

FILIPGONERA.COM/PORTFOLIO.PDF

I'M AN INTERDISCIPLINARY  
DESIGNER WORKING IN BRANDING,  
DIGITAL, TYPE & ILLUSTRATION.

FILIPGONERA.CONTACT @ GMAIL.COM →

WWW.INSTAGRAM.COM / F.GONERA →

T UK: 0044 7494 222933 →

T PL: 0048 797 816 089 →

BASED BETWEEN LDNUK & WAWPL

# BIO:

FREELANCE AND IN-HOUSE DESIGNER SINCE 2019. GRADUATE OF BA GRAPHIC&MEDIA DESIGN AT UAL LCC IN LONDON.

I VALUE AND CREATE HONEST AND EYECATCHING COMMUNICATION / NICE TYPOGRAPHY / PROJECTS THAT WORK. FOR NICE PEOPLE.

FORM FOLLOWS FUN. FUN FOLLOWS FUNCTION. I BELIEVE THAT PROJECTS SPEAK LOUDER THAN WORDS. DESIGN <3 TECHNOLOGY.

# TIMELINE:

- (05/2019 - 06/2020)  
JUNIOR GRAPHIC DESIGNER,  
@TWIN.COLLECTIVE - WARSAW (PL)

- (06/2020 - 02/2022)  
FREELANCE AT: NICE TO FIT YOU (PL),  
@MEDIocre.AGENCY (PL) & @F.GONERA

- (02/2022 - 08/2023)  
JUNIOR GRAPHIC DESIGNER,  
PURPLE BANANA (UK)  
FREELANCE @F.GONERA



# SOME OF THE NAMES ON MY PROJECT FOLDERS:

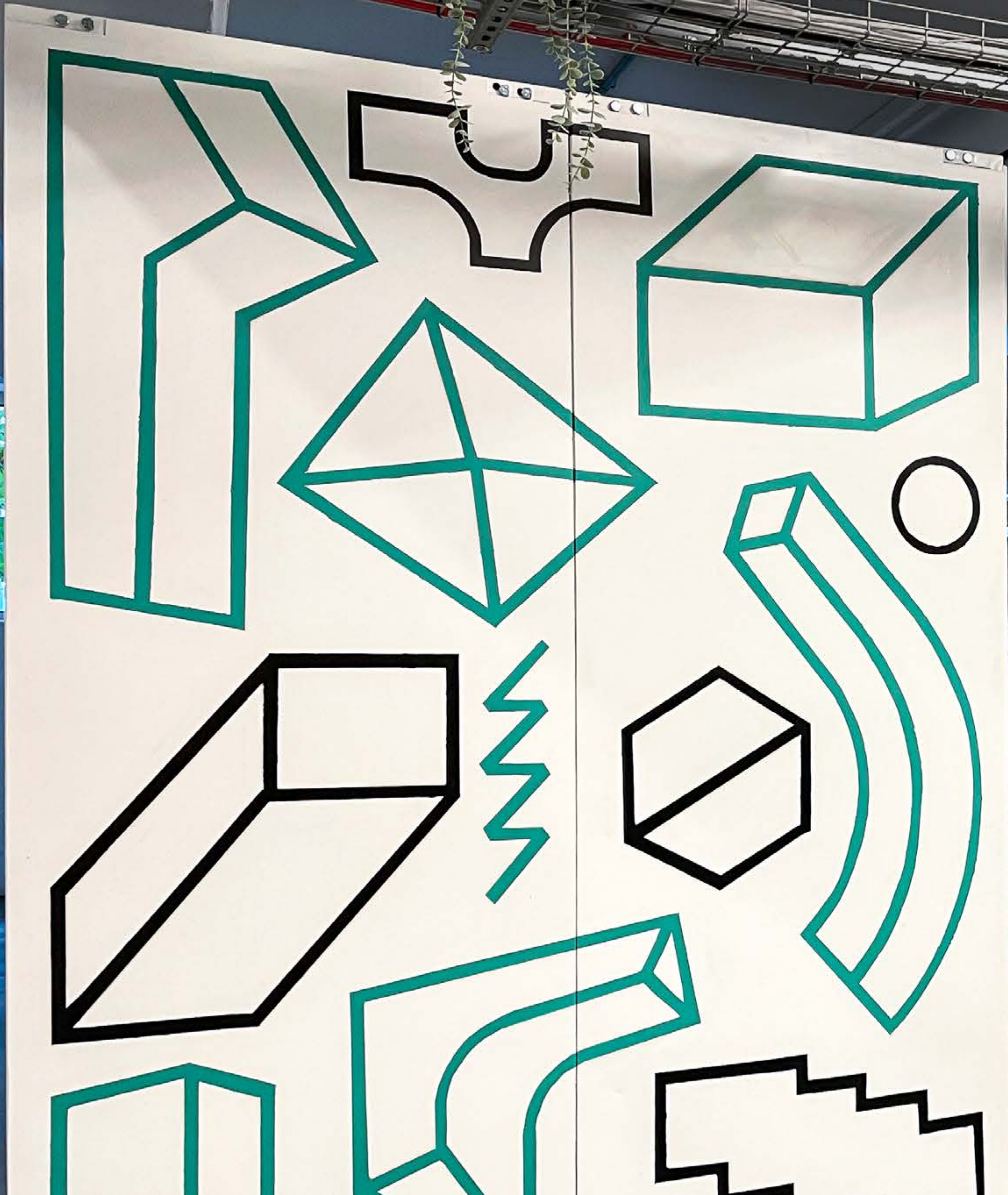
(A-Z)

AMNESTY INTERNATIONAL  
BALAGAN  
EHOUSE  
JAGERMEISTER  
SCHUH X CONVERSE  
H&M  
NICE TO FIT YOU  
PAPAYA FILMS  
WWF  
ŻYWIEC GROUP

QUESTIONS?



MESSAGE ME →





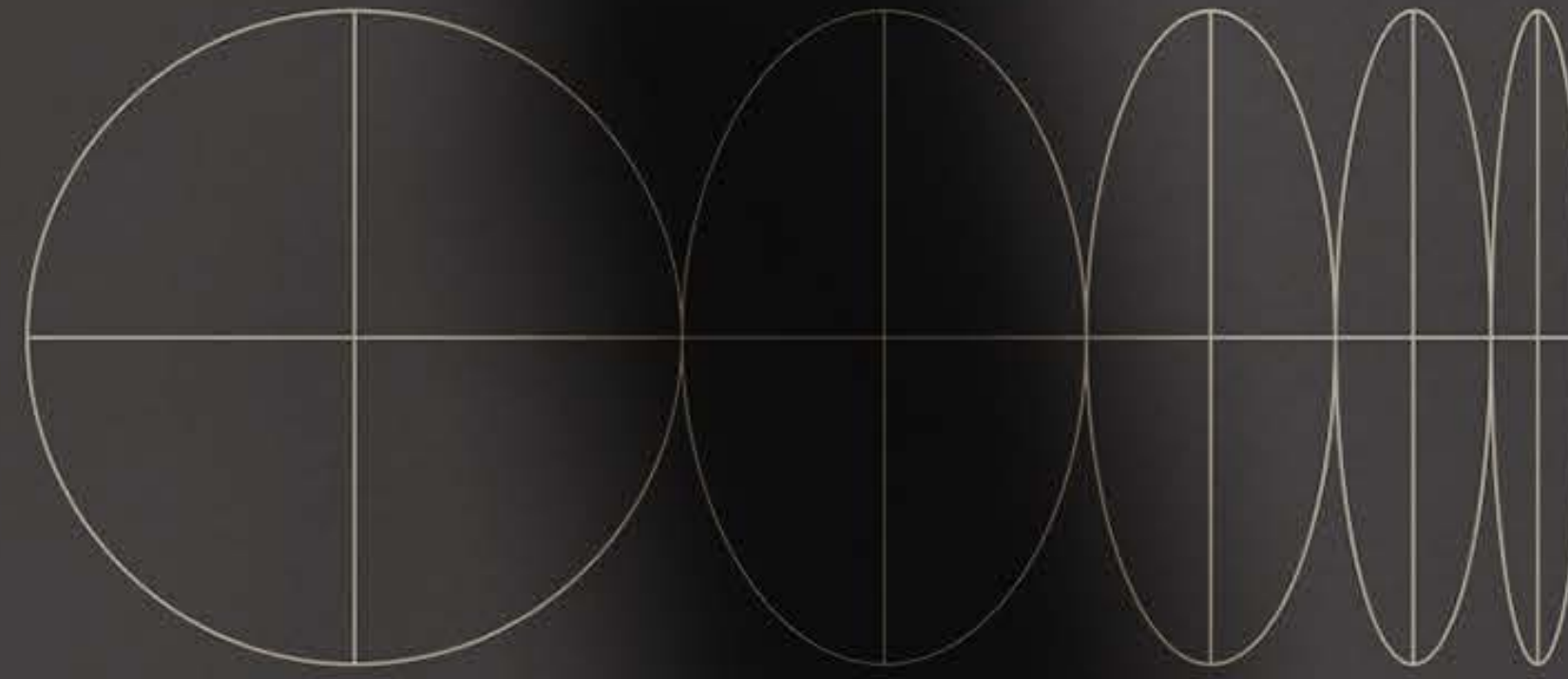
DESCRIPTION:

These two mural accent walls for ehouse coworking and storage space for ecommerce businesses were designed and painted by me in Peckham Levels in London. The outcome of the project were two walls with themes originating from ecommerce, one illustrated and second typographic. Both themed with ehouse's green flagship colour, reference flexible storage space and community that this innovative startup aims to create for it's clients.

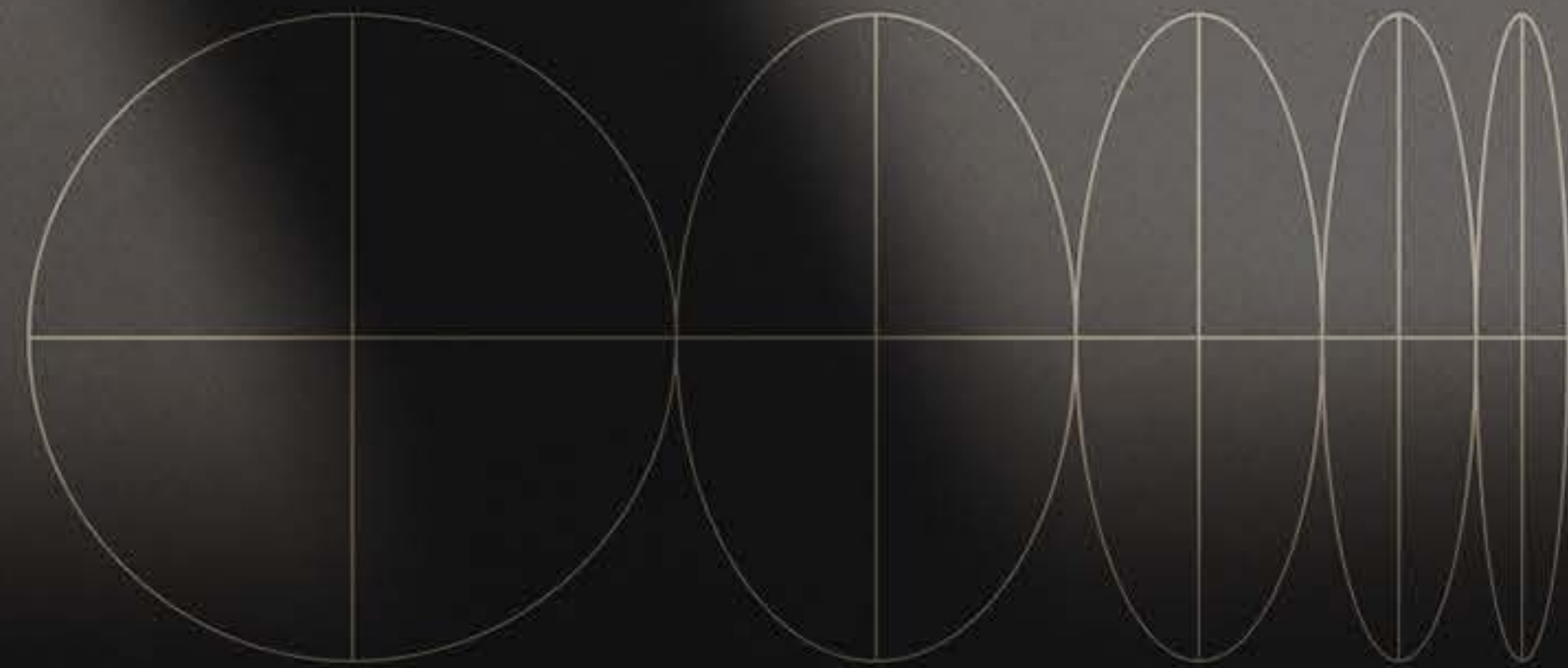
WIKTORIA KOZŁOWSKA  
INTERIOR DESIGNER

+48 987 654 321  
CONTACT@POINT.COM

WE GET THE .POINT  
OF GOOD INTERIORS



.POINT ARCHITECTURE



.POINT ARCHITECTURE

WIKTORIA KOZŁOWSKA  
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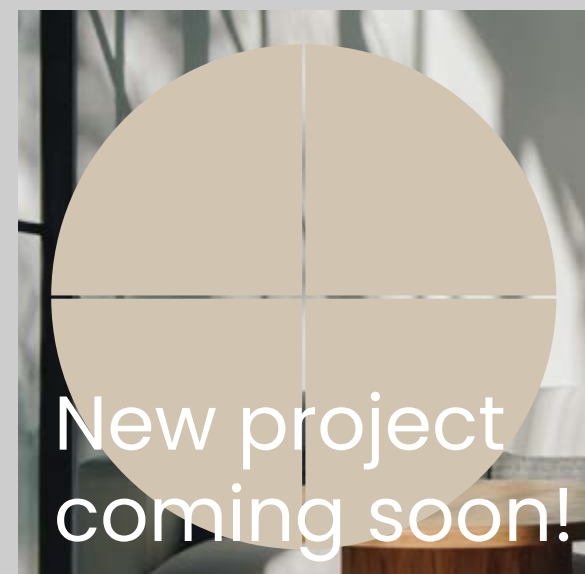
WE GET THE .POINT  
OF GOOD INTERIORS

Mieszkanie w nowym budownictwie w Częstochowie

realizacja: 2022

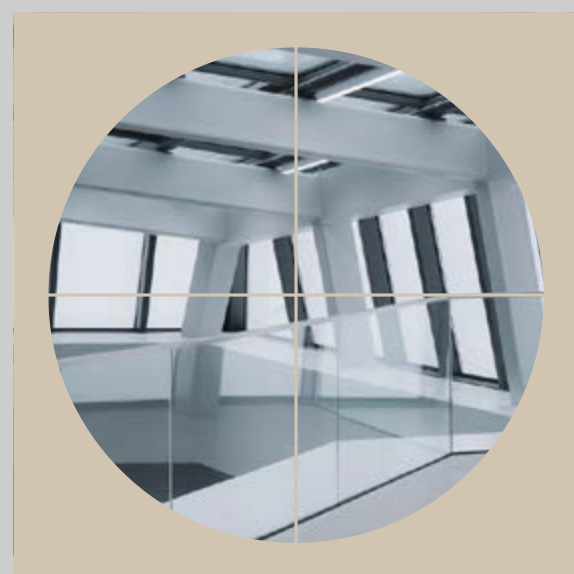


New project coming soon!

