



*ANETA BUŁA*

# PORTFOLIO 2026

*Visual Systems · Art Direction ·  
Print Production · Packaging*

*WWW.*  
**ANETABOO**  
**.COM**

# ABOUT ME *360° campaigns · visual storytelling · brand consistency*

## 12+ years *of experience*

Design has always been something more than aesthetics for me. It is a way of thinking, organizing ideas, and translating them into real outcomes. That is why I graduated both in **Industrial Design** at Technical University and **Graphic Design** at the Academy of Fine Arts.

I approach design not only as a visual expression, but as a functional tool. I especially enjoy working with print, because projects move from digital into real-world objects.

DAWID KWIATKOWSKI · RED LIPS ·  
IKSY · PIOTR CUGOWSKI · IFI UDE ·  
MICHAŁ WIŚNIEWSKI · KAROLINA JOP ·  
SWIERNALIS · MONIKA MILLER ·  
ADMINISTRATORR ELECTRO ·  
CZESŁAW MOZIL · PANILAS · ZUI ·  
ŻURKOWSKI X ORGANEK · COSMOS

Constantin  
ENTERTAINMENT

rockhouse  
ENTERTAINMENT | 30 LAT

ich<sup>®</sup>

tvn

KAYAX

MultiSport

eobuwie.pl

delphy

athos

aMuz

Akademia Muzyczna  
im. Stanisława Moniuszki  
w Gdańsku

EG

EDYTA GÓRNIAK

OpenGift.pl  
Kompletowe Gadżety Reklamowe

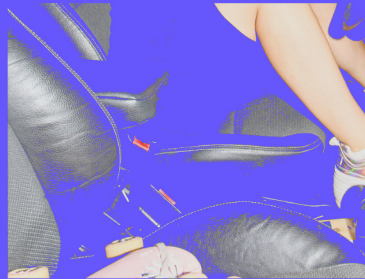
cricoteka

MYSTIC  
PRODUCTION

For over 10 years, I have been creating **visual communication for brands across music, lifestyle, and business.** I lead projects from concept and creative direction to final execution both in digital and print, as well as in physical environments. What matters most to me is clarity of communication design that organizes information and stays memorable.

I work flexibly across different aesthetics, as I believe a **project should not reflect the designer, but the brand, its audience, and its purpose.** I combine creative intuition with strategic thinking, which allows me to thrive in dynamic environments where both strong ideas and effective execution matter.

# WHY ANETA BUŁA?



## CATEGORY: **BRAND SYSTEMS**

### PRINT & PRODUCTION

- designing consistent visual systems from concept to implementation • *connecting digital, print, and communication into one visual language* • clear, structured thinking • aesthetic that delivers results

- preparing designs for print (packaging, printed materials) • working with print houses and supervising production • understanding technical specifications and processes • *attention to detail and final quality*

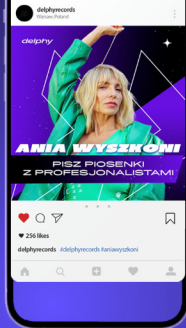
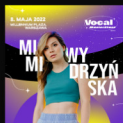
## CATEGORY: **MUSIC**

- visual storytelling across different formats • designing digital and live experiences • *understanding culture and narrative* • creating visual identities for artists

## CATEGORY: **SPACE**

- designing visual communication in physical environments • fast execution and working under pressure • working in real environments (events, scenography, film sets)

# delphy



# visual system

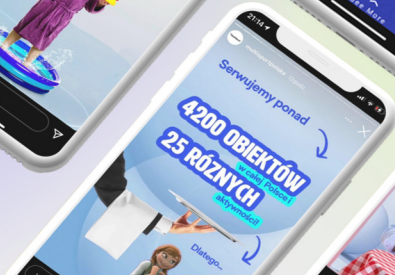
360° EXECUTION

CATEGORY: **BRAND SYSTEMS**



**MultiSport**

*social  
media*



CATEGORY: **BRAND SYSTEMS**



# marketing agency

CATEGORY: **BRAND SYSTEMS**



The Social Nation Inc. is a social media marketing agency from Toronto, where I spent over **3 years** designing content for 10+ clients simultaneously (mainly real estate, developers, pre-construction).

In addition: Meta Ads, print materials, newsletters, reels, stories, etc.

