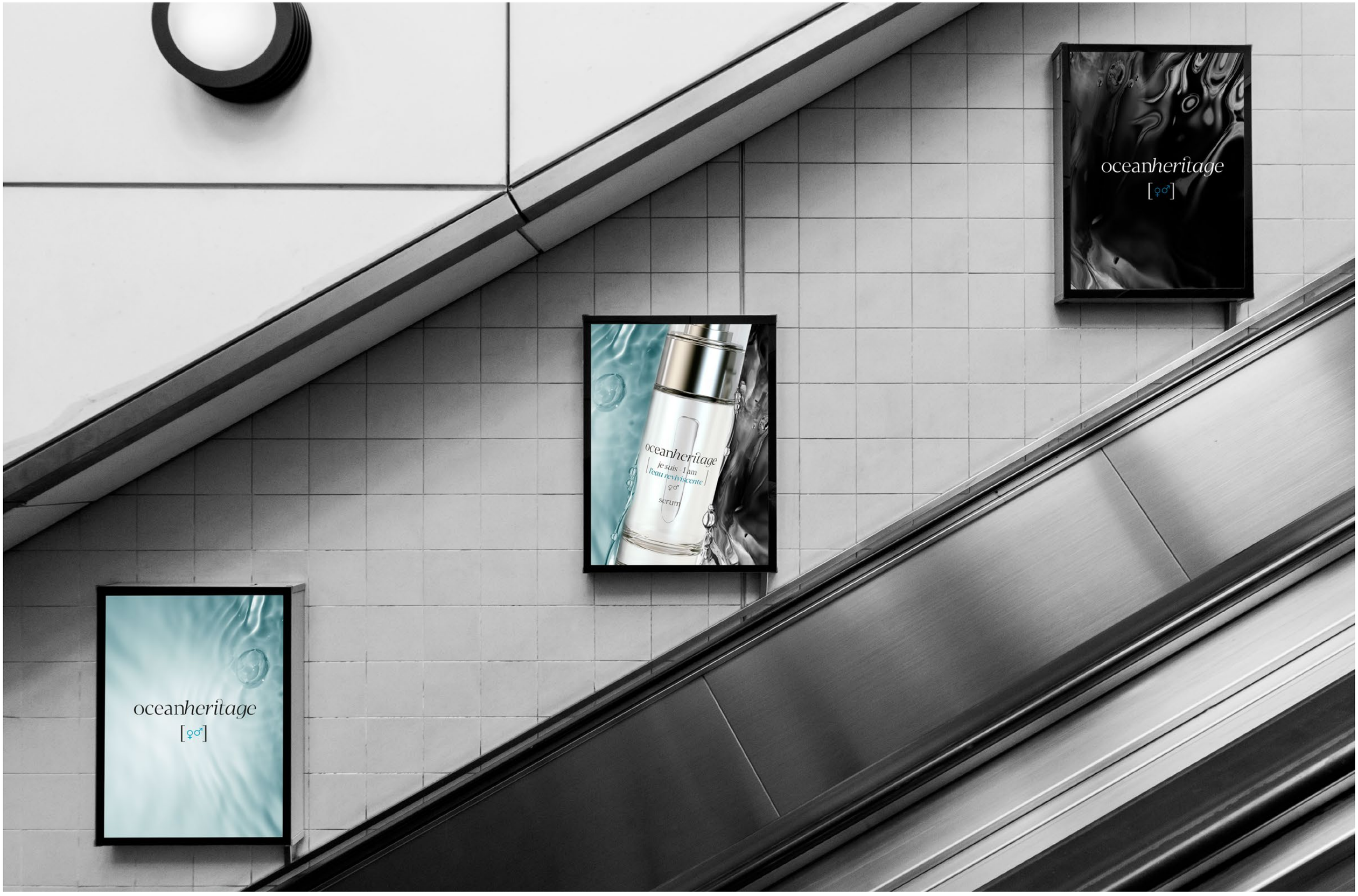
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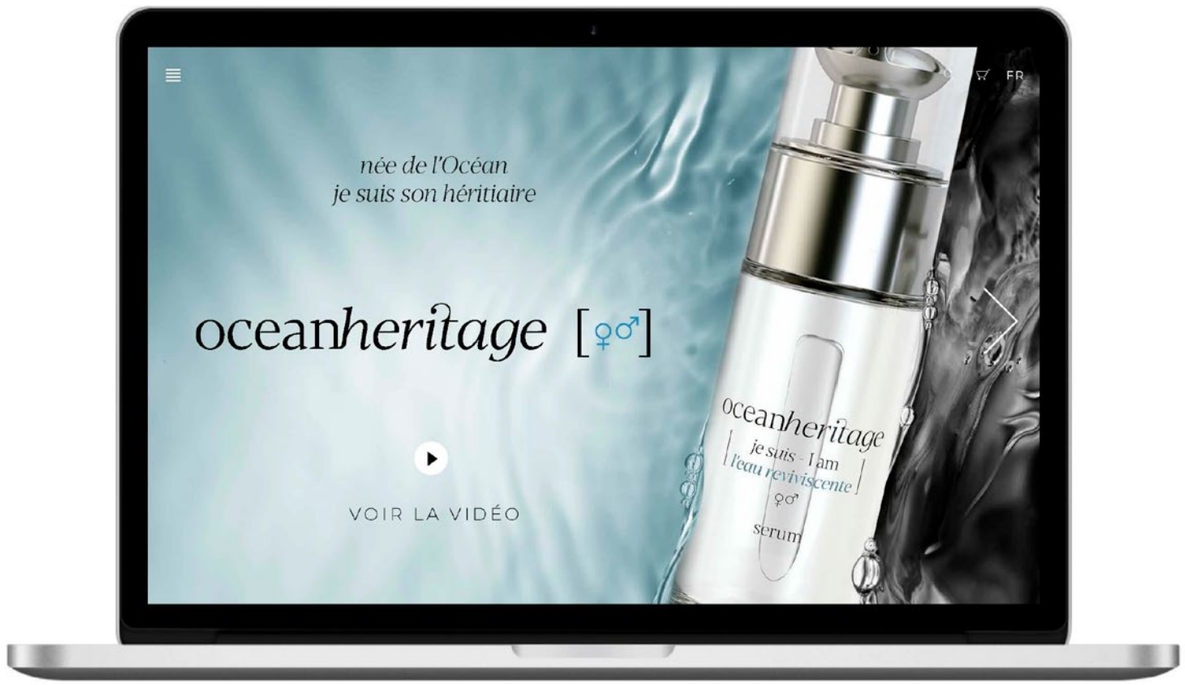
**KEY VISUAL ART DIRECTION** *PERSONAL CUSTOMER*

