

patt bielicka

Hello, I'm Patt and
this is my portfolio

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About me

Hi, I'm Patrycja Bielicka. I'm graphic designer based in Poland. I graduated from SWPS University (Wrocław) in 2018. I base my works mostly on strategy and systems. Currently, I'm expanding my knowledge of UX/UI design. In the future, I want to develop in motion design.

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Education

2015-2018 SWPS Uniwersity
graphic design

Courses

2017-2018 SWPS Uniwersity
implementing the design for printing

2024 Design Practice
digital designer

2024 Design Practice
brand designer

2024 The Hero
wordpress developer

Experience

2020-2022 Agencja Reklamowa POWERART
graphic designer

2022-2023 PlantetSp. z o.o. | W.Legutko
graphic designer, photographer

2024-now DCX Polska
lead graphic designer

2024-now freelance
graphic designer

Software



Design Capabilities

Web design

UI/UX Design

Branding

Digital Design

No-Code Web Implementation

Concept Development

Typography

Design System

Photography

Video

Below, I present selected projects across these disciplines, showcasing my approach and range.

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Areas of Expertise

Year

Client

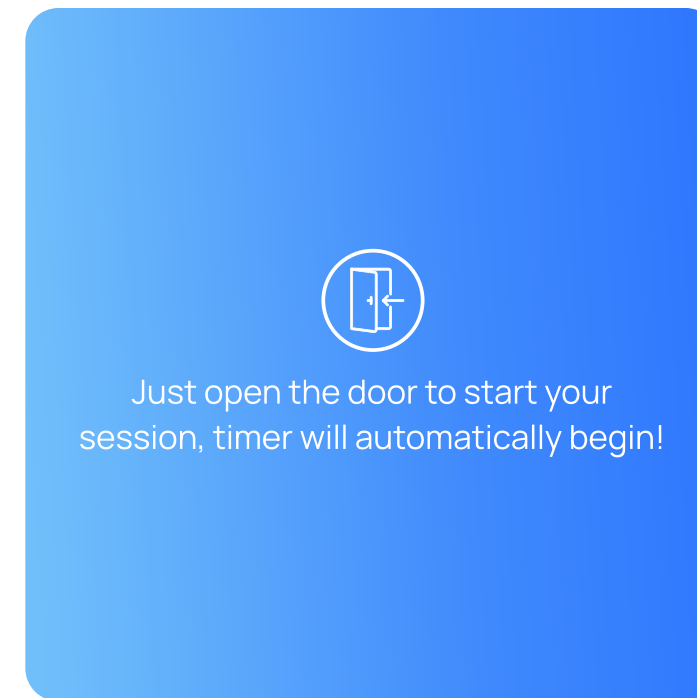
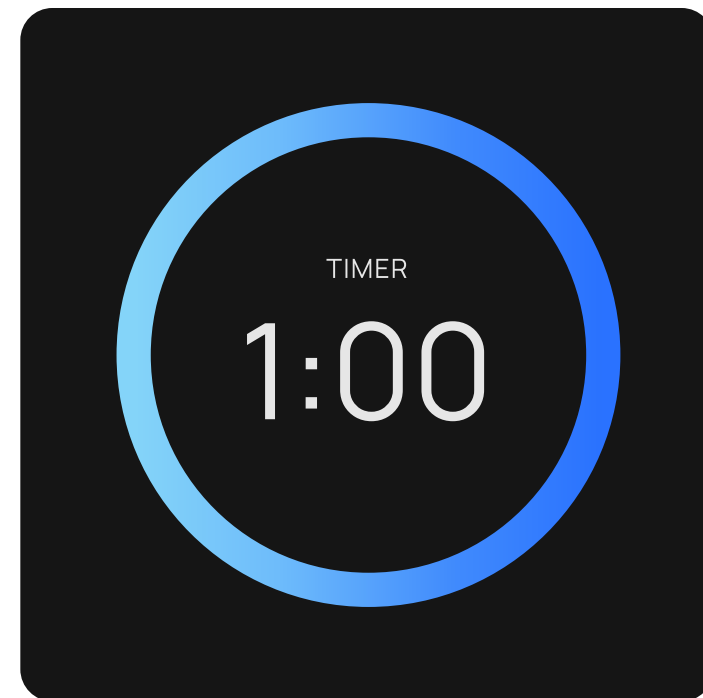
UX Design