# Timeless Film Festival Warsaw

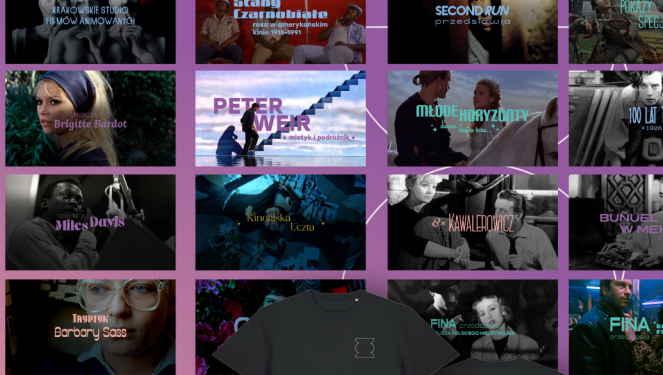
17 — 27 kwietnia 2026

**Art direction 360°** for the 3rd edition of the festival. Design and development of the visual identity and implementation across all channels (digital, print, space, campaign).

**Scope:** social media graphics, merch, gadgets, passes, lanyards, packaging, large-format outdoor advertising, advertising in public transport, festival catalog with full film schedule, digital and print ads, printed boards before screenings.

*visual* 360° EXECUTION  
*system*

CATEGORY: **BRAND SYSTEMS**



# Timeless Film Festival Warsaw

17 — 27 kwietnia 2026

Timeless  
Film Festival  
Warsaw

FESTIWAL  
KLASYKI FILMOWEJ  
17 — 27 kwietnia 2026

INFORMACJE I BILETY:  
timelessfilmfestival.pl



*visual  
system*

360° EXECUTION



CATEGORY: **BRAND SYSTEMS**



*branding  
+ identity*

CATEGORY: **BRAND SYSTEMS**



# branding + identity



CATEGORY: **BRAND SYSTEMS**



PIOTR CUGOWSKI X ROCKHOUSE ENTERTAINMENT

rockhouse

ENTERTAINMENT | 30 LAT

*live  
visual  
system*

Full visual motion design for the concert  
-90 minutes, tour 2025/2026

CATEGORY: **MUSIC**



## CEO OF STUDIO LEPIEJ

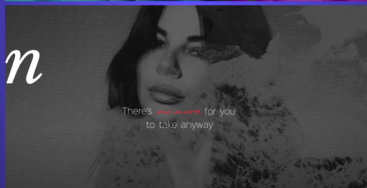
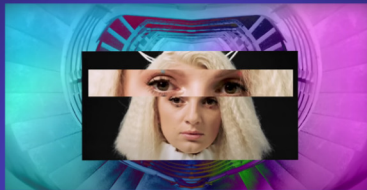
# visual direction

Over the 5 years, within Studio Lepiej, we have created around **50 music videos with my involvement** (as video director, graphic designer, or visual director).

Artists include: Sarsa, Edyta Górniak, Dawid Kwiatkowski, ZUI, and many alternative artists such as Administrator Electro, Świerna, Pola Miłko.

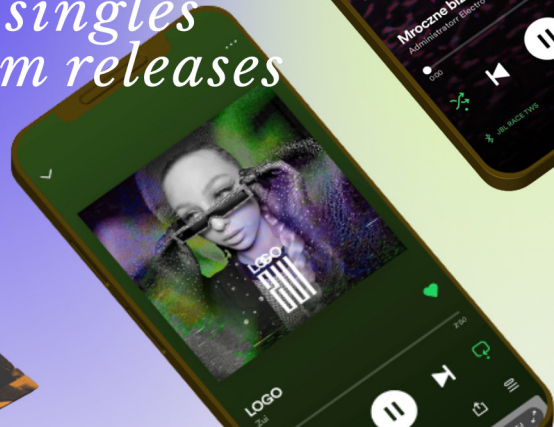
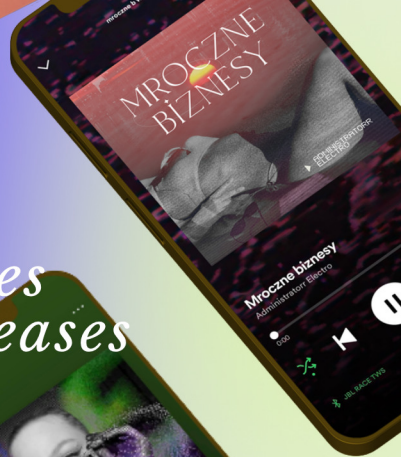
Within the studio, I was responsible for concepts, leading the **visual narrative, production**, as well as illustrations, collages, drawings, and animation elements.