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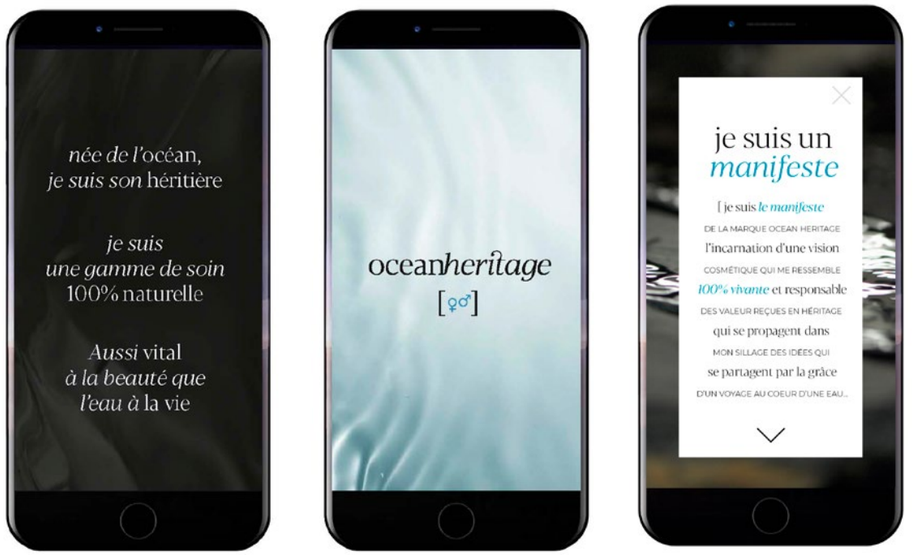