2025

ChillyBox

UI Design

Design System

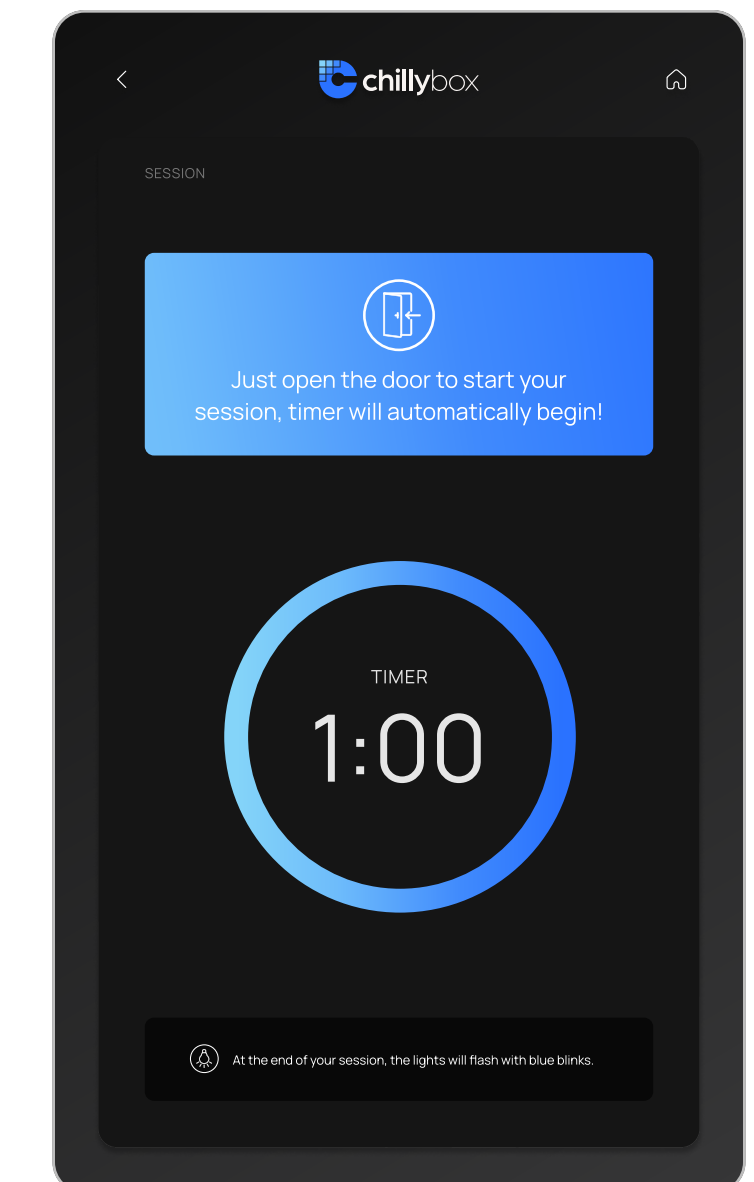
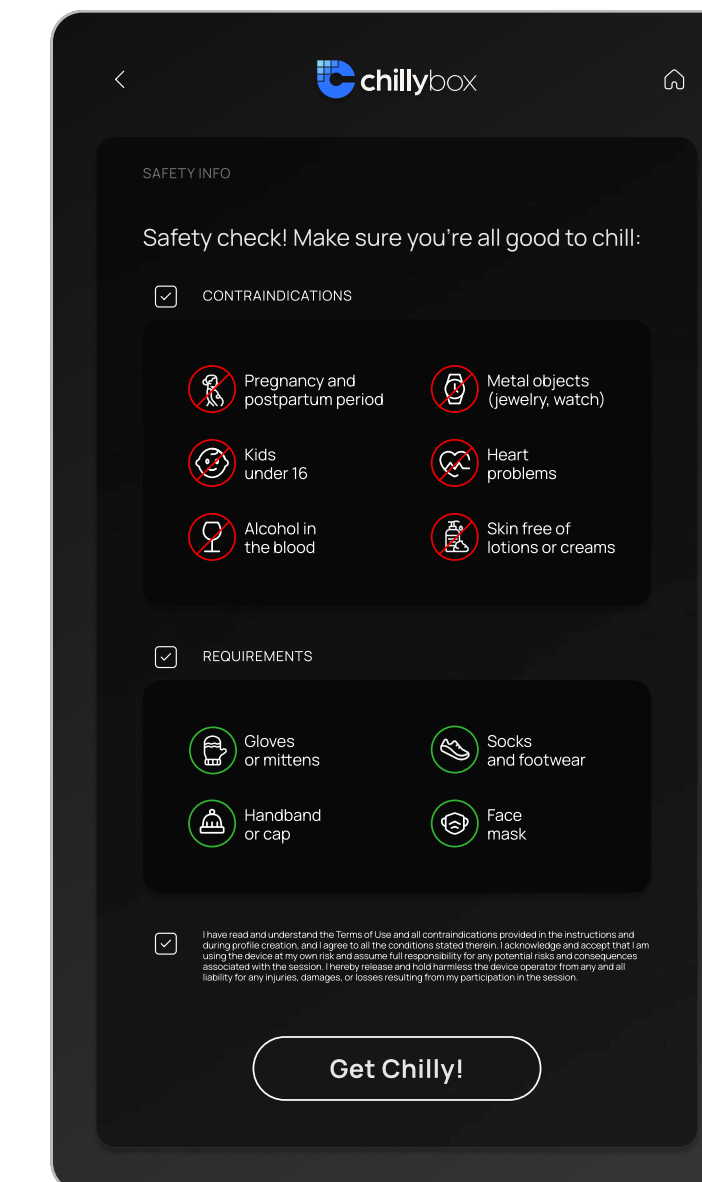
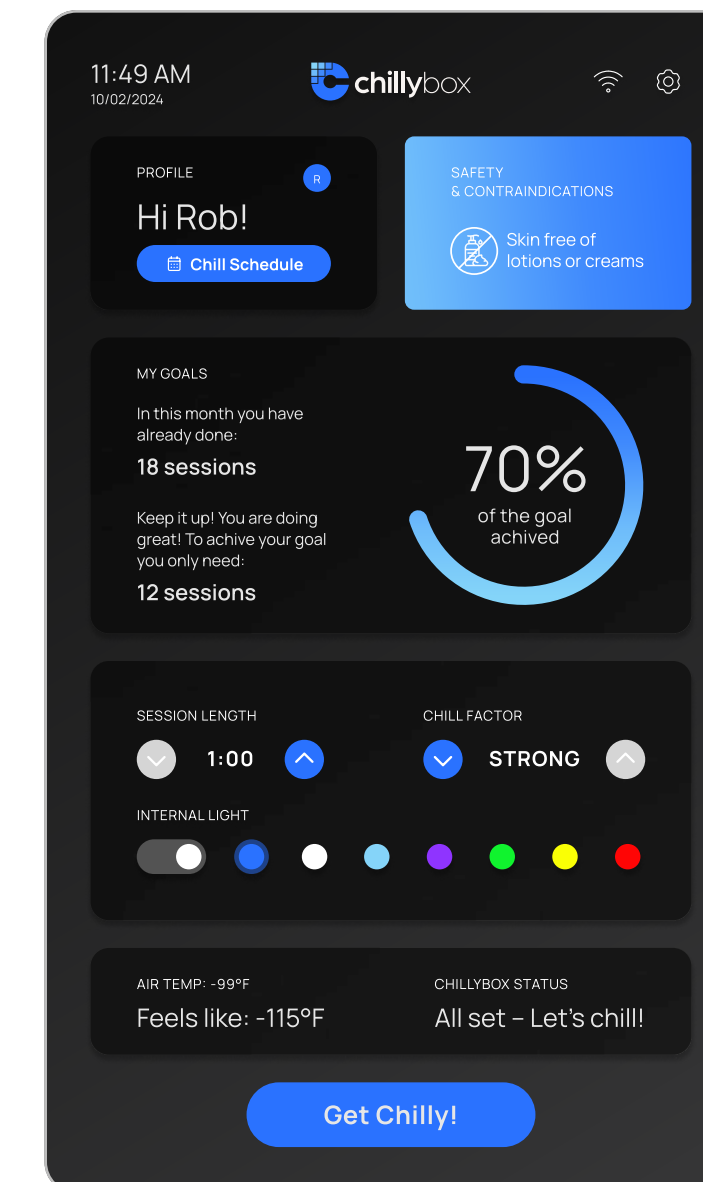