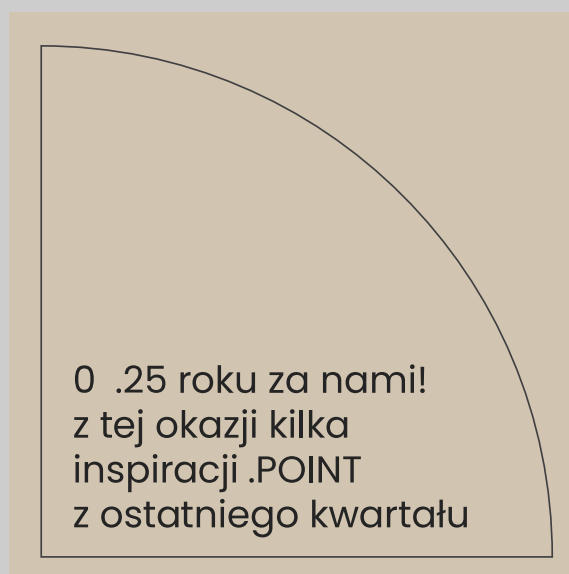


Kompleksowy remont łazienki w Katowicach

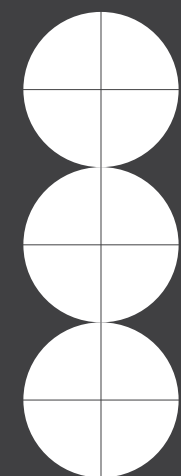
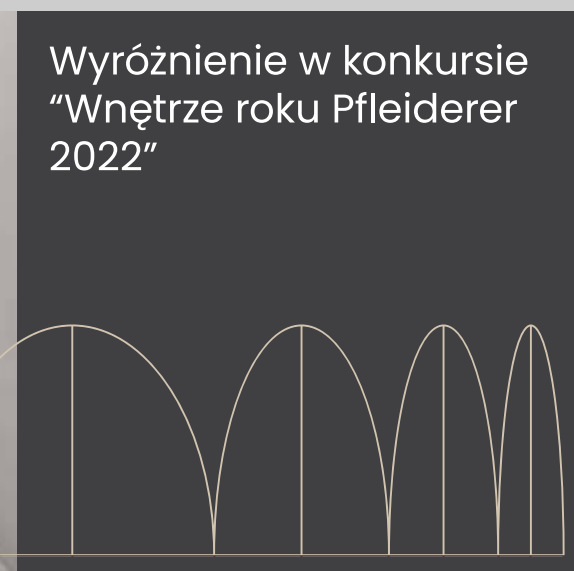
realizacja: 2021



0 .25 roku za nami! z tej okazji kilka inspiracji .POINT z ostatniego kwartału



Wyróżnienie w konkursie "Wnętrze roku Pfeiderer 2022"



Mierzymy

Projektujemy

SPEŁNIAMY MARZENIA



.POINT ARCHITECTURE

WIKTORIA KOZŁOWSKA  
INTERIOR DESIGNER

+48 987 654 321  
CONTACT@POINT.COM

Drodzy Państwo,

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

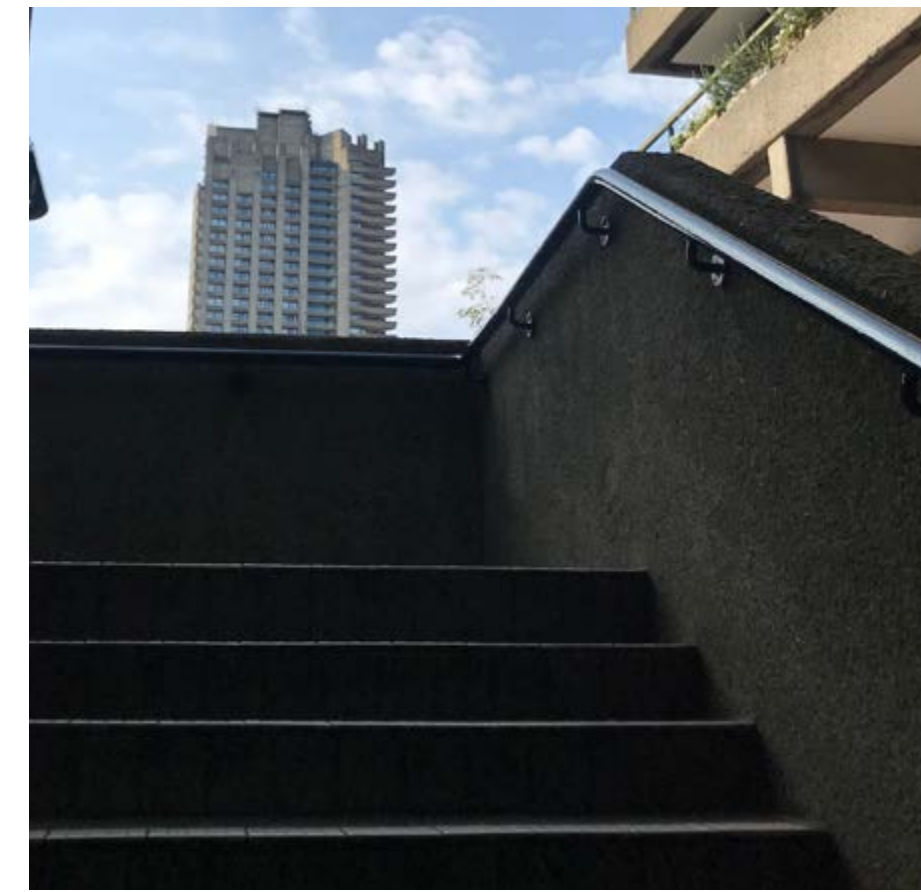
Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur? Lorem 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.

WE GET THE .POINT  
OF GOOD INTERIORS

PROJECT: "ALWAYS THE STAIRS" T-SHIRT

CLIENT: SELF INITIATED





DESCRIPTION:

My personal tribute to all lovely and horrendously weird London staircases. Some engineering masterpieces or just super narrow stairs used everyday to reach the bed after a long day. To all stairs in the tube, beloved especially when traveling with a suitcase, and everyday and neverending routine of climbing them up and down. If you're not motivated enough, just move to London and wear this T-shirt.

PROJECT: "CARPET HANGER" MURAL

CLIENT: "OCZAMI BRATA" CHARITY



DESCRIPTION:

Mural design and painting in Czeszochowa (PL) made as part of urban regeneration. Design depicts kids playing on the streets on carpet hanger, which used to be a very common sight back in the day in Poland. Carpet hangers were railing constructions installed in public spaces with purpose of cleaning carpets. Usually though, they were used by kids as a gymnastic gear or just playground and meeting spot. Illustrative and colorful representation of kids playing on the carpet hanger in my mural brings back nostalgia of using small street architecture for having fun on the streets.



PROJECT: "CLARITY OF MIND" POSTER

CLIENT: SELF INITIATED



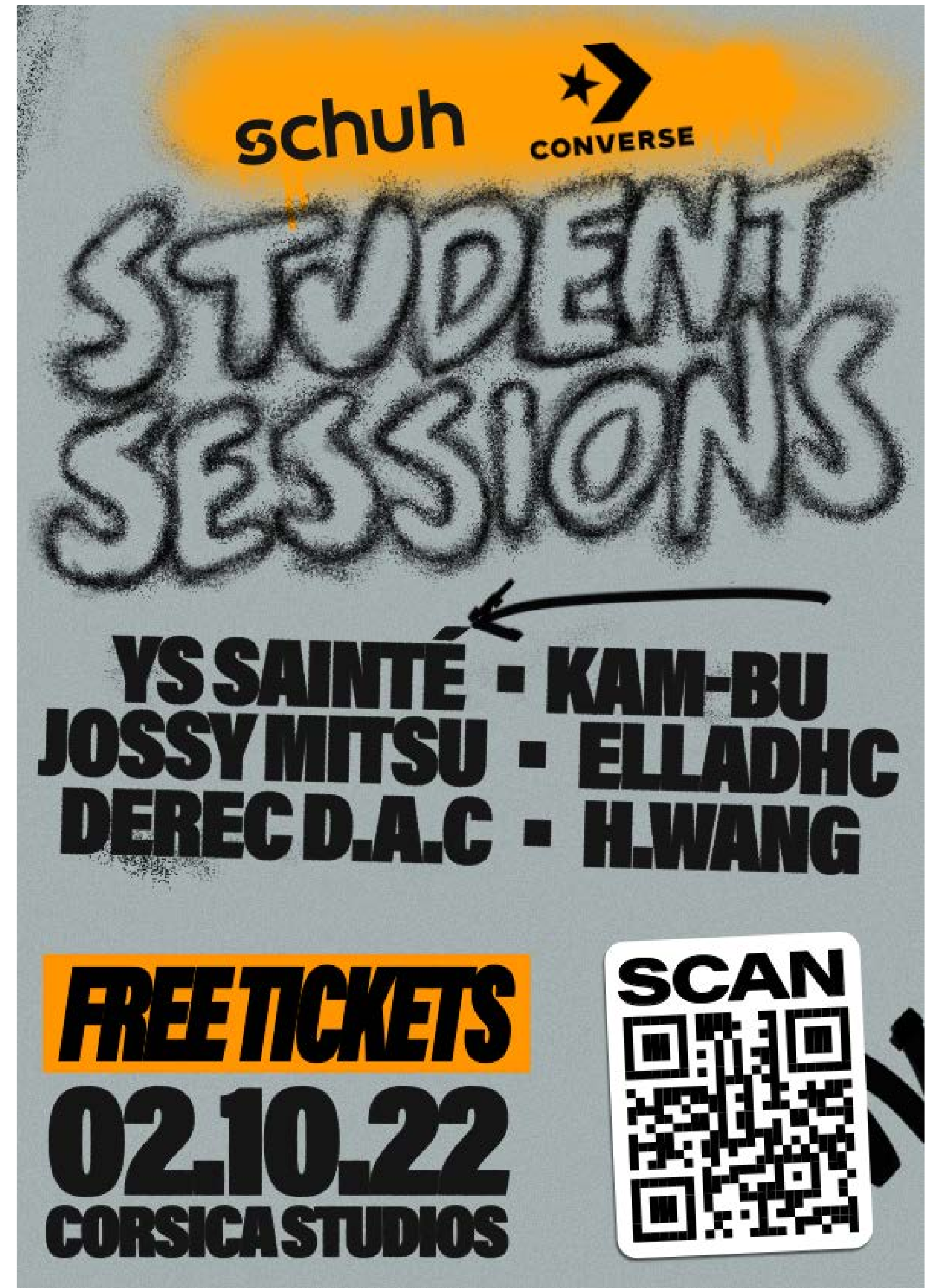
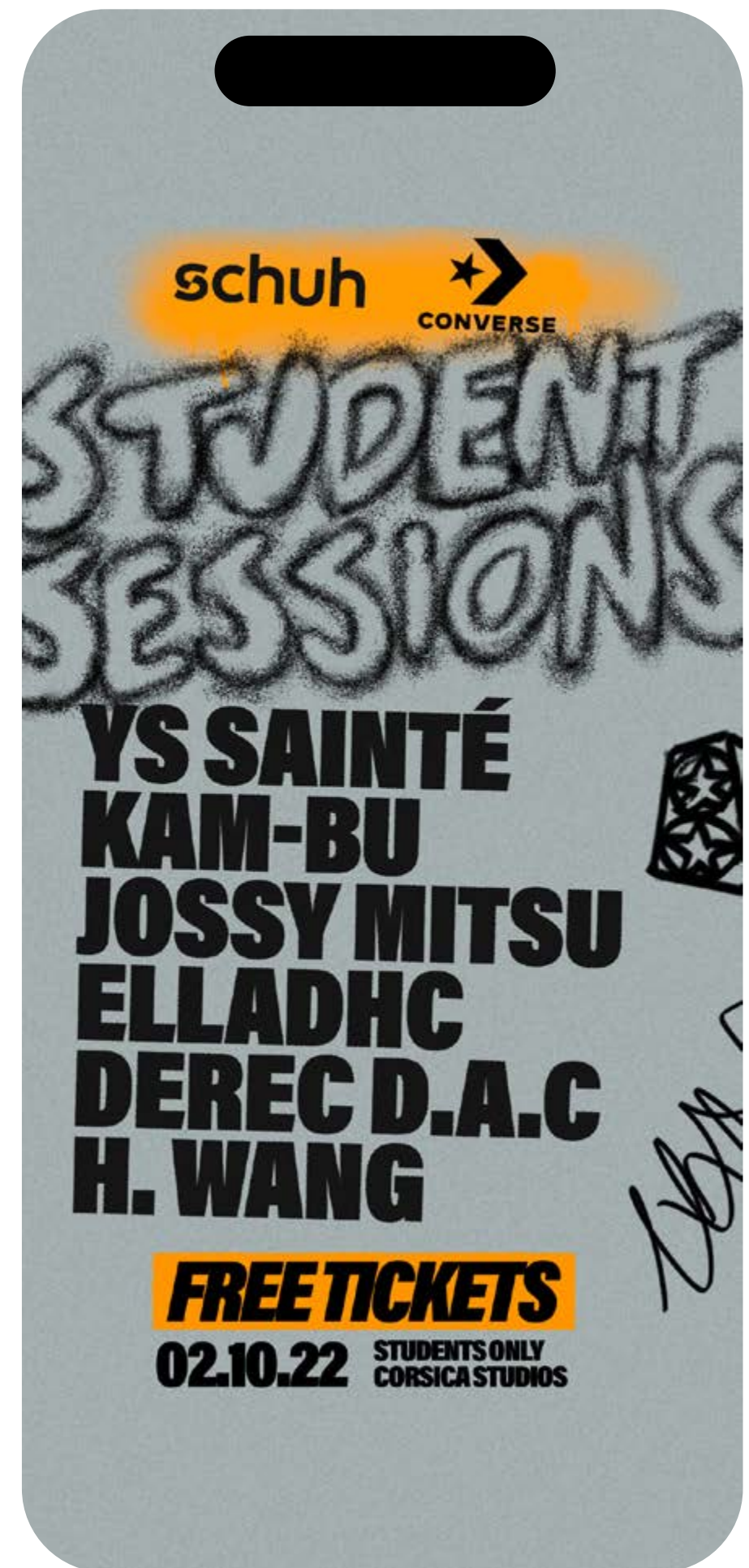
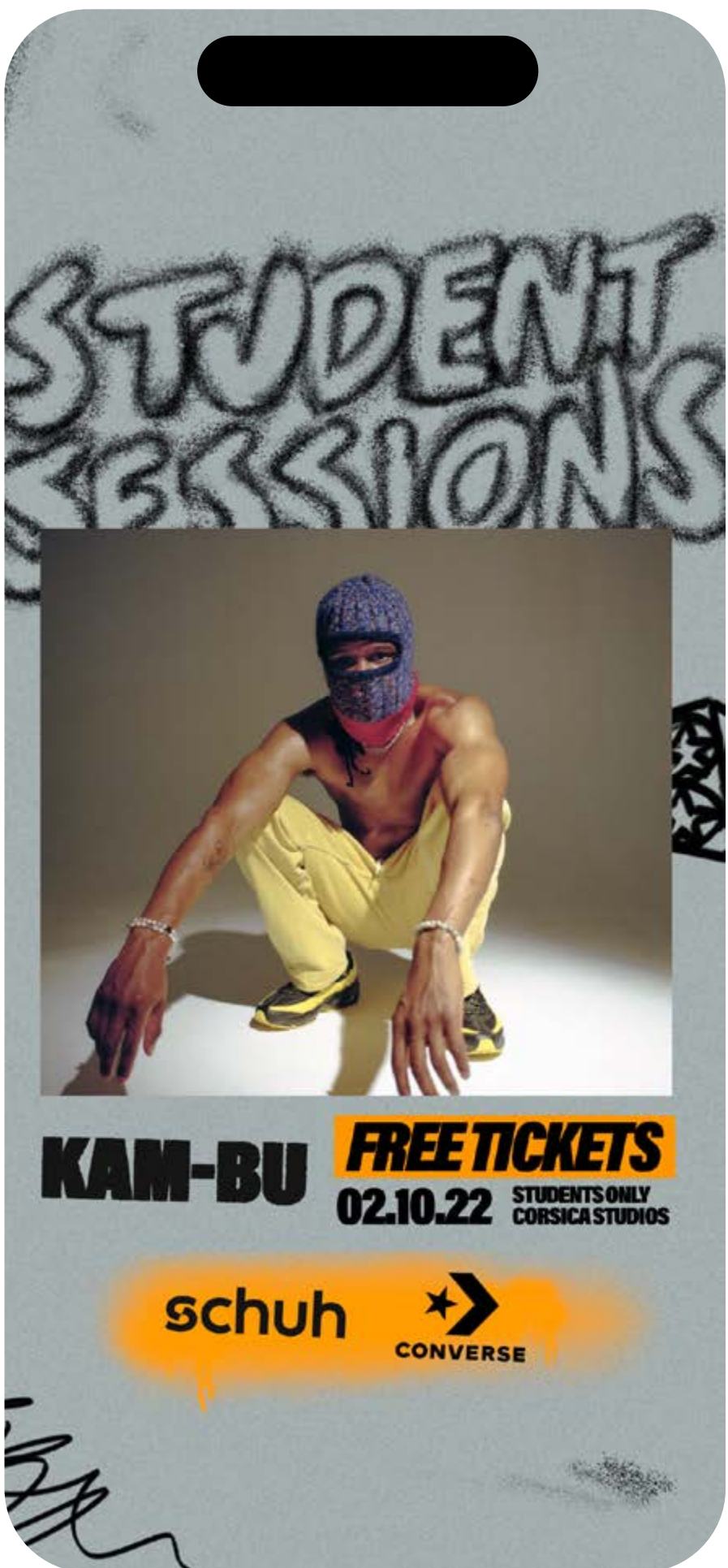
The image shows three identical posters for a 'STUDENTS SESSIONS' event. Each poster has a background of the words 'STUDENTS' and 'SESSIONS' written in a dense, overlapping graffiti style. At the top of each poster, the 'schuh' logo (a yellow arrow pointing right) and the 'CONVERSE' logo (a black star) are displayed. Below the logos, a list of brand names is printed in bold, black, sans-serif capital letters: 'YS SAINTÉ', 'KAM-BU', 'JOSSY MITSU', 'ELLADHC', 'DEREC D.A.C', and 'H. WANG'. To the right of this list is a stylized black and white illustration of a sneaker. At the bottom of each poster, the text 'FREETICKETS' is written in bold black letters on a yellow rectangular background, followed by the date '02.10.22' and the location 'CORSICA STUDIOS' in smaller black text. A small, handwritten-style signature 'STAPKON & N/217' is visible in the bottom right corner of each poster.