**KEY VISUAL ART DIRECTION** *PERSONAL CUSTOMER*

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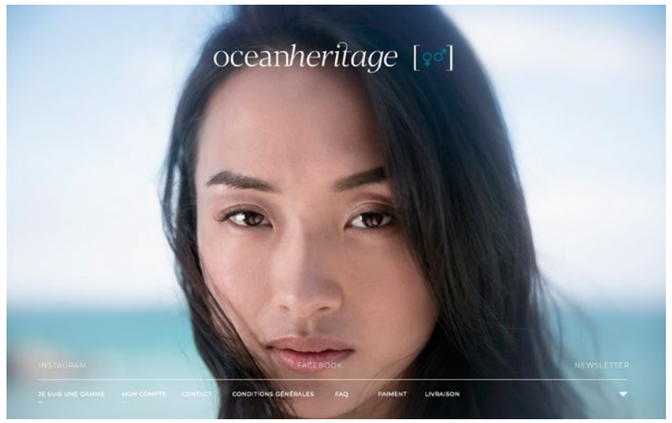

FR
née de l'Océan
je suis son héritiaire
oceanheritage [♀♂]
VOIR LA VIDÉO
Oceanheritage
je suis - I am
l'eau revivscente
♀♂
serum

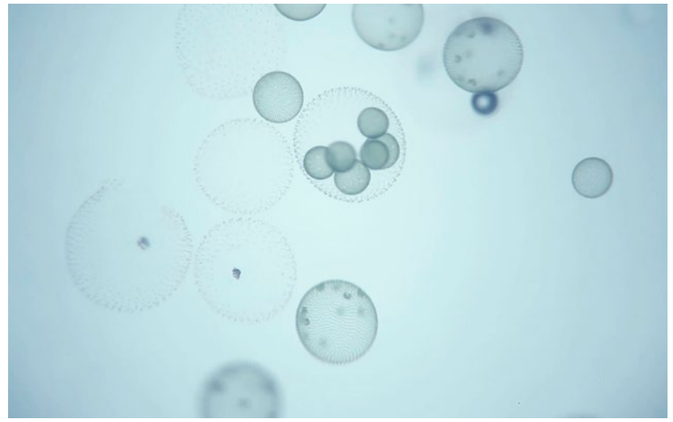



née de l'océan,
je suis son héritière
je suis
une gamme de soin
100% naturelle
Aussi vital
à la beauté que
l'eau à la vie
oceanheritage
[♀♂]
je suis un
manifeste
[ je suis le manifeste
DE LA MARQUE OCEAN HERITAGE
l'incarnation d'une vision
COSMÉTIQUE QUI ME RESSEMBLE
100% vivante et responsable
DES VALEUR REÇUES EN HÉRITAGE
qui se propagent dans
MON SILLAGE DES IDÉES QUI
se partagent par la grâce
D'UN VOYAGE AU COEUR D'UNE EAU...




nous sommes tous
les *héritiers* de l'*ocean*


ocean*heritage* [♀♂]
INSTAGRAM
FACEBOOK
NEWSLETTER
JE SUIS UNE GAMME
MON COMPTE
CONTACT
CONDITIONS GÉNÉRALES
FAQ
PAIMENT
LIVRAISON

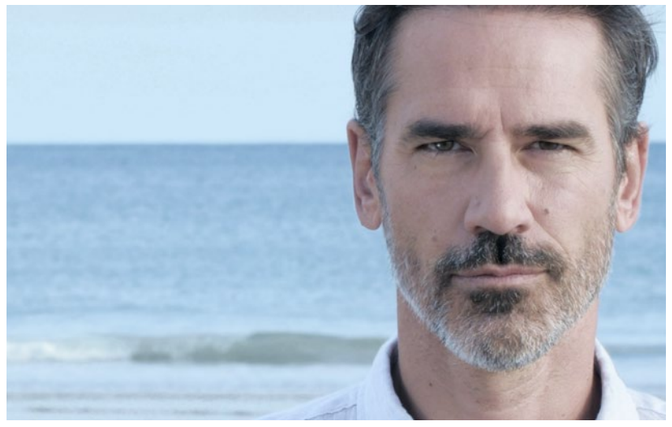



je suis 100% *naturelle*


je suis une histoire *vraie*








je suis un *manifeste*




**PHOTOSHOOTING ART DIRECTION** *PERSONAL CUSTOMER*


oceanheritage
[ je suis - I am le baume reviviscent ]
♀♂ nettoyant - cleansing
naturel - natural
oceanheritage
[ je suis - I am la crème revivscente
♀♂ riche - rich
oceanheritage
[ je suis - I am le baume nettoyant - cleansing
♀♂ légère - light
oceanheritage
[ je suis - I am le sérum
♀♂ sérum
oceanheritage
100% naturelle - natu
oceanheritage