Interface design for a cold therapy solution you'll actually use every day

About Project

HMI interface design project for Chillybox, an at-home cold therapy solution designed for everyday use. The product brings controlled cryotherapy into personal wellness spaces, focusing on simplicity, comfort, and consistency.

In this project, I worked across UI, UX, and design system development to create a cohesive, intuitive interface tailored to both novice and experienced users. The interface simplifies complex cryotherapy controls into clear, accessible flows, while the design system ensures scalable, consistent components across the product ecosystem.



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Areas of Expertise

Year

Client

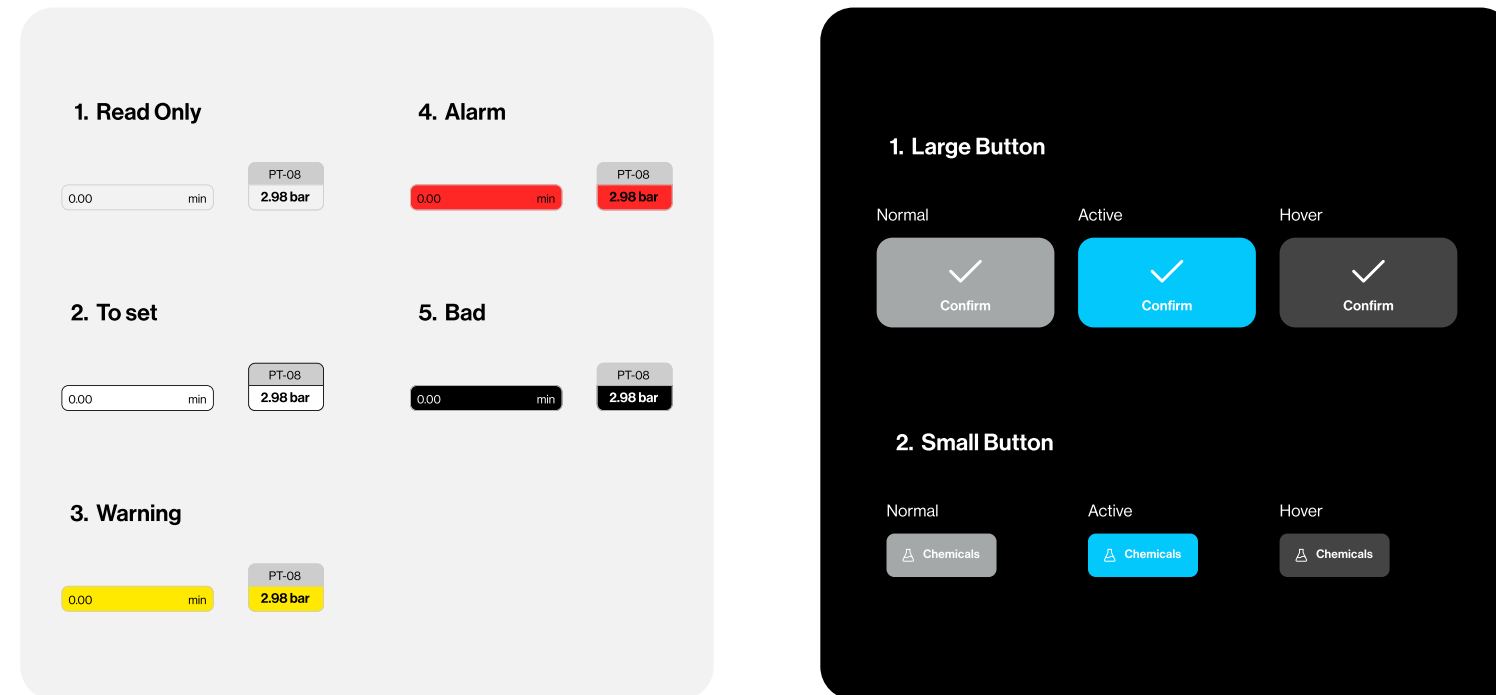
UX Design

2025

DCX

UI Design

Design System



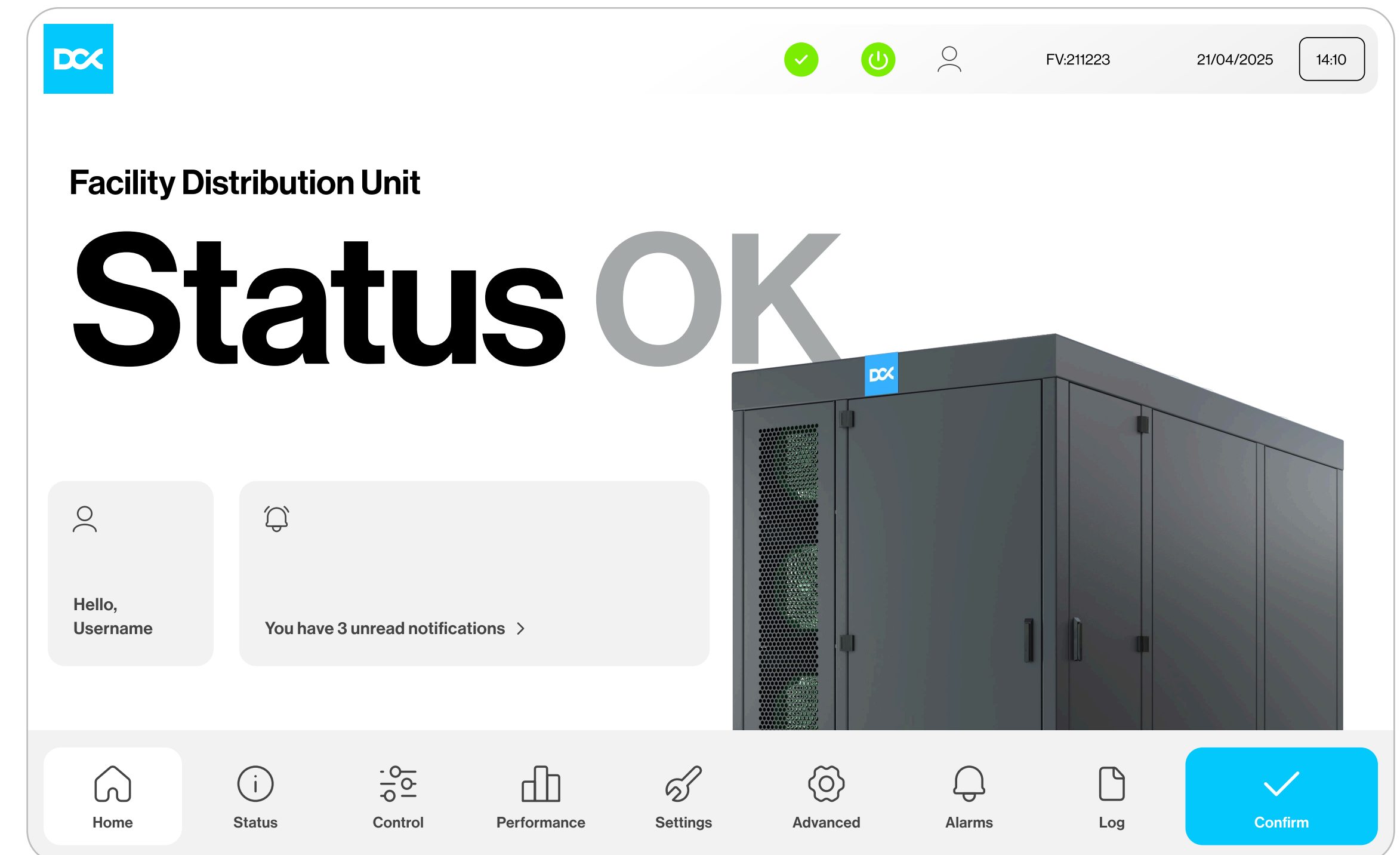
Further visuals and details are unavailable due to confidentiality constraints.

Simplifying Complex Facility Systems Through User-Centered HMI Design

About Project

HMI interface design project for a Facility Distribution Unit, responsible for monitoring and controlling key operational parameters within a technical facility. The interface was designed to support daily operation, quick decision-making, and high reliability in an industrial environment.

