

MIKOLAJ MAKOWSKI  
GRAPHIC DESIGNER

# Portfolio.

[26]

# Welcome

I am a graphic designer who graduated with a bachelors degree in Graphic Design at The University of Hull. I focus on branding and campaigns and aspire to work as a in-house designer. As a person who uses initiative and lateral thinking I hope to be a good addition to your team!



## Contact

MIKOLAJMAKOWSKI77@GMAIL.COM  
07734322847

## Experience

Level 2 Photography & Graphic Design -  
Leicester College

Level 3 Graphic Design -  
Leicester College

BA Hons Graphic Design -  
The University Of Hull

## Software Proficiency

- Photoshop
- Illustrator
- InDesign
- Figma

## Achievements

The Creative Triangle Design Brief 2023 -  
Distinction

# 01.

## NEUROAXIA

### Branding [2026]

Neuroaxia is a fictional brand that creates candles for individuals with neurodevelopmental disorders (ADHD) to help increase concentration and mental clarity. Using specific scent combinations to help their customers focus or relax when at home.

I created this brief to improve my branding and packaging skills.





neuroaxia



neuroaxia



neuroaxia



The Scent *Your Mind*  
Has Been Seeking



neuroaxia



The Scent *Your Mind*  
Has Been Seeking







neuroaxia

# 02.

## Walk N Talk

### Campaign

[2026]

The fictional "Walk N Talk" campaign from New Balance persuades runners to slow down, encouraging them to walk and talk about their mental health. Using supportive imagery to encourage individuals to join the campaign

I created this brief for myself to practice my skill in following brand guidelines.



Log In Help

new balance



# Join A Walk N' Talk Event

**Bradgate Park,  
Leicester**

Bradgate Park,



# walk N Talk



Join The Walk Today



# Walk N Talk Walk N Talk



Join The Walk Today



Join The Walk Today



# Walk N Talk



# Walk N Talk



Join The Walk Today



# 03.

# OSHI

Alcohol Abuse Claims  
Over 140,000  
Lives Annually



Join The  
#RiseAndRecover  
Movement  
[www.oshi.org.uk](http://www.oshi.org.uk)

## Campaign + Rebrand

## [2025]

OSHI is a non-profit organisation based in Kingston Upon Hull, providing support to those struggling with addiction. I rebranded their visual identity to further improve my branding skills and created a campaign to help visualise the rebrand.

Primary Logo:



Crown - represents victory over addiction

Hugging person - represents support from community/OSHI

Secondary Logo:

Logomark:



O - represents OSHI itself



Colours - represent sunrise to show new beginnings and inspirations for the RiseAndRecover campaign

OSHI

OSHI

OSHI

OSHI

Typeface:

Alkia

BCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&%€

#RiseAndRecover



Pattern Icons - represent  
freedom from addiction  
and support from the  
OSHI community



12:00

Instagram



Your Story



Doritos



Facebook



Pandora



OSHI

Hull, England

Alcohol Abuse Claims  
Over **140,000**  
Lives Annually

1/8



Join The  
**#RiseAndRecover**  
Movement  
[www.oshi.org.uk](http://www.oshi.org.uk)

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532 likes

OSHI Join the #RiseAndRecover movement and be the light for someone facing addiction...more

View all 30 comments

12 hours ago • See translation



Alcohol Abuse Claims  
Over **140,000**  
**Lives** Annually



Join The  
**#RiseAndRecover**  
Movement  
[www.oshl.org.uk](http://www.oshl.org.uk)

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Only **1 In 10** Men  
Speak Out On  
Alcohol Abuse



Join The  
**#RiseAndRecover**  
Movement  
[www.oshl.org.uk](http://www.oshl.org.uk)

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**1 in 12** Adults Cry  
Out for Help with  
Alcohol Abuse



Join The  
**#RiseAndRecover**  
Movement  
[www.oshl.org.uk](http://www.oshl.org.uk)

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**Thank *You!***

**For Your Consideration**