oceanheritage
Rennes, le 20 septembre 2020
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex
hendrerit in vulputate velit esse molestie cons
et accumsan et iusto odio dignissim qui blan
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feugait nulla facilisi.
Cordialement
Jacques Lebozec
74 F rue de Paris - 35000 Renness
02 23 56 45 47
www.oceanheritage.com
SAS au capital de 1 130 000 euros RCS RENNES 830 937 879
TVA intracommunautaire FR 27 830 937 879 - APE 2720Z
oceanheritage
oceanheritage
[ Sébastien Nivet sales & marketing manager ]
06 77 36 01 91
s.nivet@ocean-heritage.net
74 F rue de Paris - 35000 Rennes
www.oceanheritage.com
oceanheritage

# ASCENT / GAIN

## DESIGNING THE SALON OF COSMETIC SURGERY'S VISUAL BRAND TO PROMOTE NEW PRODUCTS

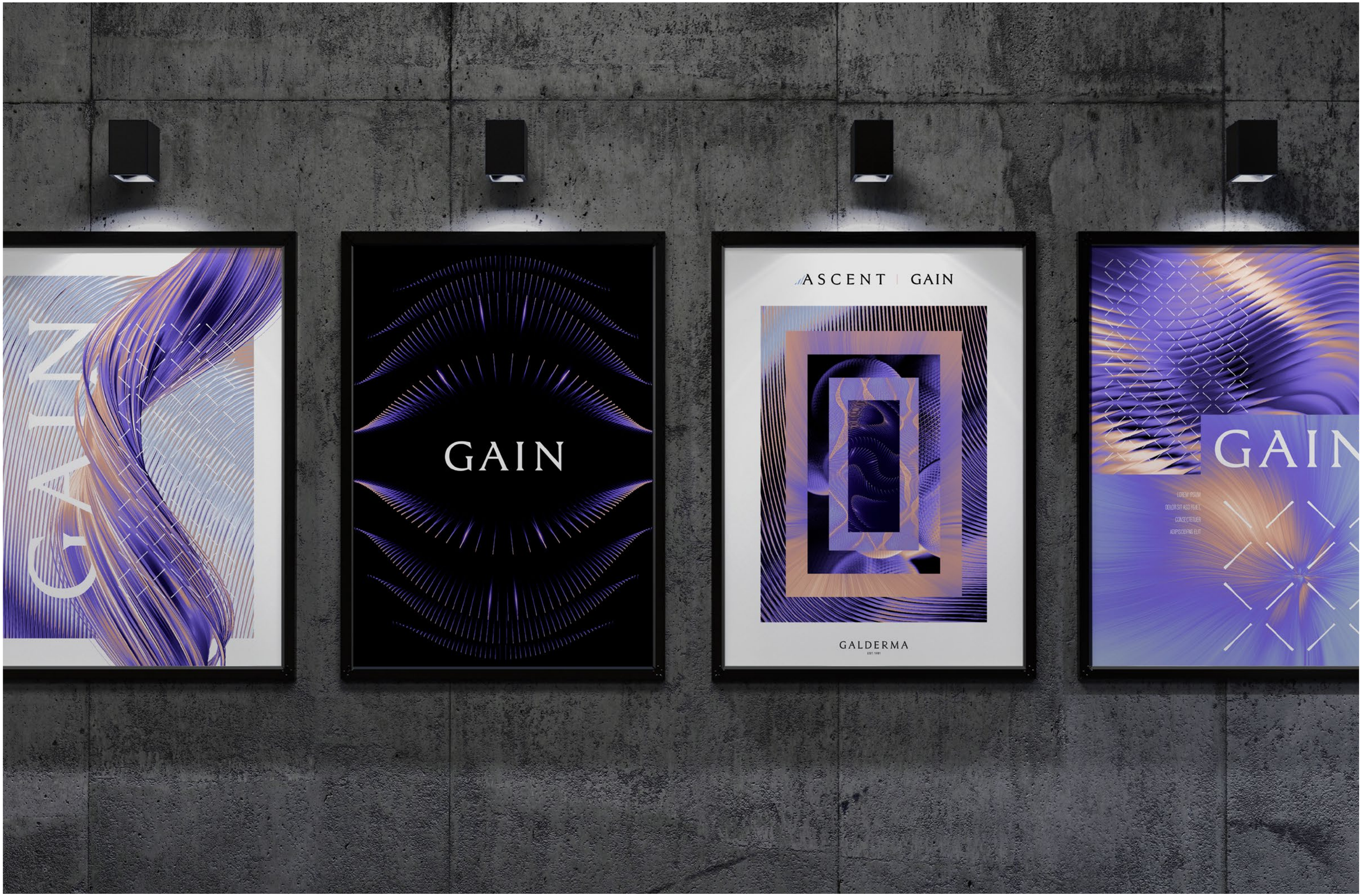
ARTISTIC DIRECTION, KEY VISUAL,
DIGITAL AND PRINT VARIANT & STORY BOARD MOTION

CAMELIA AGENCY




**KEY VISUAL ART DIRECTION** *WITH CAMELIA AGENCY*

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**KEY VISUAL ART DIRECTION** *WITH CAMELIA AGENCY*

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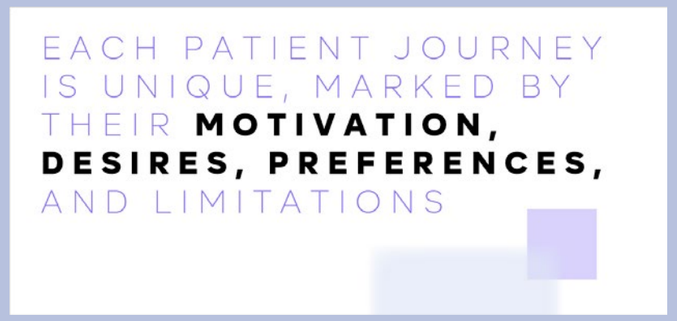

**PRINT DESIGN ART DIRECTION** *WITH CAMELIA AGENCY*

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GAIN