My work included UX, UI, and design system development, with a focus on clarity, consistency, and ease of use. I translated complex system data into structured, readable layouts, designed reusable UI components, and built a scalable design system tailored to HMI requirements and long-term maintainability.



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Areas of Expertise

Client

Year

Branding
Social Media
Photography
Video

Natalia Dolata

2025



A Women-Centered Fitness Brand Built on Confidence and Community

About Project

Branding project for a female fitness instructor, focused on building a strong and relatable visual identity tailored specifically to a women-centered target audience. The process was driven by an in-depth understanding of the community, their needs, motivations, and lifestyle.

The project included brand strategy, visual identity design, as well as art direction for photo shoots and video content, ensuring a consistent and authentic brand presence across social media and digital platforms.



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Areas of Expertise

Year

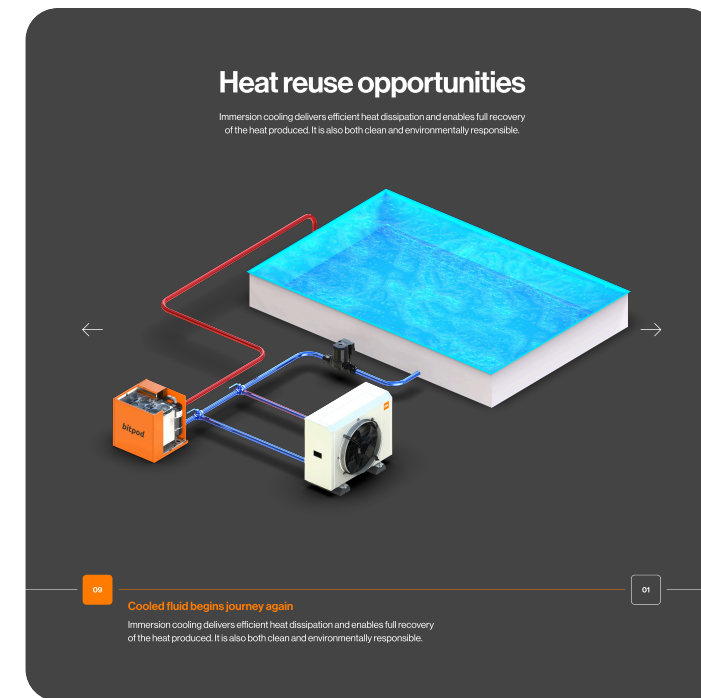
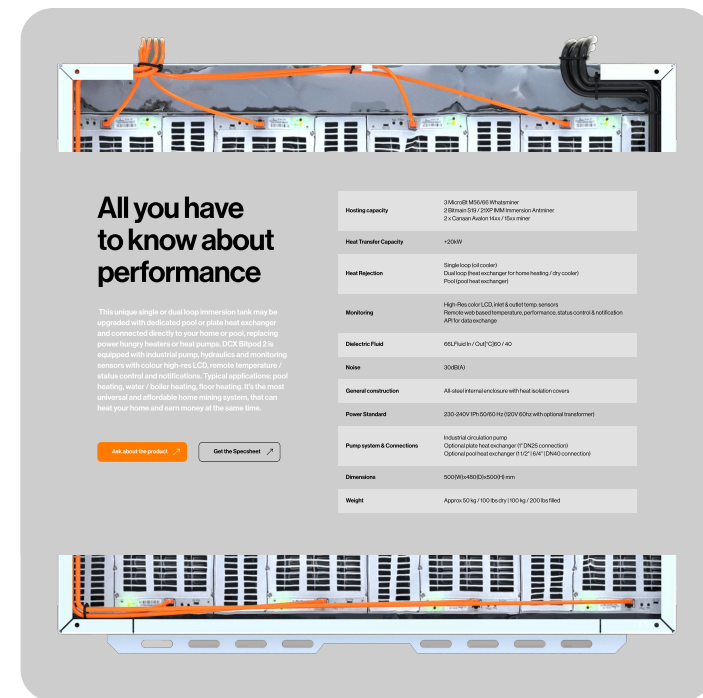
Client