**STUDENTS SESSIONS**

schuh CONVERSE

**YS SAINTÉ  
KAM-BU  
JOSSY MITSU  
ELLADHC  
DEREC D.A.C  
H. WANG**

**FREETICKETS** 02.10.22  
CORSICA STUDIOS



DESCRIPTION:  
Key Visual proposal and creative concept for marketing campaign of music event organised by Schuh with collaboration with Converse for students in London. Winning creative line that I helped develop and art direct, envisioned communication kept close to the streets, DIY culture and communicating customizability of Converse shoes. My response to that, included custom lettering logo and handdrawn elements combined with raw and street stylistic. Proposal unused.

PROJECT: BRANDING CONCEPT  
FOR FINAL YEAR STUDENT EXHIBITION

CLIENT: SELF INITIATED COLLAB  
WITH AMAYA CRICHTON

CHEERIO!

GRAPHIC AND MEDIA  
DESIGN TAKES OFF

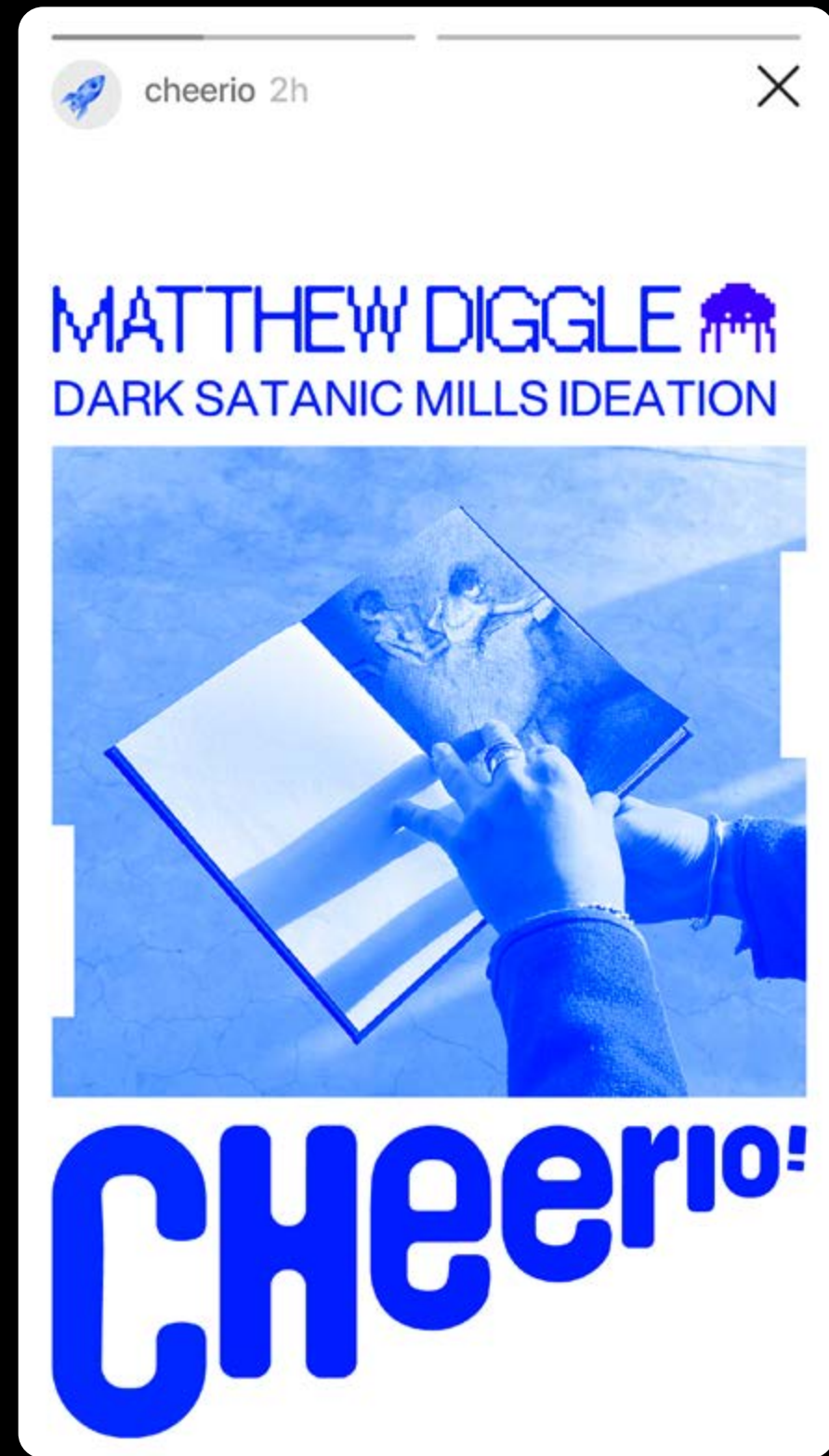
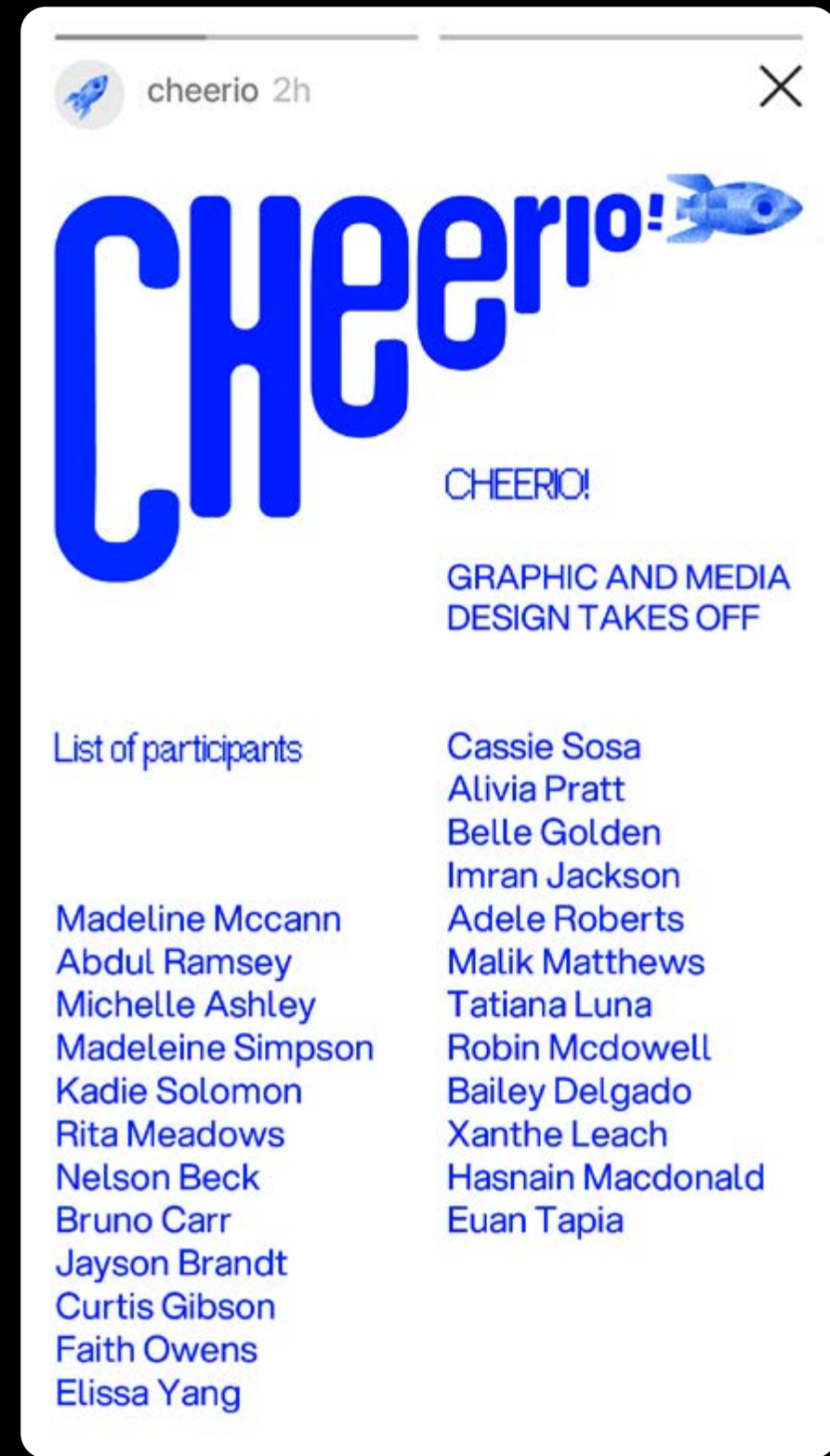
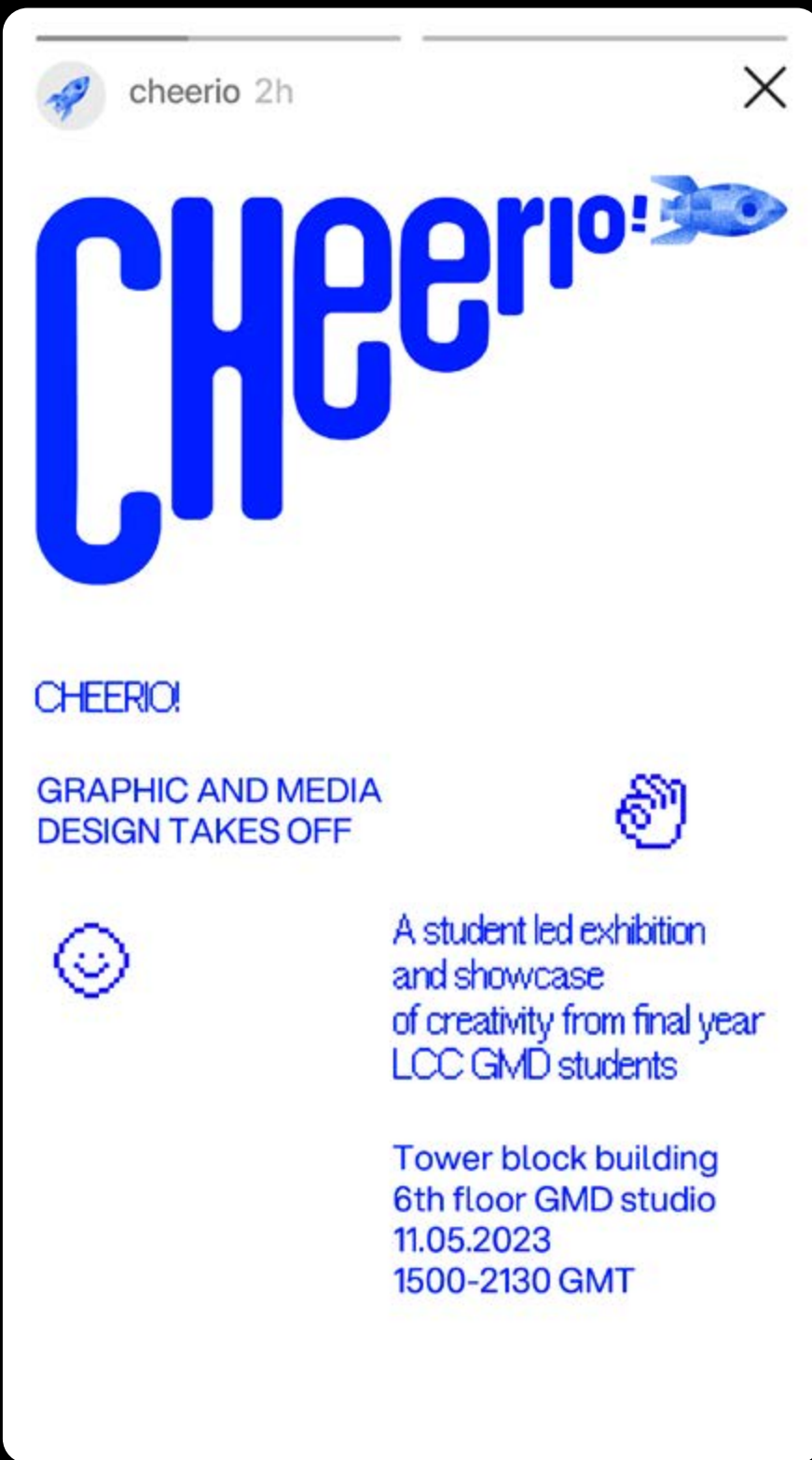