GAIN


AESTHETICS IS A JOURNEY
THAT STARTS WITH THE PATIENT.


EACH PATIENT JOURNEY
IS UNIQUE, MARKED BY
THEIR MOTIVATION,
DESIRES, PREFERENCES,
AND LIMITATIONS


WE
A WORLD


WE REPRESENT A WORLD OF
SKILLED PRACTITIONERS


THEY CONTINUOUSLY
FOLLOW
AART™
(ASSESSMENT, ANATOMY,
RANGE, TREATMENT)


TO ACHIEVE
BETTER OUTCOMES
FOR THEIR
PATIENTS AS
THEIR
TREATMENT
HIT™


AART™
TO ACHIEVE
BETTER OUTCOMES
FOR THEIR
PATIENTS AS THEIR
TREATMENT NEEDS
CHANGE OVER TIME
HIT™


WITH
COMBINATION
OF TREATMENTS
THEY ACCOMPANY
THE MORE
CHALLENGING
CASES IN THEIR
LONG-TERME
AESTHETIC
JOURNEY
OBT
NASHA
2020


TOGETHER
THEY ARE PUSHING
THE BOUNDARIES
TO REDEFINE WHAT'S
POSSIBLE!


OUR
AESTHETIC
LIVES by GAIN

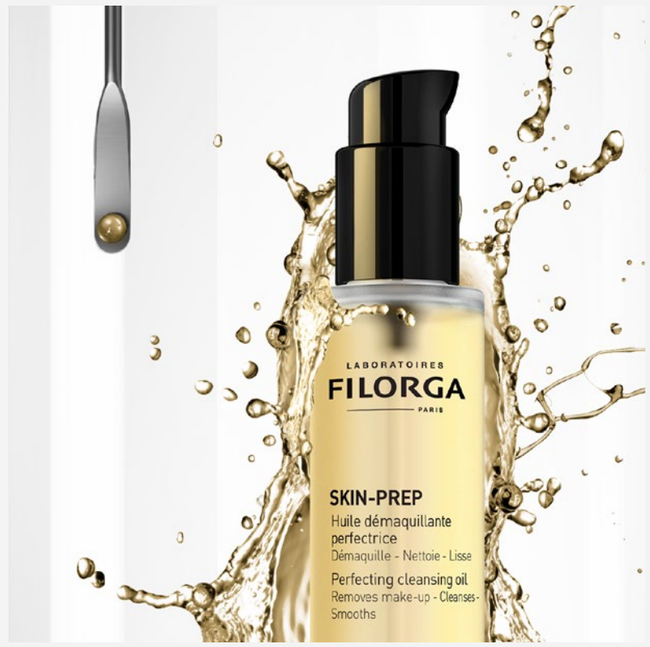
# KEY VISUAL

CREATION OF VISUALS FOR
SEVERAL COSMETICS BRANDS

ARTISTIC DIRECTION & VISUAL
VARIOUS AGENCIES


LABORATOIRES
FILORGA
PARIS
NCEF-SHOT
Concentré
régénérateur suprême
Supreme polyrevitalising
concentrate
GLOBAL-REPAIR
EYES & LIPS
Soin multi-revitalisant
contour yeux & lèvres
Multi-revitalising
eye & lip contour cream
TIME-FILLER 5XP
Crème correction tous types de rides
Correction cream - all types of wrinkles