UX Design

2025

DCX / Crypto Cooling

Web Design

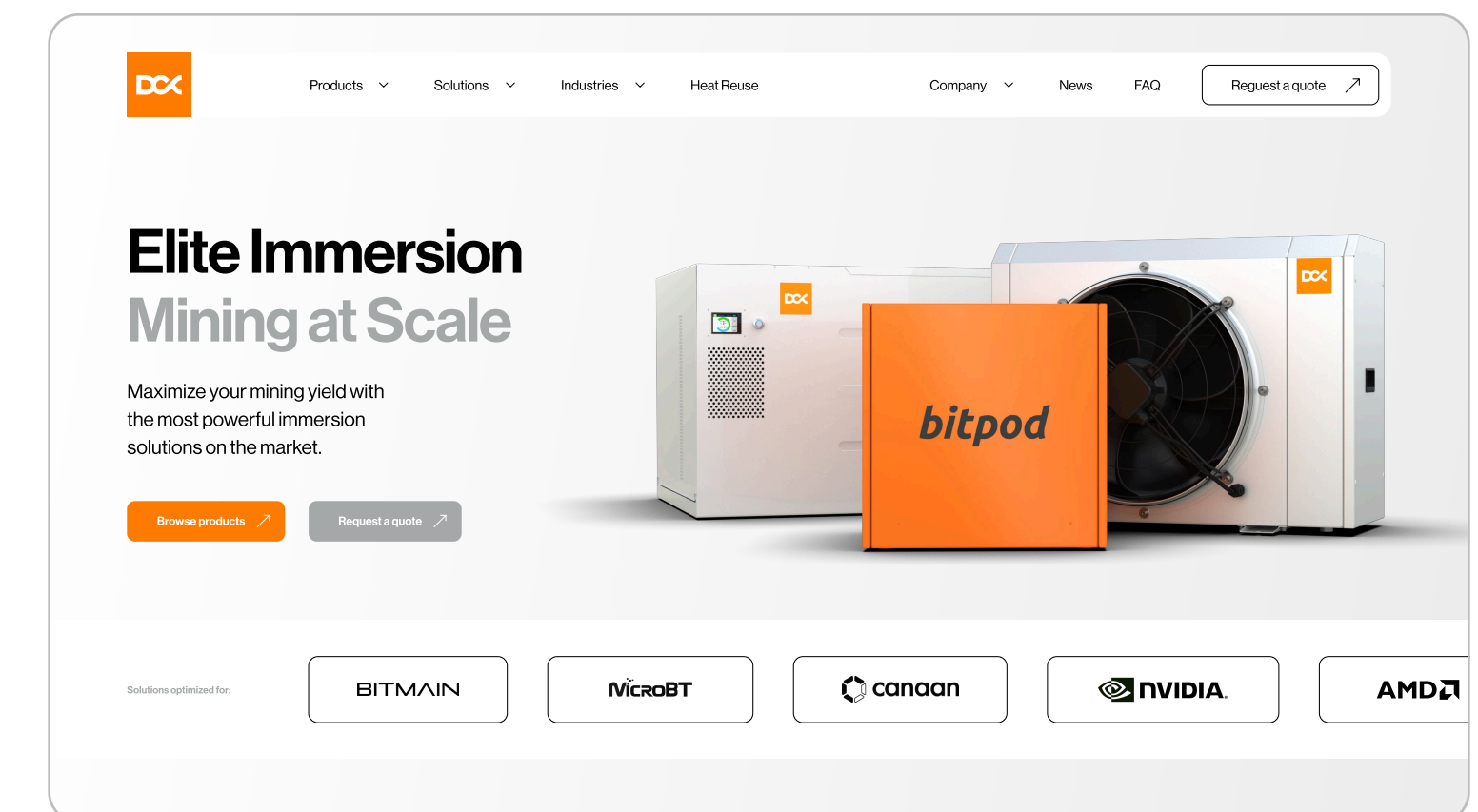
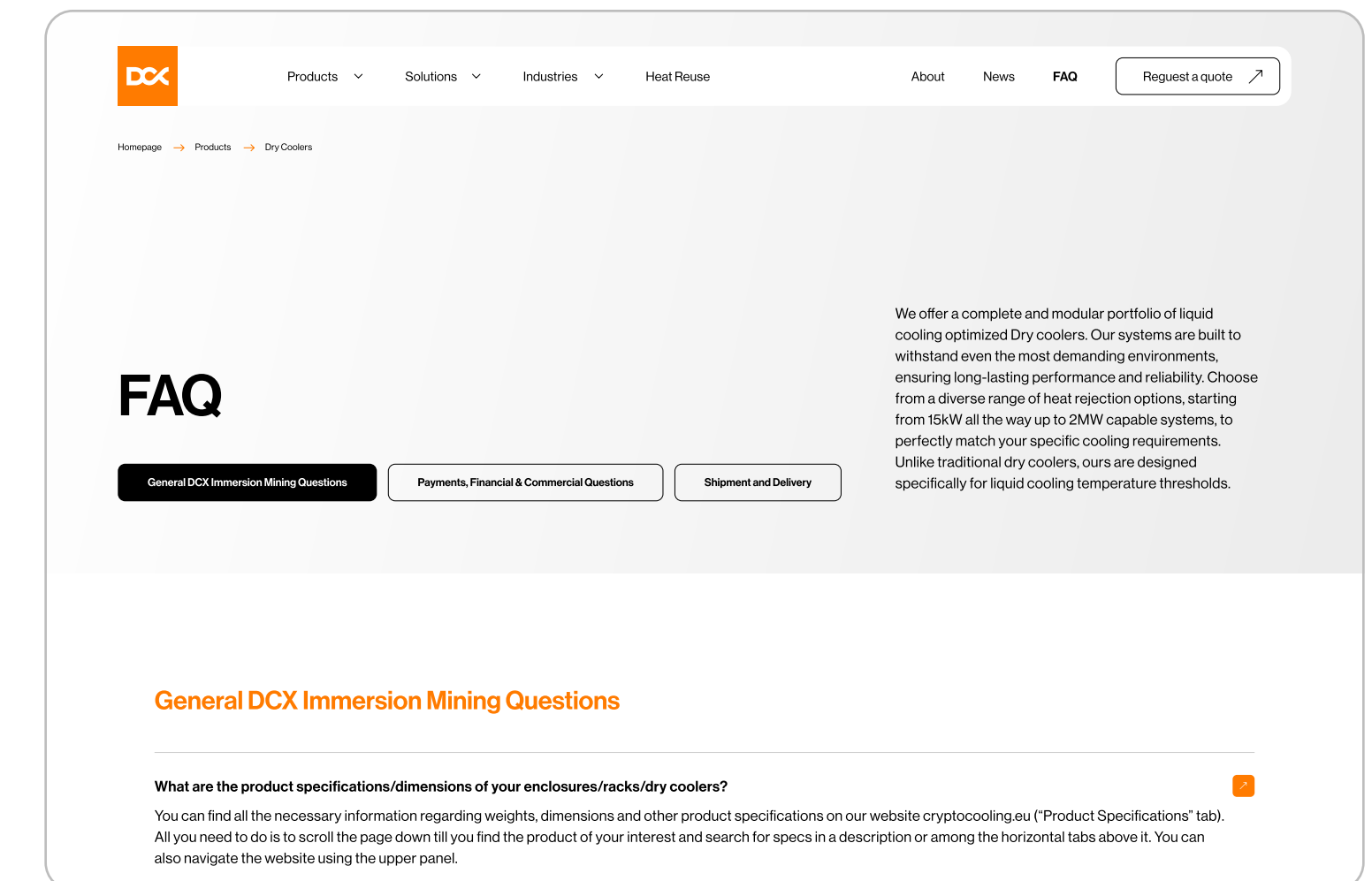
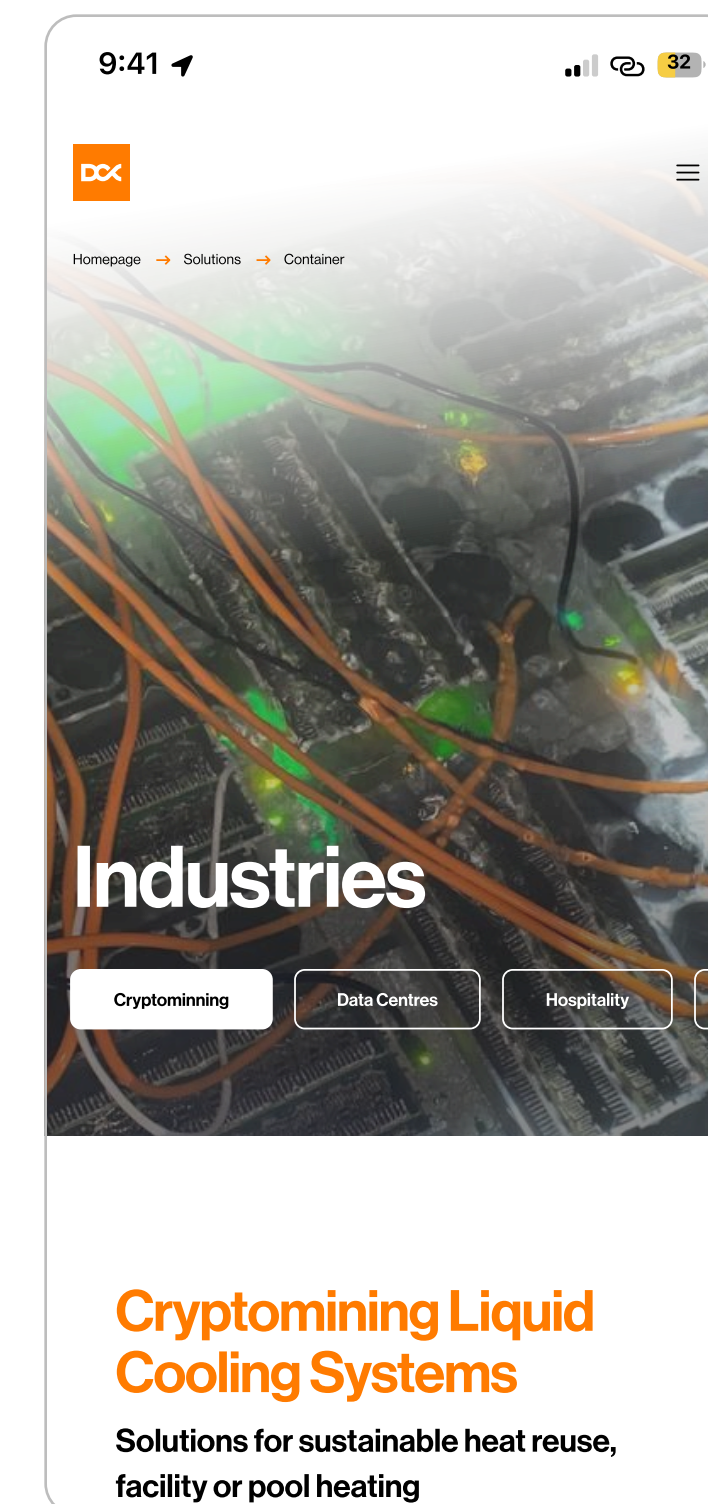


Designing a Website That Explains Complex Cooling Technology

About Project

A website project for CryptoCooling, a European provider of advanced liquid cooling solutions tailored for high-performance computing, crypto mining, and data centers. CryptoCooling offers a modular portfolio of immersion and direct liquid cooling systems, dry coolers, dielectric fluids, and heat reuse solutions designed to improve efficiency, reduce energy waste, and unlock additional thermal value from IT hardware.