A student led exhibition  
and showcase  
of creativity from final year  
LCC GMD students

Tower block building  
6th floor GMD studio  
11.05.2023  
1500-2130 GMT



# LABORIO!



DESCRIPTION:

Cheerio! is a collaborative branding project I have created with Amaya Crichton, for the student exhibition of final year departing Graphic & Media Design (GMD) students at UAL LCC. Concept for the event was developed around organizing it in the vibe of a community event from students for students in GMD studio space with panoramic views on London. In the project I was responsible for development of custom typographic logo as well as type system for the project, and collaborative Key Visual development together with Amaya. At the production stage I was responsible for development of digital and motion formats, while Amaya for printed publication materials.

Dynamic and responsive type based communication together with the name of the event aimed to reflect the motion of departing into unknown and heading on to new challenges. Responsive type design, designed with kinetic type animations in mind is used as a leading theme of the branding throughout multiple formats flexibly adjusting to dimensions, scale and importance of the communication.

# CHEERIO!

CHEERIO!

GRAPHIC AND MEDIA  
DESIGN TAKES OFF 😊

A student led exhibition  
and showcase  
of creativity from final year  
LCC GMD students

Tower block building  
6th floor GMD studio  
11.05.2023  
1500-2130 GMT

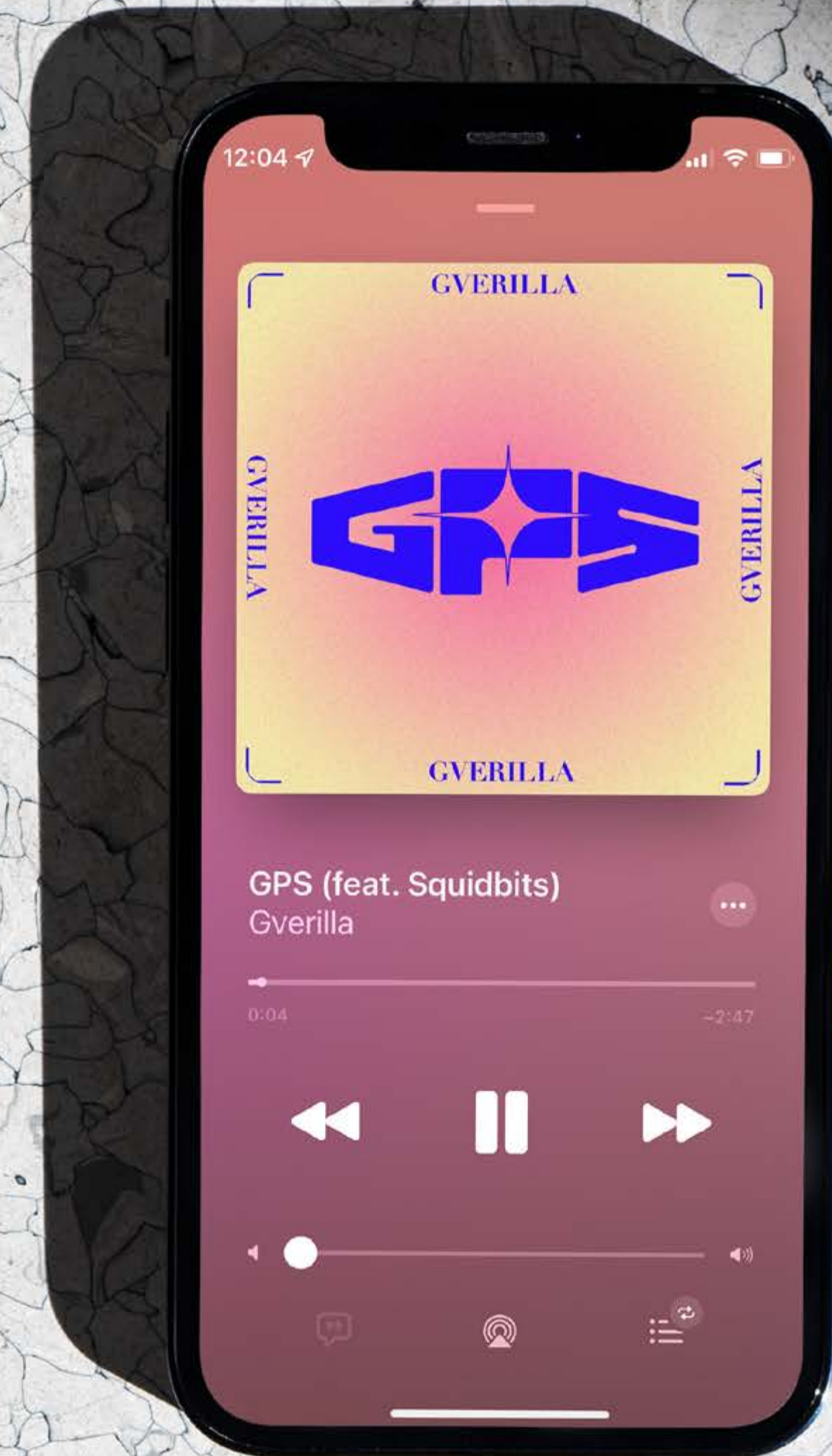
# CHEERIO!

# CHEERIO!

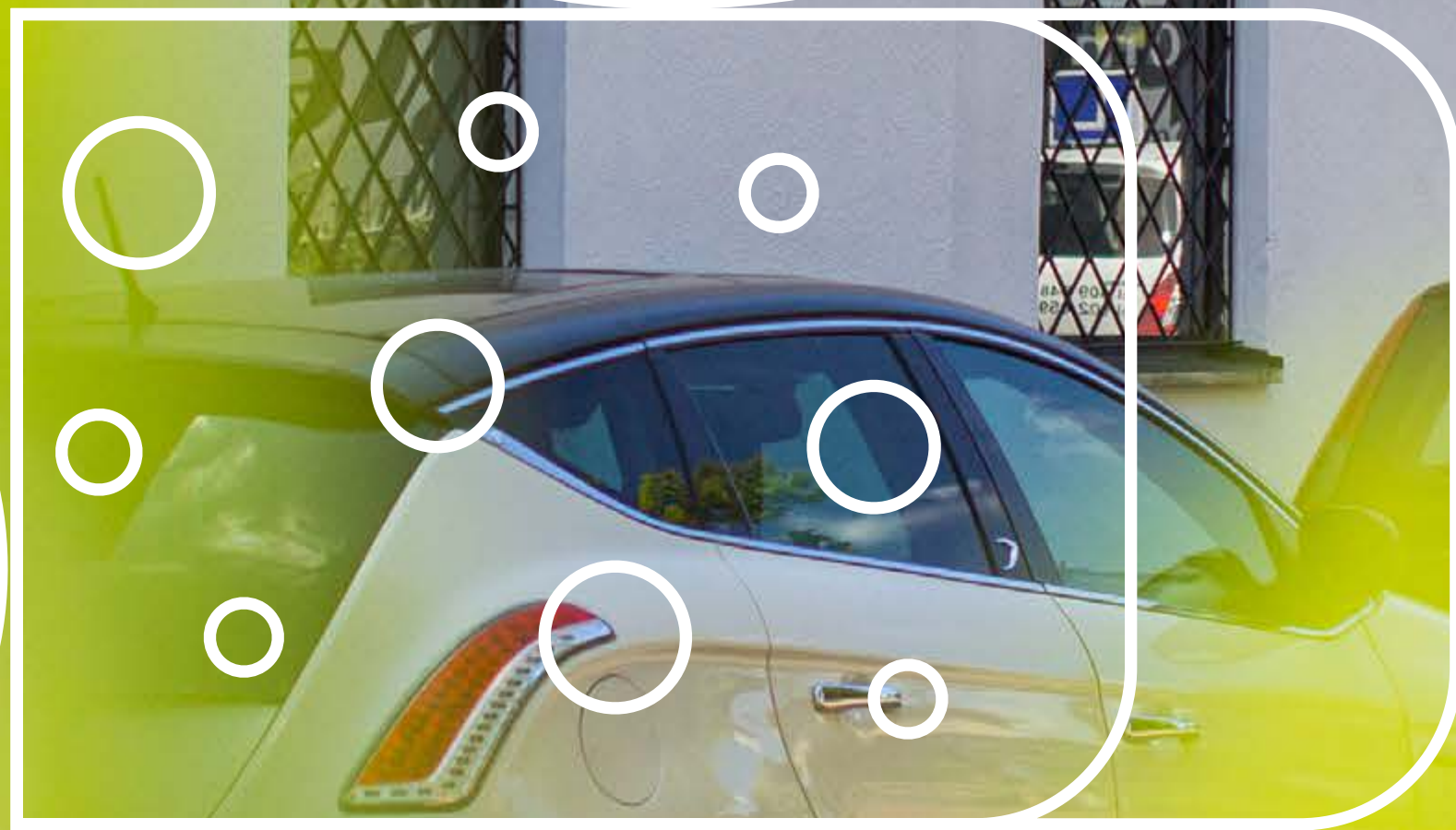
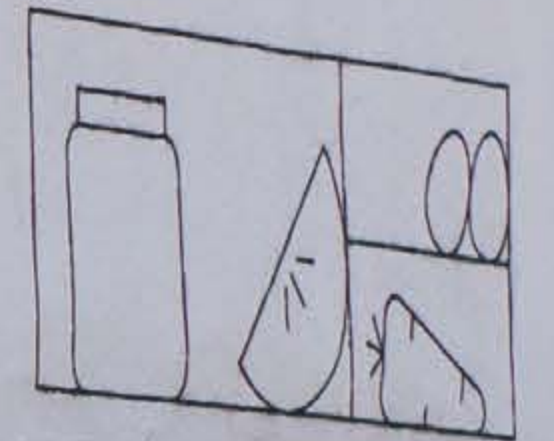


PROJECT: SINGLE'S COVER FOR GVERILLA

CLIENT: @2020.LOADING (PL)



*Spiżarnia*  
lokalne pożywienie





DESCRIPTION:  
 Spizarnia (eng. pantry) is an eco market to go if you're looking for fresh and good quality ecologically grown food. Products are available directly from the farmers who pay a lot of attention to the ethics of how they grow their food, having small-scale production allows them to deliver food with high quality and omit the usage of pesticides and mass scale chemical solutions. This branding aimed to create one eco-friendly brand under which large quantity of small-scale farmers could unite to offer a wide variety of products. The project aimed

to be accessible and modular in terms of implementation, low production budget, and a small scale of initiative. Project included store's front design, stationary, products packaging and branding formats, social media templates and OOH advertisements.