LABORATOIRES
FILORGA
PARIS
MESO-MASK NCEF
Masque revitalisant triple action
Triple action revitalizing mask


LABORATOIRES
FILORGA
PARIS
SKIN-PREP
Huile démaquillante
perfectrice
Démaquille - Nettoie - Lisse
Perfecting cleansing oil
Removes make-up - Cleanses -
Smooths


LABORATOIRES
FILORGA
PARIS
MESO-MASK NCEF
Masque revitalisant triple action
Triple action revitalizing mask


LABORATOIRES
FILORGA
PARIS
SKIN-PREP
Huile démaquillante
perfectrice
Démaquille - Nettoie - Lisse
Perfecting cleansing oil
Removes make-up - Cleanses -
Smooths
EFFET PEAU NEUVE
NEW SKIN EFFECT
SKIN-PREP
Mousse nettoyante
enzymatique
Nettoie - Lisse - Illumine
Enzymatic cleansing foam
Cleanses - Smooths - Brightens
SKIN-PREP
Crème exfoliante
enzymatique
Enzymatic exfoliating
cream


LABORATOIRES
FILORGA
PARIS
MESO-MASK NCEF
Masque revitalisant triple action
Triple action revitalizing mask



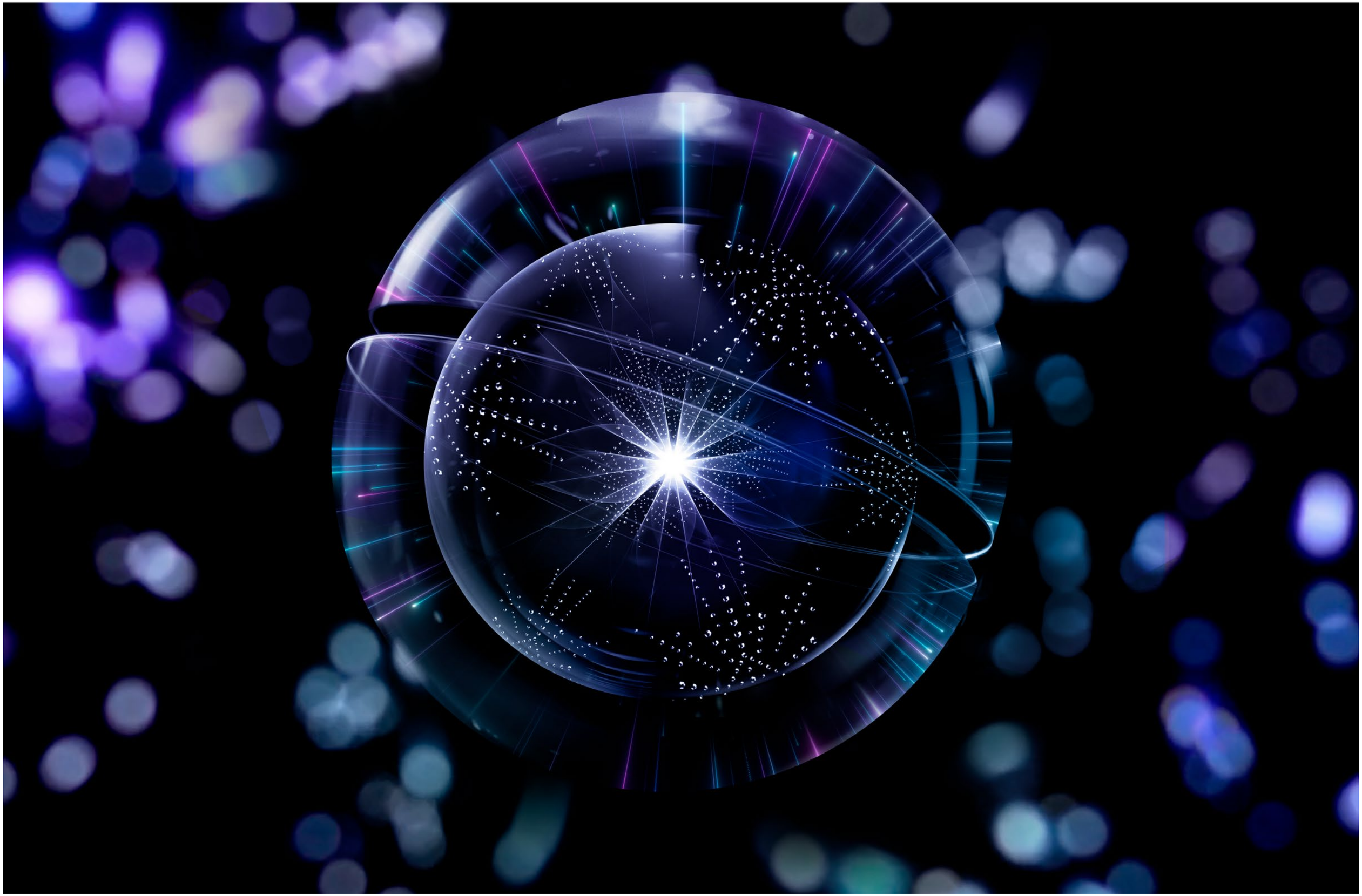



SKIN-PREP