I was responsible for the website design, crafting user-focused layouts that clearly communicate complex technical offerings and product capabilities. The site emphasizes product exploration, use cases, and engaging visual hierarchy to help visitors easily understand CryptoCooling's solutions and navigate technical content.



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Areas of Expertise

Year

Client

Branding

2025

Ula Czajka



A Brand Where Certified Expertise Meets Compassionate Support

About Project

Branding project for a perinatal support specialist, focused on building a trustworthy and empathetic visual identity tailored to women during pregnancy and the postpartum period. The process was guided by a deep understanding of clients' emotional needs and their search for safety, reassurance, and professional support during early motherhood.

The project included brand strategy and visual identity design, translating values such as professionalism, certified expertise, and individualized care into a cohesive visual system. The result is a consistent, calm, and supportive brand presence.

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Areas of Expertise

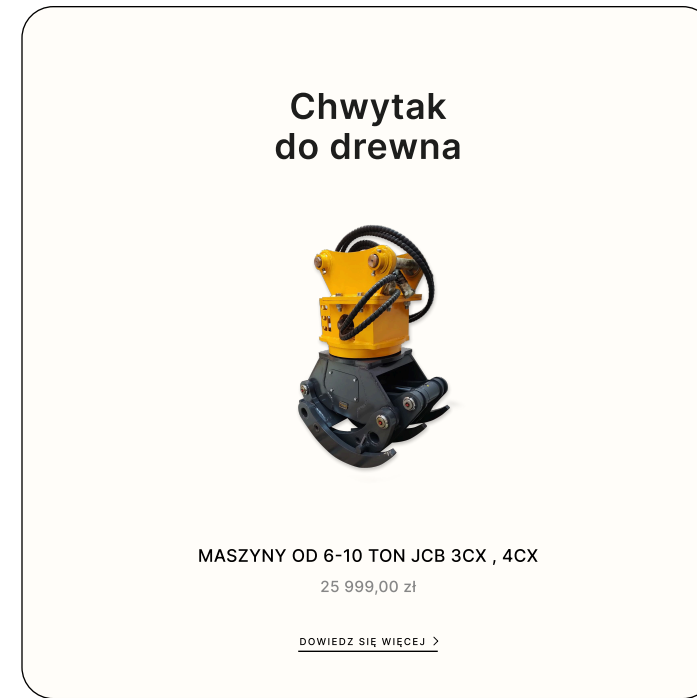
Year

Client

Branding
UX Design
Web Design
No-Code Web
Implementation

2024

BK-Hammer

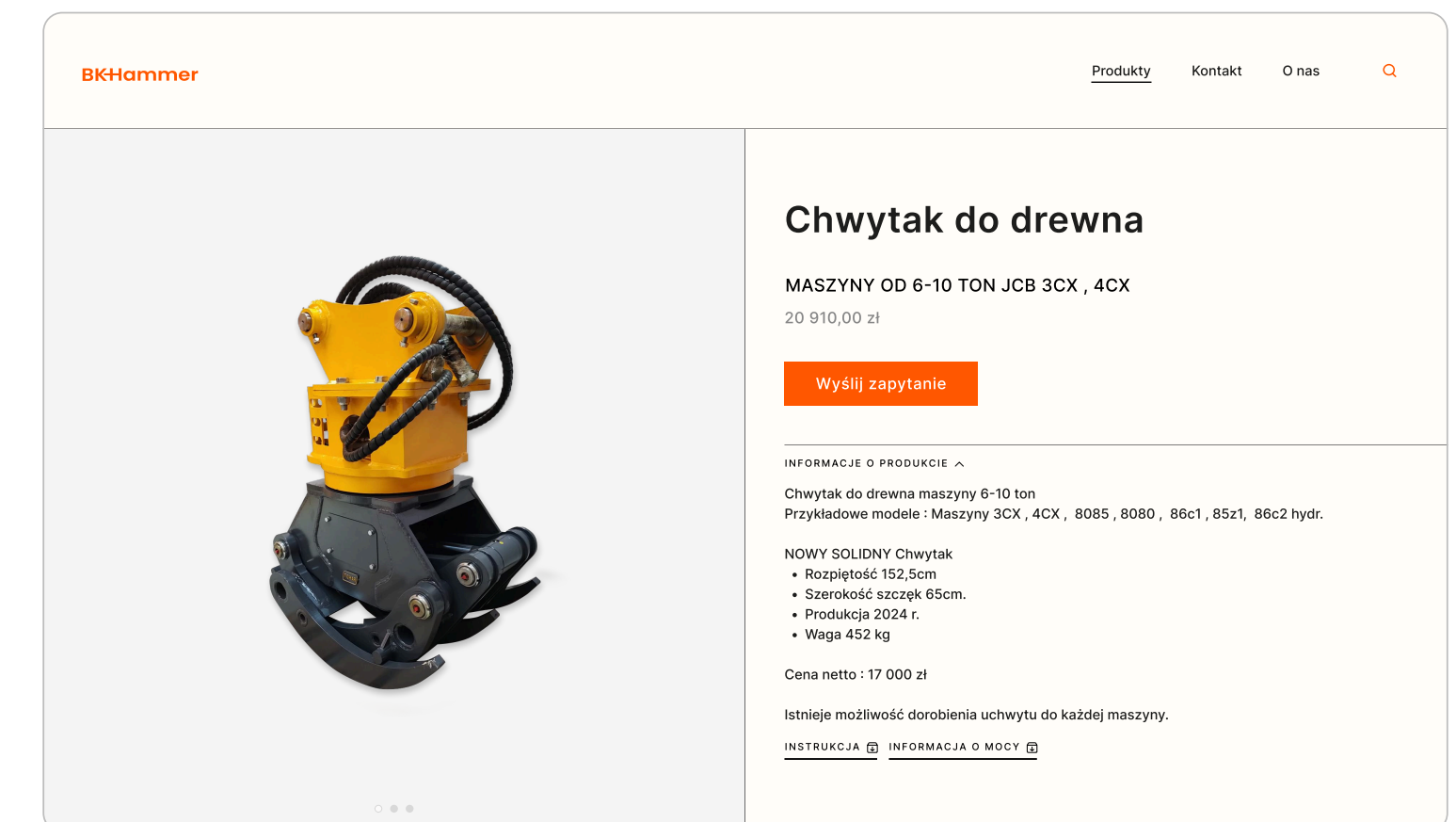


Translating Technical Performance into Strategic Brand Language

About Project