**Spizarnia**  
 lokalne pożywienie

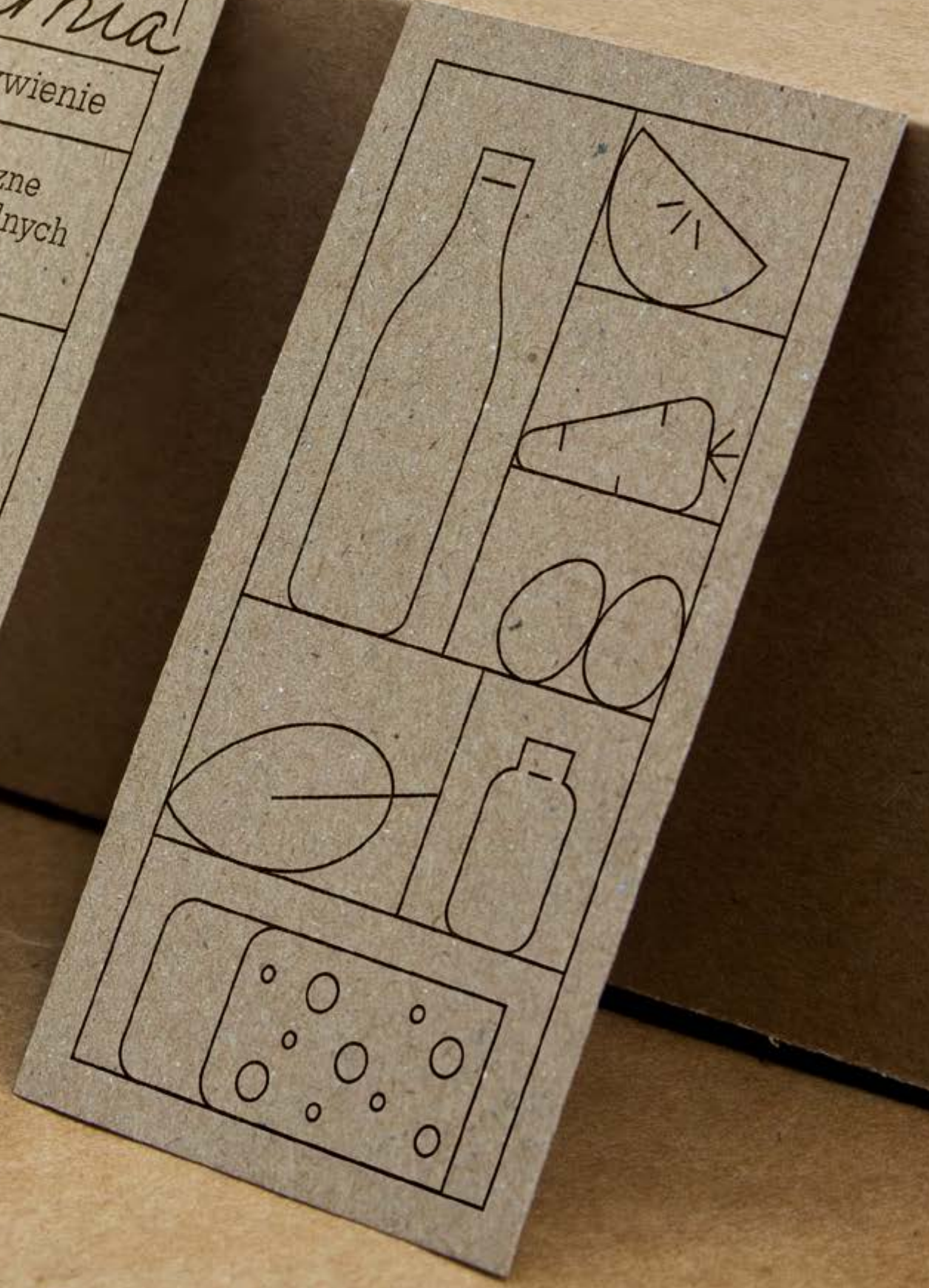
świeże, ekologiczne  
 produkty od lokalnych  
 rolników.

ul. Mielczarskiego 1/3  
 Częstochowa

Środa ..... 18:00-19:00  
 Sobota ..... 10:00-12:00

Zapraszamy! :)

Jesteśmy na facebooku:  
 @ Spizarnia - lokalne  
 pożywienie



**Spizarnia**

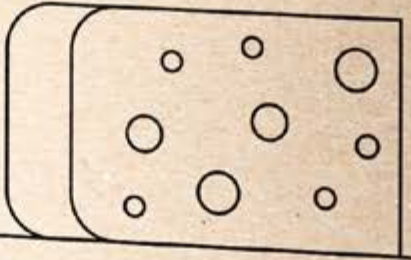
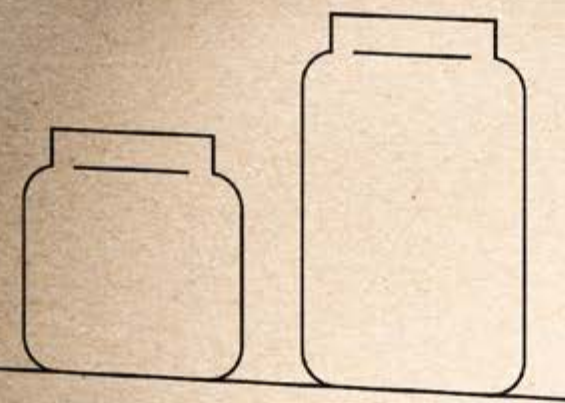
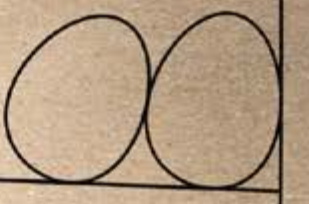
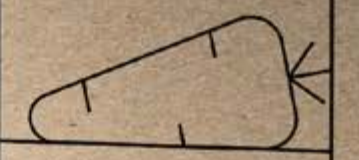
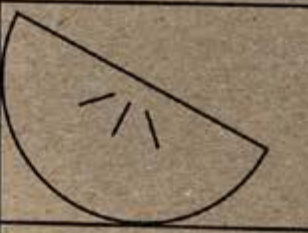
Mielczarskiego 1/3

świeże produkty  
 bezpośrednio  
 od rolników

Środa.....18:00-19:00  
 Sobota...10:00-12:00

Jedz zdrowo, dużo się uśmiechaj :)  
 i zobacz nasze produkty na najbliższy  
 termin na facebook'u:

@ Spizarnia - lokalne pożywienie



Jägermeister | Mediocre | *OUTRAGE*

<b>STREFA JELENIA</b> <b>DZIAŁAMY W PIĄTKI I SOBOTY</b> <b>OD 22:00 WSTĘP ZA FREE</b>		<b>W GODZINACH 22:30 - 23:30 NA BARZE TRWA JÄGER HOUR!</b> <b>2X JÄGERMEISTER + SOFT = 30 ZŁ</b> <b>+ 1 ŻETON DO JÄGERCLAW</b> <b>JÄGERMEISTER ICE COLD SHOT = 10ZŁ</b>
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**VISUAL ID** **VISUAL ID**

Jägermeister | Mediocre | *OUTRAGE*

<b>STREFA JELENIA</b> WYMIEN KUPON NA SHOTA PRZY JÄGER BARZE <b>13/08</b>		<b>STREFA JELENIA</b> WYMIEN KUPON NA SHOTA PRZY JÄGER BARZE <b>11/06</b>
<b>STREFA JELENIA</b> WYMIEN KUPON NA SHOTA PRZY JÄGER BARZE		<b>STREFA JELENIA</b> WYMIEN KUPON NA SHOTA PRZY JÄGER BARZE <b>16/07</b>

**VISUAL ID** **VISUAL ID**



**STREFA  
JELENIA**



**CATCHUP**

**25/06**

WAŁ MIEDZESZYŃSKI 379  
WARSZAWA

**STREFA  
JELENIA**



**SOLD OUT**

**OKI**

**20/08**

WAŁ MIEDZESZYŃSKI 379  
WARSZAWA

**STREFA  
JELENIA**



**NOWA DATA**

**BEFORE SBM FFESTIVAL  
KINNY ZIMMER**

**28/07**

WAŁ MIEDZESZYŃSKI 379  
WARSZAWA



**SOLD  
OUT**



**STREFA  
JELENIA**



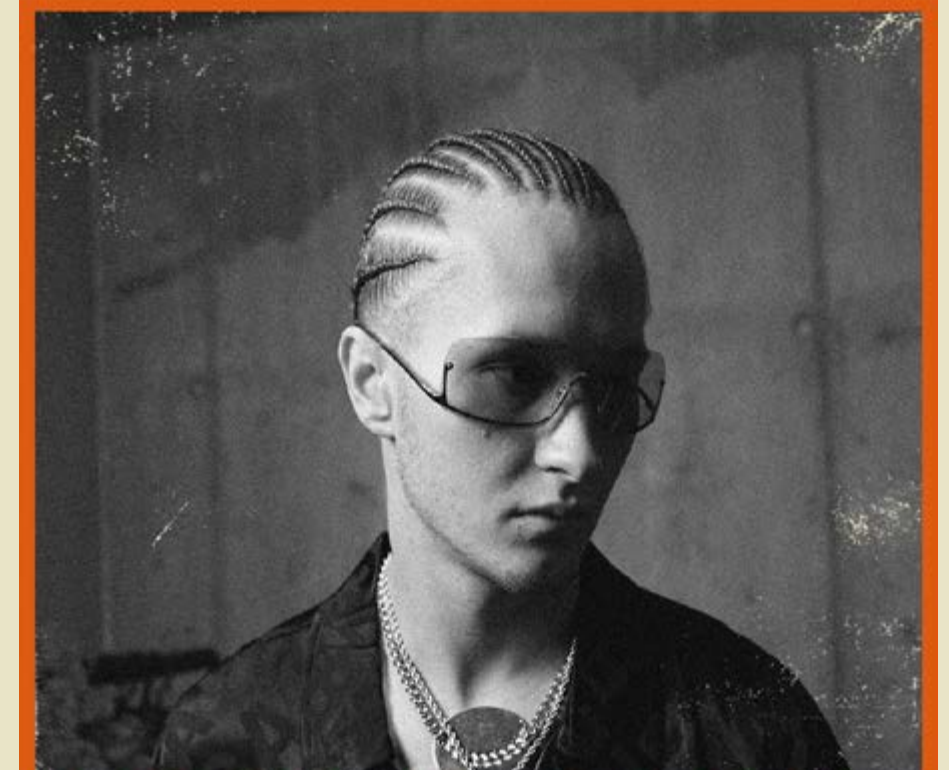
**SOLD OUT**

**KACPERCZYK**

**9/07**

WAŁ MIEDZESZYŃSKI 379  
WARSZAWA

**STREFA  
JELENIA**



**YOUNG IGI**

**30/07**

WAŁ MIEDZESZYŃSKI 379  
WARSZAWA

DESCRIPTION:

Together with @mediocre.agency I was responsible for production and development of Jagermeister's 2022 summer 'rap zone' in Warsaw, Poland - "Strefa Jelenia". Rap concerts with top polish artists were spread over two summer months in the special zone branded and powered by Jagermeister. Events were accompanied by visual identity and communication produced by Mediocre. I co-produced and helped develop visual identity for digital and print elements of the communication including: social media posts, tickets booking website, vouchers and other offline elements like posters, elements of site's scenography and branded merchandise.

**STREFA  
JELENIA**



**OLIWKA BRAZIL**  
**8/07** WAL MIEDZESZYŃSKI 379  
WARSZAWA

**STREFA  
JELENIA**



**TEDE S.P.O.R.T.**  
**11/06** WAL MIEDZESZYŃSKI 379  
WARSZAWA

**STREFA  
JELENIA**



**YOUNG IGI**  
**30/07** WAL MIEDZESZYŃSKI 379  
WARSZAWA

**STREFA  
JELENIA**



**MIŁY ATZ**  
**17/06** WAL MIEDZESZYŃSKI 379  
WARSZAWA



**STREFA JELENI** **STREFA JELENI** **STREFA JELENI**

**NA AFTERACH USŁYSZYCIE MIĘDZY INNYMI**

TRIBE 17:00	YOUNG KM 17:00	FLIRTYNI	TYCJANA
SPISEK JEDNEGO	MATTZ FRESH	KRZYSZTOF POLAK	EKLEKTIK
33SZCZEPAN	INTERNATIONAL GIRLS DJ'S: ZUZA OK, NENI, DUBIECZKA	ZEPPERONI (MOTOJELEN, BORUCCO, ZEPHY ZEP)	HYPETALK PARTY: KACZ, MURFI, BANICK

#STREFAJELENI2022

**W GODZINACH 22:30 - 23:30 NA BARZE TRWA JÄGER HOUR!**

**TACKA 6 SHOTÓW 50% OFF**

**+ 1 ŻETON DO JÄGERCLAW**

**2X JÄGERMEISTER + SOFT = 30 ZŁ**

**+ 1 ŻETON DO JÄGERCLAW**

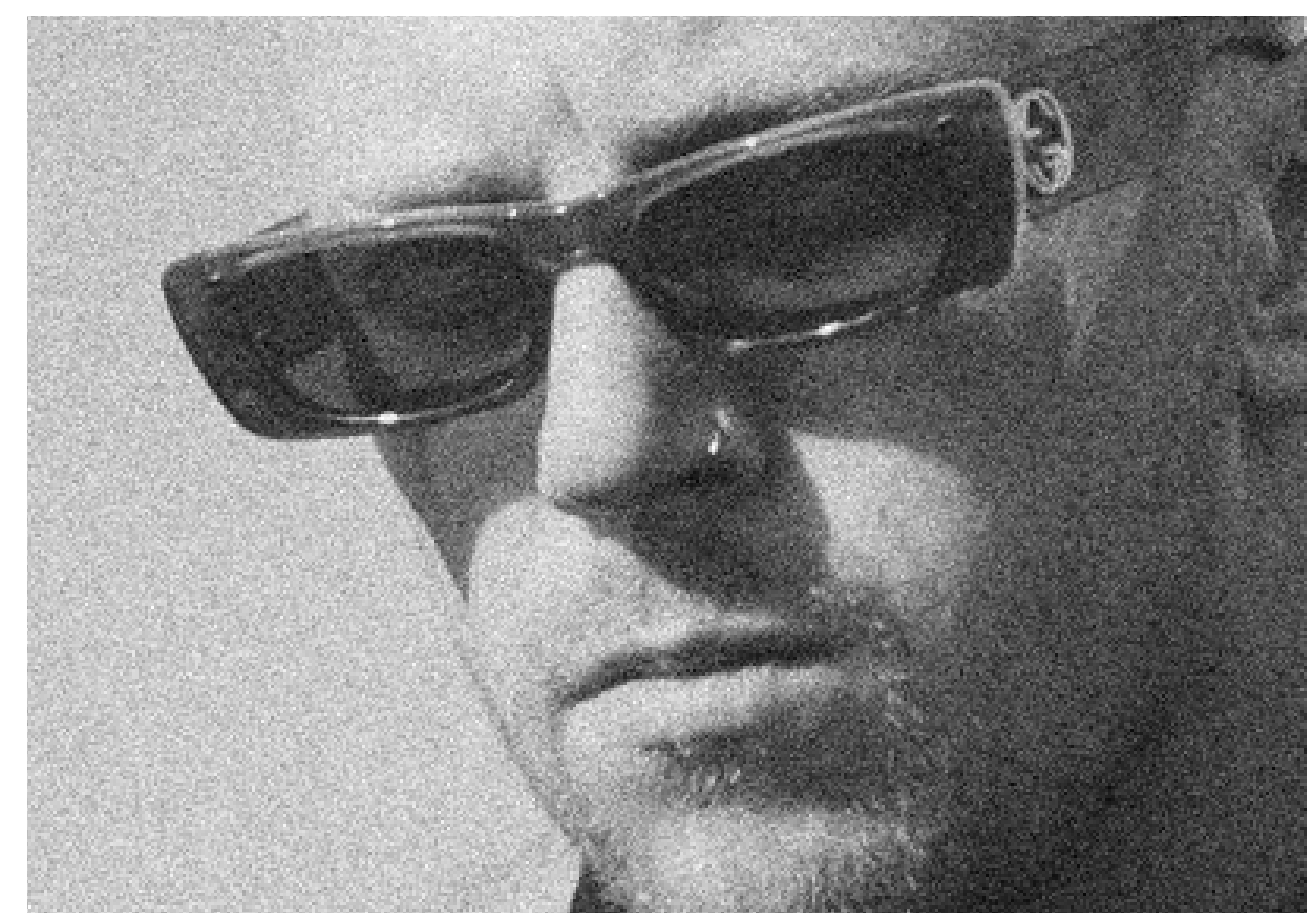
**OD 22:00 WSTĘP ZA FREE**

**NA AFTERACH USŁYSZYCIE MIĘDZY INNYMI**

TRIBE 17:00	YOUNG KM 17:00	FLIRTYNI	TYCJANA
SPISEK JEDNEGO	MATTZ FRESH	KRZYSZTOF POLAK	EKLEKTIK
33SZCZEPAN	INTERNATIONAL GIRLS DJ'S: ZUZA OK, NENI, DUBIECZKA	ZEPPERONI (MOTOJELEN, BORUCCO, ZEPHY ZEP)	HYPETALK PARTY: KACZ, MURFI, BANICK

#STREFAJELENI2022

**TU KUPISZ BILETY I KARNETY**



DESCRIPTION:  
Type and graphic design for the dreamy and nostalgic love story told in music video of Quebonafide's "Bubble Tea".