Huile démaquillante
perfectrice
Démaquille - Nettoie - Lisse
Perfecting cleansing oil
enzymatique
Nettoie - Lisse - Illumine
Enzymatic cleansing foam
Cleanses - Smooths - Brightens
EFFET PEAU NEUVE
NEW SKIN EFFECT




**KEY VISUAL ART DIRECTION** *WITH CAMELIA AGENCY*

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**KEY VISUAL ART DIRECTION** *WITH CAMELIA AGENCY*

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**KEY VISUAL ART DIRECTION** *WITH CREPUSCULE AGENCY*

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**KEY VISUAL ART DIRECTION** *WITH LONSDALE AGENCY*

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**KEY VISUAL ART DIRECTION** *WITH CAMELIA AGENCY*

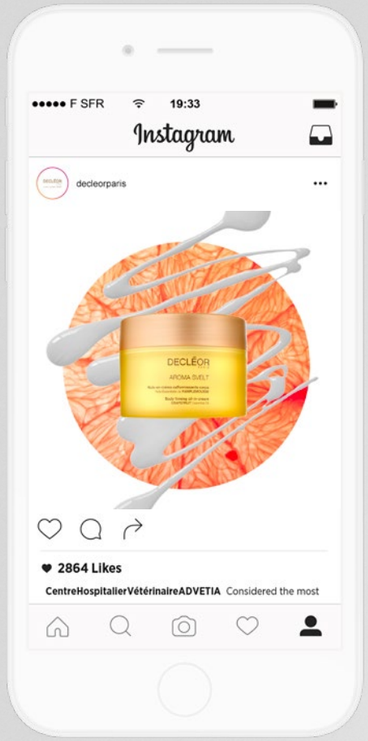
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# DIGITAL DESIGN

## E-LEARNING, SOCIAL NETWORK & STORY BOARDS

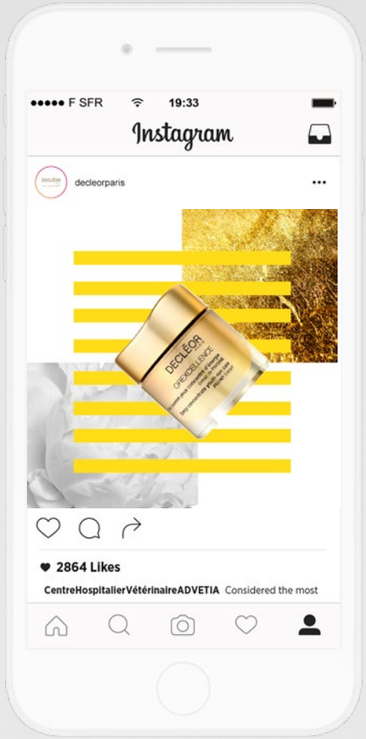
ARTISTIC DIRECTION, VISUAL AND EXECUTION