Branding and website project for BK-Hammer, a company specializing in professional attachments for construction machinery. The challenge was to create a strong, distinctive brand presence within a traditionally industry defined by heavy equipment and technical precision. The visual identity balances power and reliability with a modern, structured aesthetic that reflects durability and engineering expertise.

The scope included brand strategy, full visual identity design, website concept, and no-code implementation. The digital experience was built to communicate strength, performance, and credibility while remaining clear and user-focused. The result is a cohesive brand and web presence that positions BK-Hammer as a confident and professional player in the heavy equipment market.



UX Design

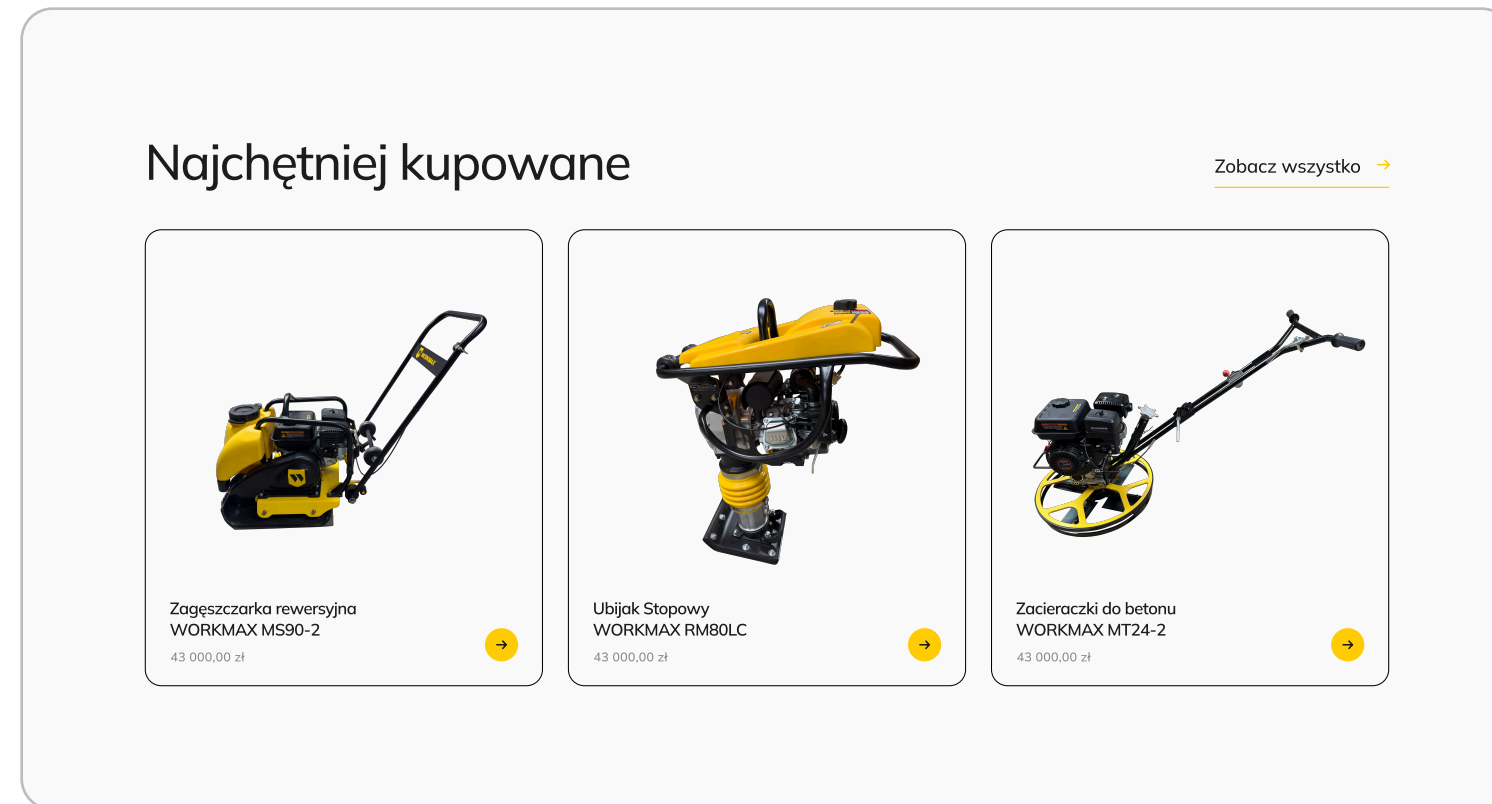
2025

Workmax

Web Design

No-Code Web

Implementation



Digital Solution for Heavy Construction Equipment Industry

About Project

Website design and no-code implementation for Workmax, a company specializing in construction site equipment and heavy-duty solutions. The objective was to create a modern, structured, and performance-driven digital presence that reflects the strength and reliability of the industry while remaining clear and easy to navigate.

The project covered UX structure, visual direction, and full no-code development, ensuring flexibility and efficient content management. The website was designed to communicate durability, professionalism, and operational readiness, while supporting sales and product presentation. The final result is a strong, functional online platform tailored to the needs of the construction sector.



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Thank you for
your attention

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