Production company: Papaya Films  
Director: Daniel Jaroszek  
Director of photography: Michał Dąbał

WATCH →



A PERFECT  
FONT FOR  
DREAMERS  
WHO NEVER  
FINISH THINGS

I DIDN'T  
MAKE IT  
ON TIME

ON THE ROAD  
TO DESIGNING  
A PERFECT  
FONT THERE  
ARE NO  
SHORTCUTS

MY SECRET?  
  
I DREW IT  
WITH  
THE MOUSE

THIS FONT HAS  
A REALLY SOLID  
CONCEPT

DESCRIPTION:

Unfinished Sans is a font for all procrastinators (like me) who always dream of better design solutions than they already have. Sometimes the best design comes from not designing at all and this is not different with this font. Font was created in the idea of emphasising our weaknesses and it works great for telling the world about them.

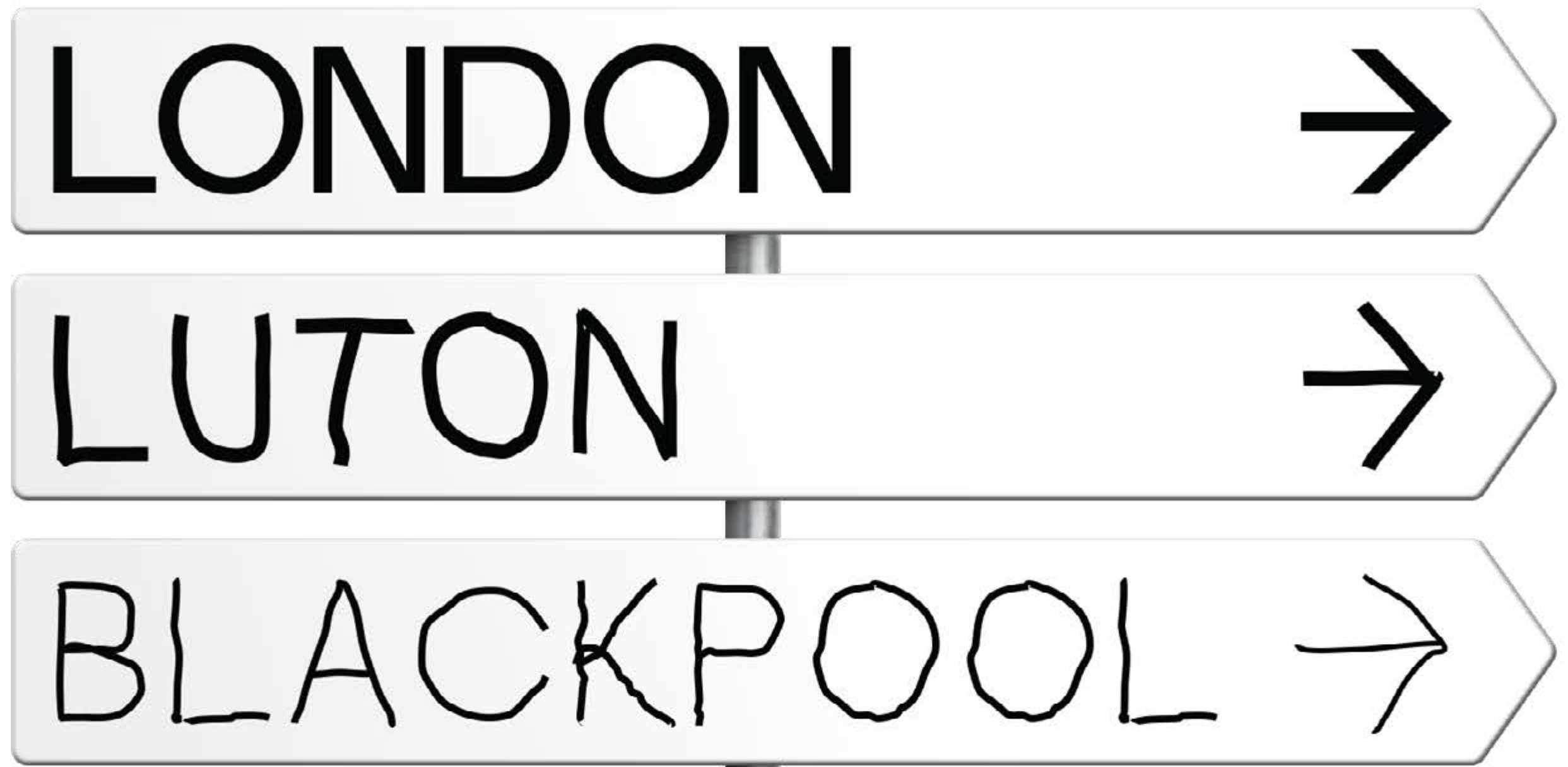
Unfinished Sans is a sans serif display font meant for use with strong and honest communication. It's designed with honesty in mind with 3 alternative character sets that allow the user to become more personal and straightforward through the visual form of the letters. Characters can gradually decompose into the simplest form of the characters I could come up with - the ones made spontaneously just with the computer mouse. The font is in progressing development, but it will never be finished.

UNFINISHED SANS

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
A	A	A	A	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
A	A	A	A	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z



EMBRACE YOUR  
WEAKNESS



A PERFECT FONT FOR DREAMERS WHO NEVER FINISH THINGS.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
vwxyz

EXPECTATIONS

VS

REALITY

ONLY BASIC GLYPHS. I WAS TOO LAZY TO DESIGN MORE.

↑←£€\$→↓  
?\* / (SERIOUSLY) 01234  
56789

UNFINISHED SANS

BY FILIP GONFRA

OH SHIT

I WON'T MAKE IT ON TIME

AFTER GRADUATION YOU MIGHT EVEN GET A JOB

I HAVE AMBITIONS

BUT I THINK I'M GONNA GIVE UP

LONDON

IS THE BEST

£1200 FOR



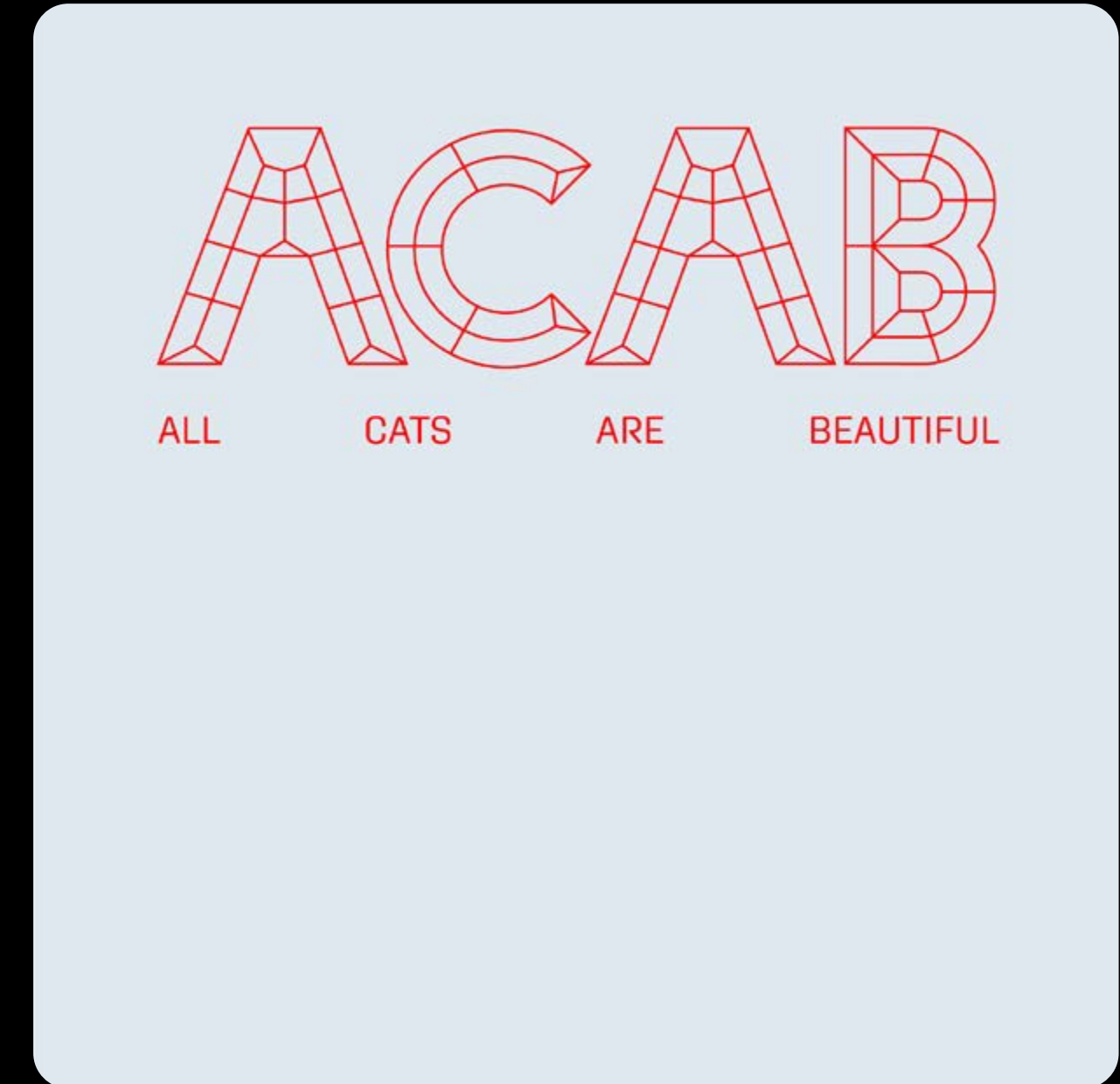
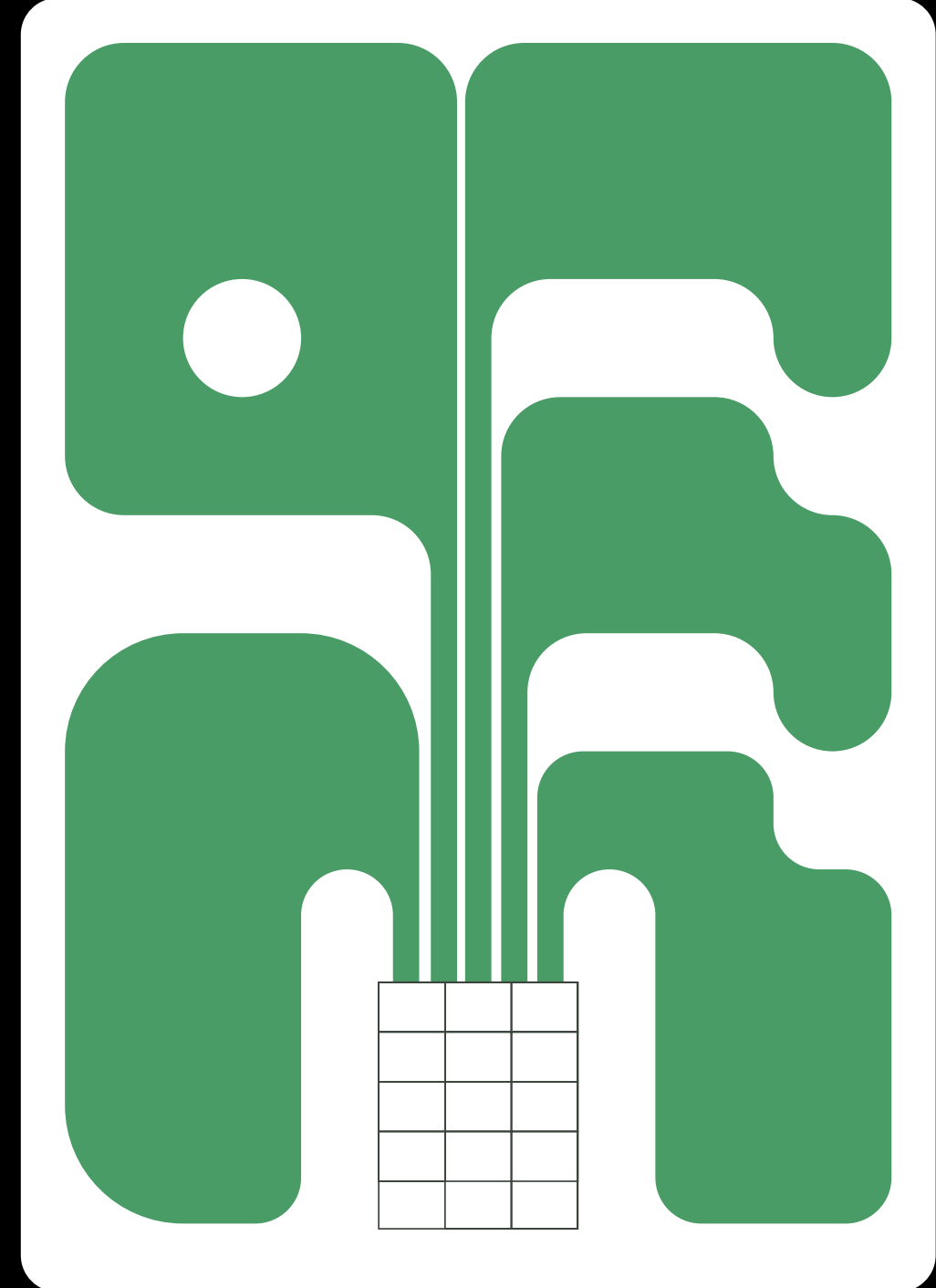
A ROOM