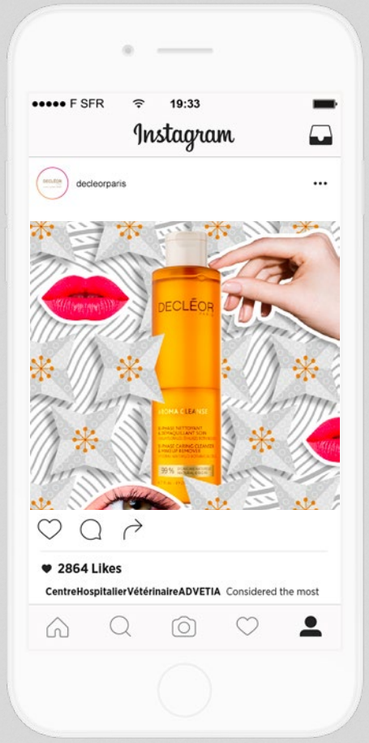




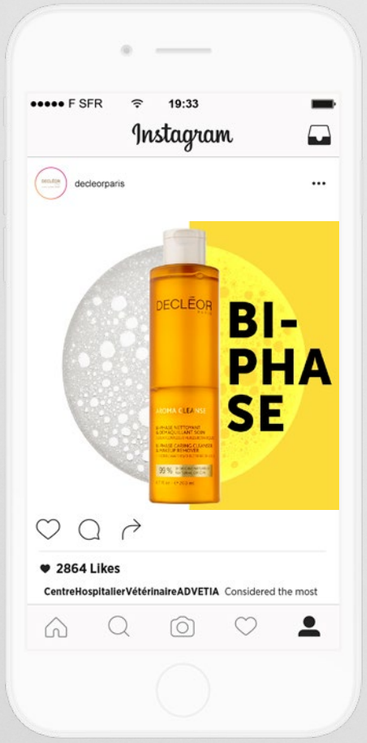














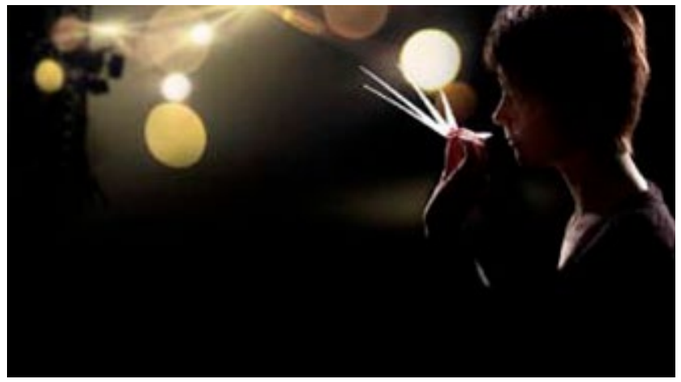


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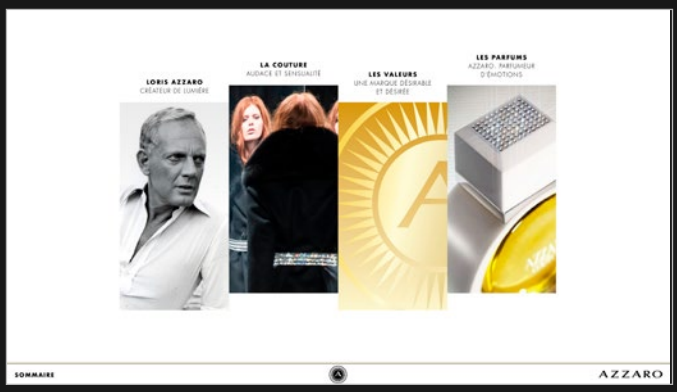


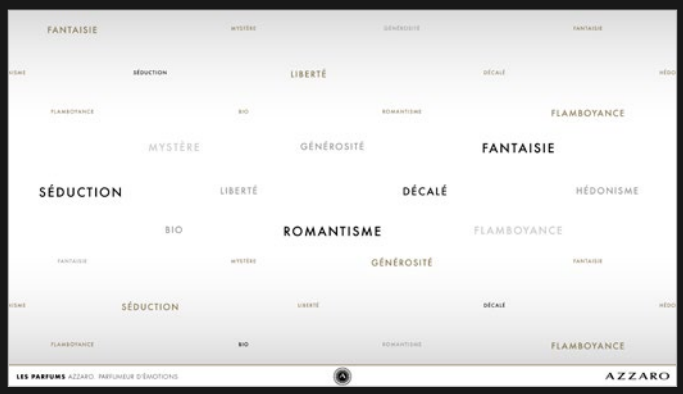




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