PROJECT: OTHER SELF INITIATED PROJECTS,  
ILLUSTRATIONS AND TYPE DESIGN

CLIENTS: VARIOUS  
& SELF INITIATED

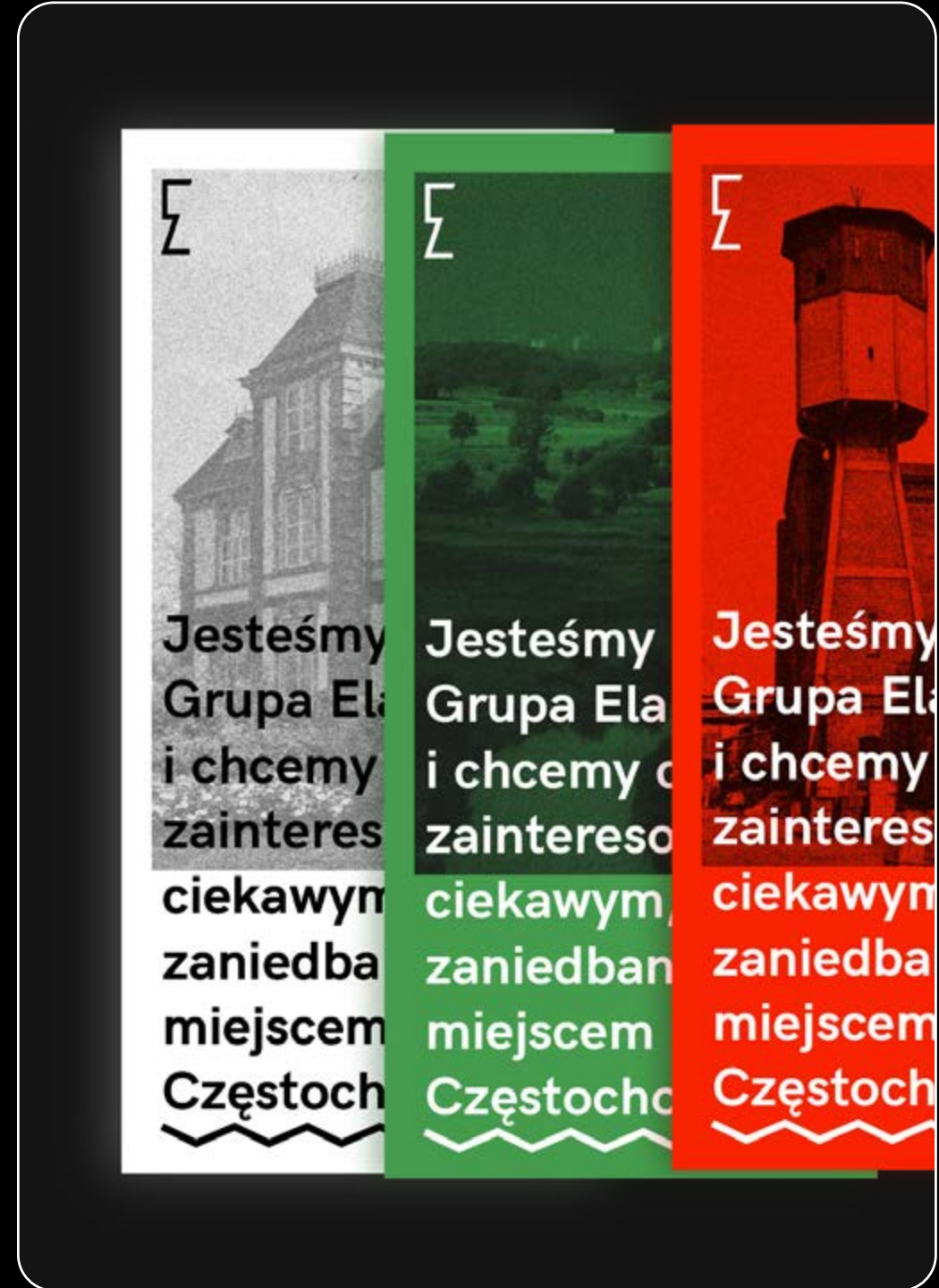
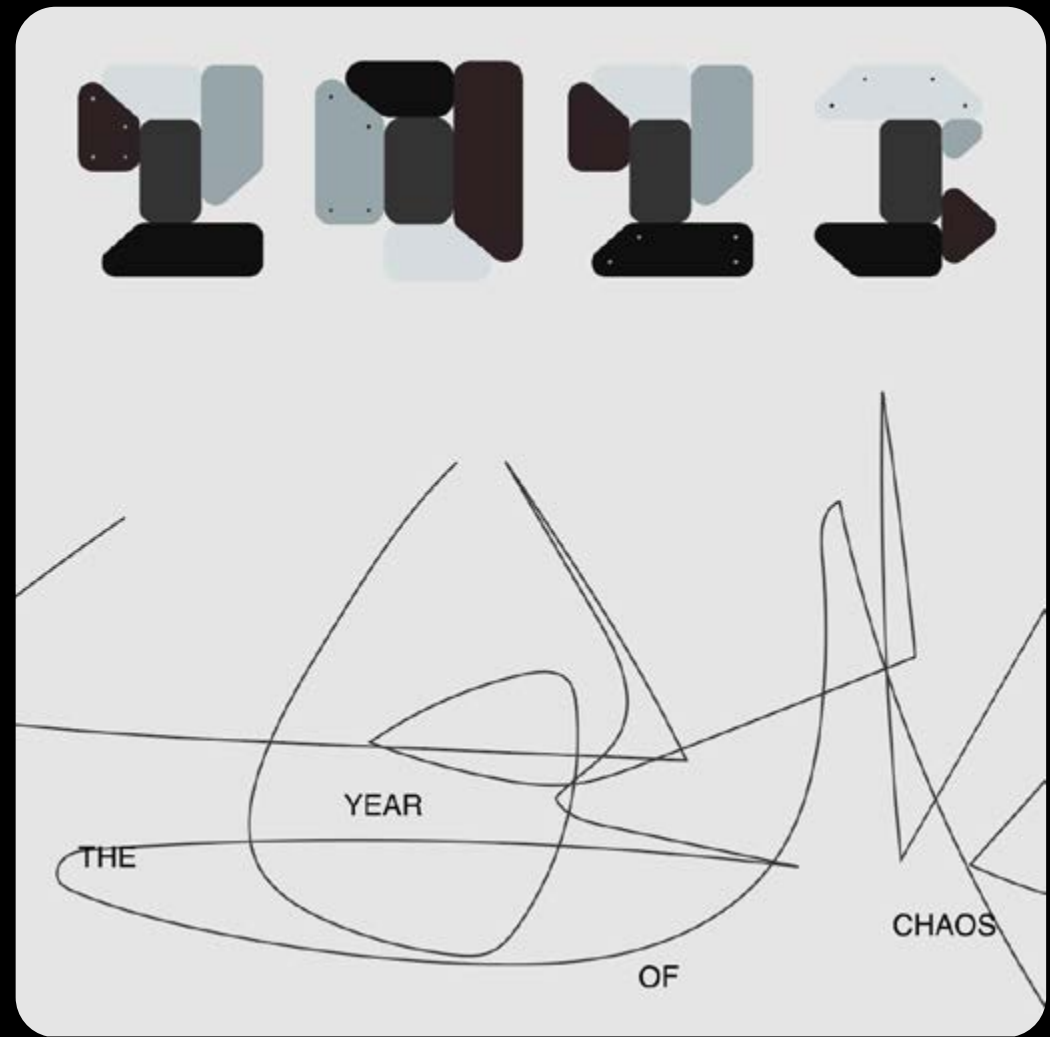


IT'S ALL IN THE DETAILS



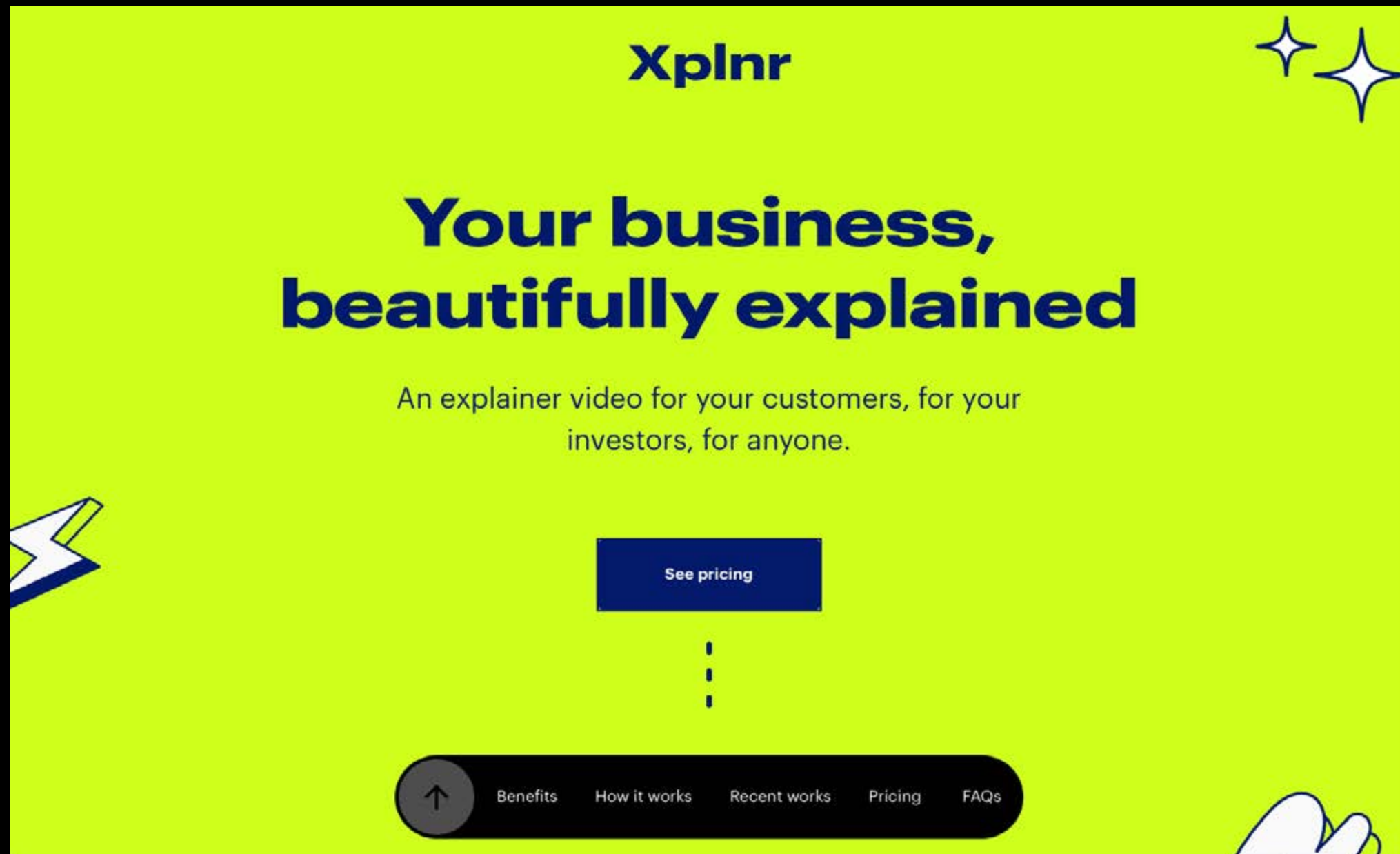
PROJECT: OTHER SELF INITIATED PROJECTS,  
ILLUSTRATIONS AND TYPE DESIGN

CLIENTS: VARIOUS  
& SELF INITIATED



# PROJECT: SELECTED WEBSITE'S DESIGNS

# CLIENTS: VARIOUS



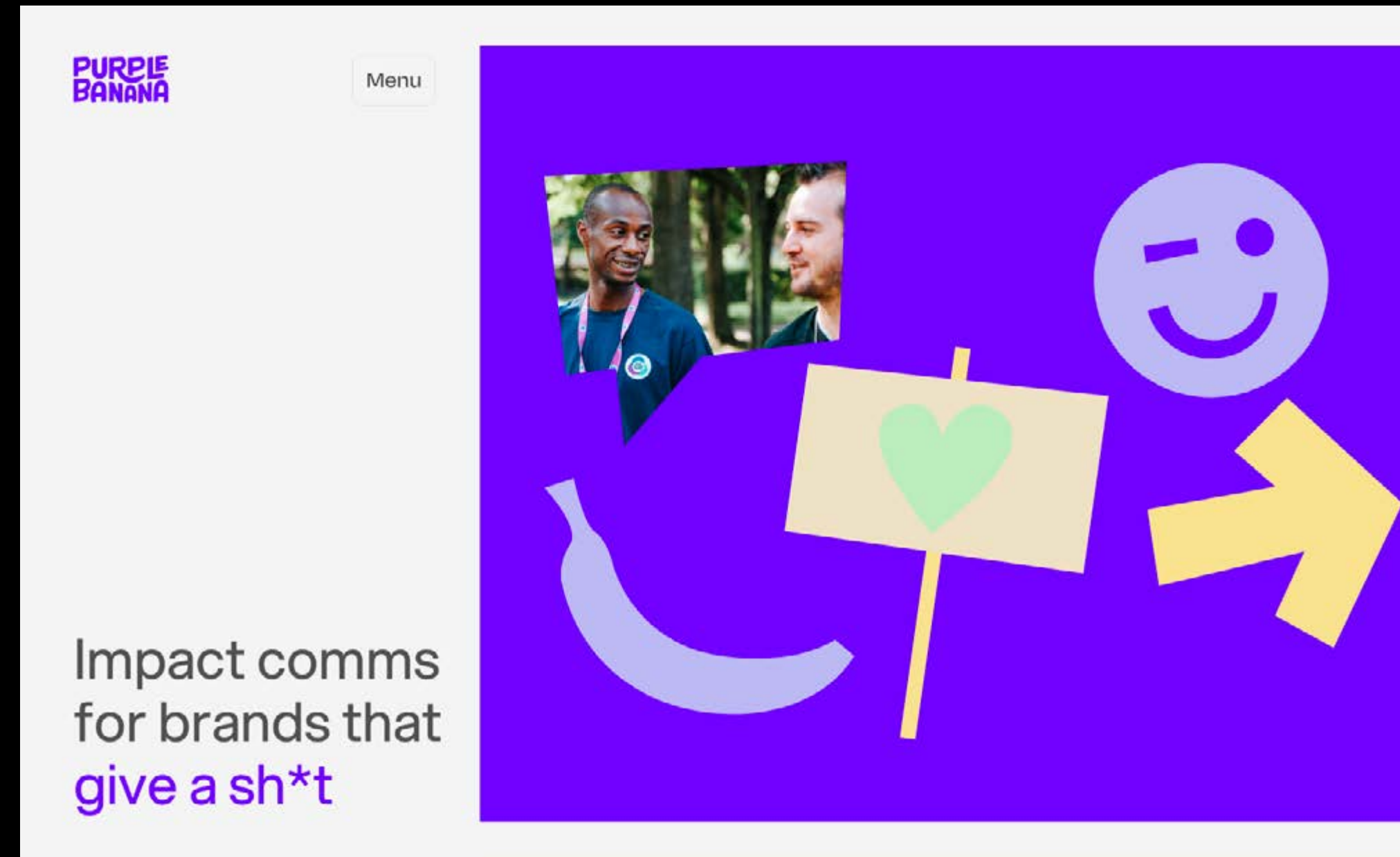
**Xplnr**

## Your business, beautifully explained

An explainer video for your customers, for your investors, for anyone.

[See pricing](#)

↑ Benefits How it works Recent works Pricing FAQs



**PURPLE BANANA** Menu

## Impact comms for brands that give a sh\*t

Impact communication for brands that care about social impact. The design features a purple gradient background with icons of a banana, a heart, a smiley face, and an arrow.

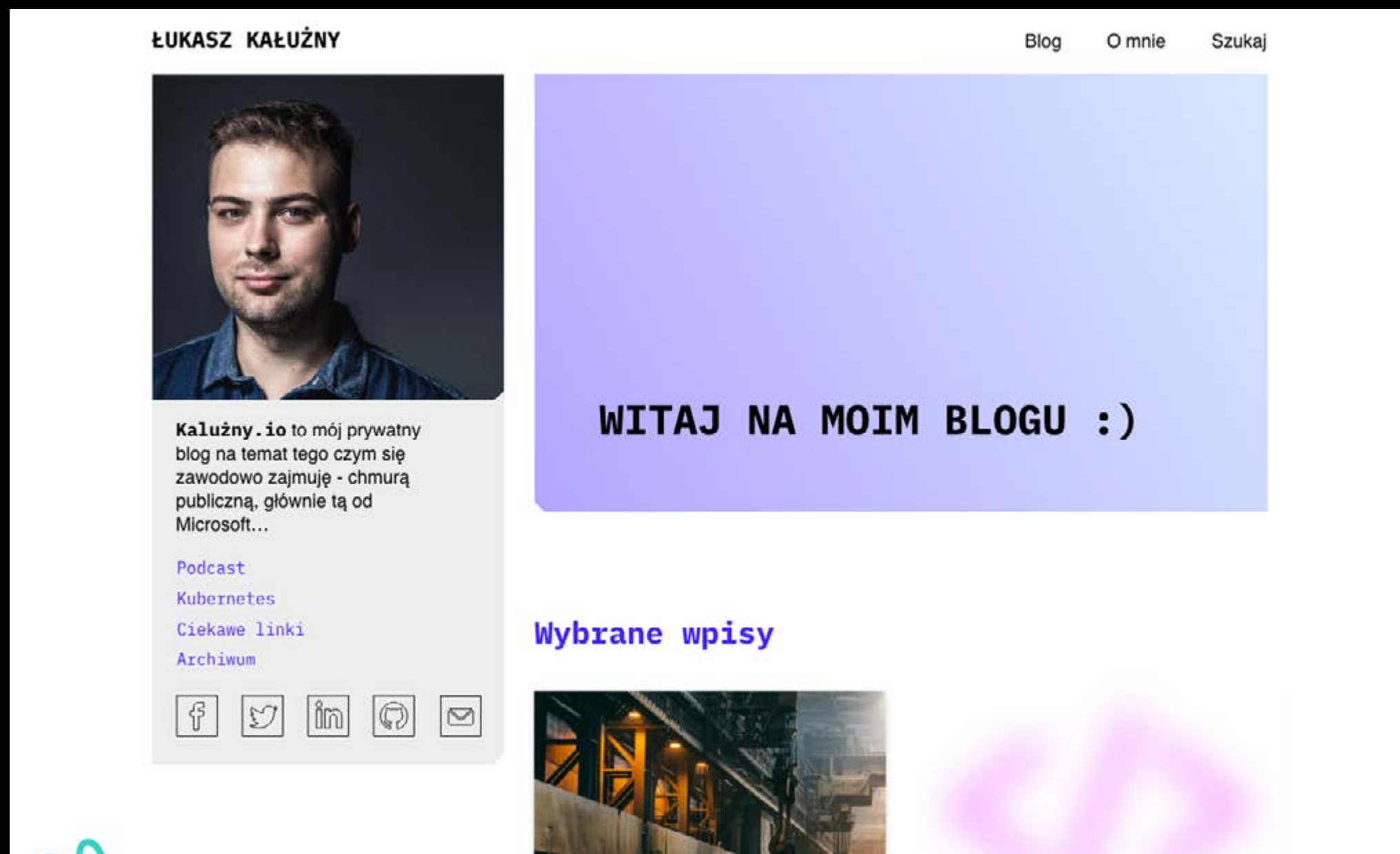


**DBV** Participant Portal

## Resources for participating local authorities

This section of the site is reserved for local authorities taking part in the first phase of the DBV in SEND programme. It contains toolkits, training materials, and other information that you might find helpful through the programme.

[Resources](#) [Emerg Insights](#)



**ŁUKASZ KALUŹNY** Blog O mnie Szukaj

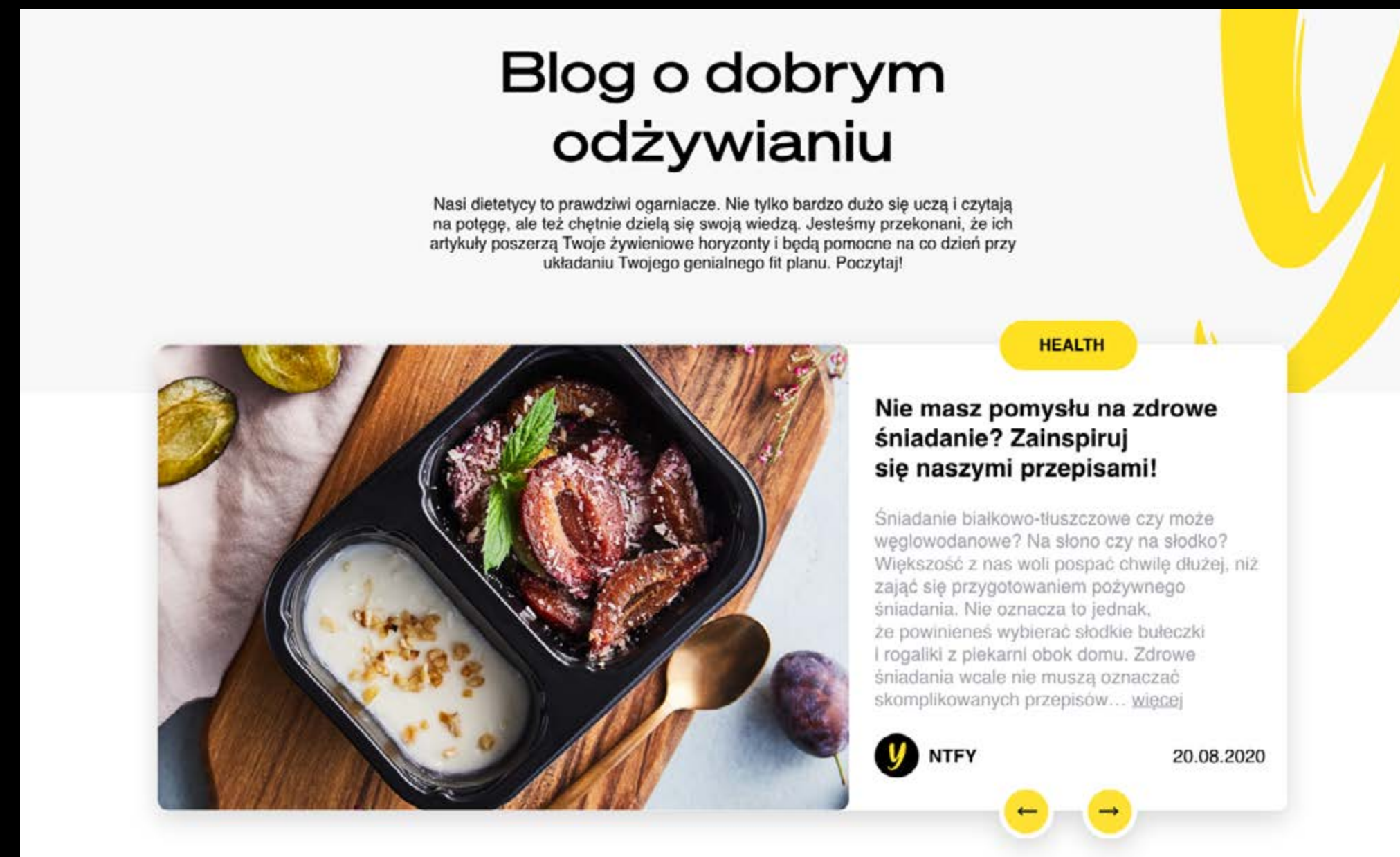
## WITAJ NA MOIM BLOGU :)

**Wybrane wpisy**

Kaluźny.io to mój prywatny blog na temat tego czym się zawodowo zajmuję - chmurą publiczną, głównie tą od Microsoft...

Podcast Kubernetes Ciekawe linki Archiwum

Facebook Twitter LinkedIn GitHub Email



## Blog o dobrym odżywianiu

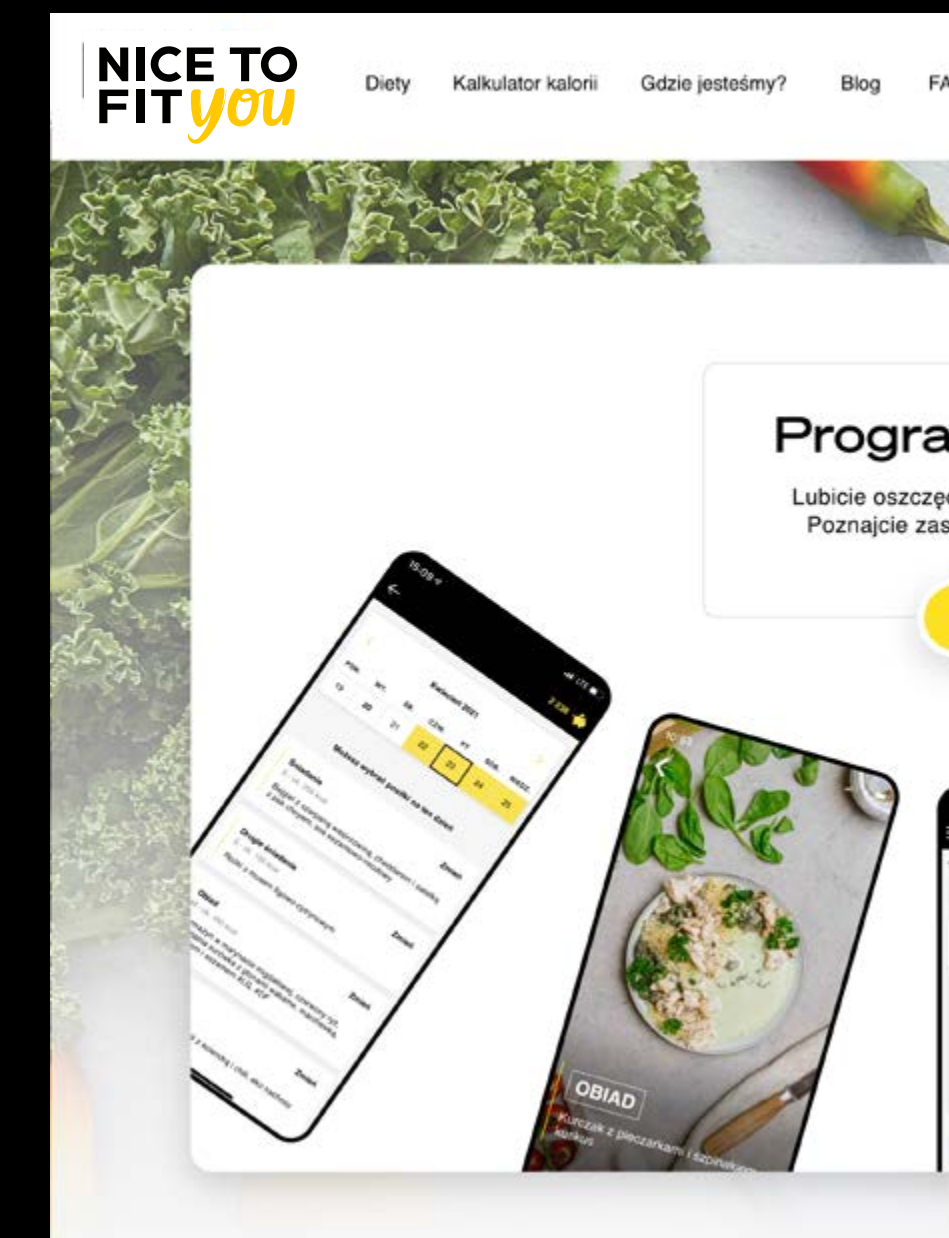
Nasi dietetycy to prawdziwi ogarniacze. Nie tylko bardzo dużo się uczą i czytają na potęgę, ale też chętnie dzielą się swoją wiedzą. Jesteśmy przekonani, że ich artykuły poszerzą Twoje żywieniowe horyzonty i będą pomocne na co dzień przy układaniu Twojego genialnego fit planu. Poczytaj!

### HEALTH

#### Nie masz pomysłu na zdrowe śniadanie? Zainspiruj się naszymi przepisami!

Śniadanie białkowo-tłuszczowe czy może węglowodanowe? Na słono czy na słodko? Większość z nas woli pospać chwilę dłużej, niż zająć się przygotowaniem pożywne śniadania. Nie oznacza to jednak, że powinniśmy wybierać słodkie bułeczki i rogaliki z piekarni obok domu. Zdrowe śniadania wcale nie muszą oznaczać skomplikowanych przepisów... [więcej](#)

**NTFY** 20.08.2020



**NICE TO FIT YOU** Diety Kalkulator kalorii Gdzie jesteś? Blog

## Progra

Lubicie oszczę Poznajcie zas

OBIAD

THANKS

FOR

WATCHING!

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