CATEGORY: **MUSIC**



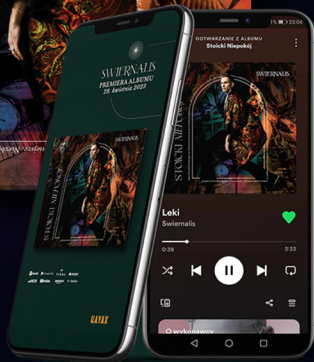


*artworks for singles  
and album releases*



# KAYAX *music identity*

## 360°



CATEGORY: **MUSIC**

# collage lyric video

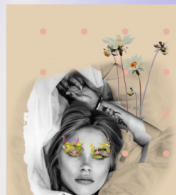
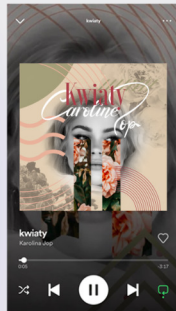
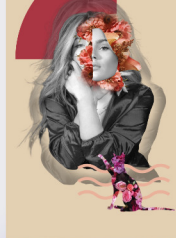
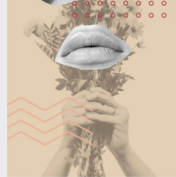
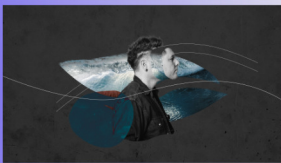
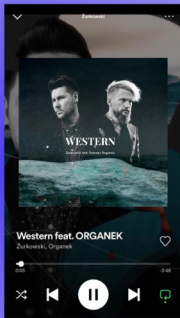
**ŻURKOWSKI X ORGANEK**  
– WESTERN

**KAROLINA JOP**  
– KWIATY

Concept and digital  
collages for lyric  
videos.

*visual  
storytelling*

CATEGORY: **MUSIC**



## CANAPHARM (CBD) Packaging system for products with different strengths, flavors, and uses

### *goals & challenges*

- medical product character (compared to recreational products)
- multiple product variants
- need for clear communication of parameters
- building trust
- high readability
- clear hierarchy of strengths



CATEGORY: **BRAND SYSTEMS**



Scalable packaging system tailored to a regulated category.

FLORE SENSUEL system

Rebranding + system opakowań  
Iriswinda Formocona

re-branding  
+ packaging

flore sensuel



New logo incorporates a drop symbolizing the main ingredients of the cosmetics - aloe, natural oils and vitamins

CATEGORY: **BRAND SYSTEMS**



As part of the rebranding, over 60 packaging designs and labels were created.

**CULLA DRINKS** Label system for  
RTD product line  
Northern Ireland (UK)

*scope*

- label system design
- layout structure for multiple variants
- print preparation
- working within a repeatable system

*system*

- system
- color coding by flavor
- consistent layout structure
- high readability on shelf
- easy adaptation to new products

The system allows for fast expansion of the product line while maintaining visual consistency.

*Culla*  
— DRINKS —

CATEGORY: **BRAND SYSTEMS**



**RYBY PO KUJAWSKU**  
Rebranding + packaging system



A consistent system  
enabling the development  
of the product line.

CATEGORY: **BRAND SYSTEMS**



Project of a 52-page catalog presenting new possibilities in premium promotional merchandise design.



*editorial  
design*



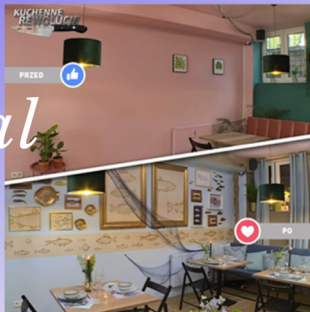
perfect  
SMILE  
clinic  
GARNIZON

*premium  
brand*



CATEGORY: **BRAND SYSTEMS**

*environmental  
design*



Designing communication for both users and camera, taking into account real spatial conditions and tight production timelines.



Concept and coordination of a photoshoot from idea to on-set execution

Sponsored campaign photoshoot

Nutella B-ready × Zuza Jabłońska

campaign featuring an artist openly speaking about her neurodiversity (Tourette syndrome)

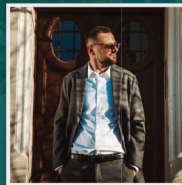
Brand and business photoshoots

translating brand strategy into a cohesive visual identity for Supreme Energy

*visual direction  
& end-to-end  
production*



Supreme energy  
Sesja zdjęciowa



Zobacz więcej >>



CATEGORY: **SHOOTS**



*photo*

Concept and art direction supervision during photo and video production for Snowdog, showcasing the innovative retail experience of eObuwie.pl.

Production of a photoshoot and commercial presenting a technology-driven shopping model (mobile-first, kiosks, intelligent back-end systems).

Focus on user experience - fast, seamless, and based on human-technology interaction.

*& video production*

*storytelling*

CATEGORY: **SHOOTS**

SEE THE SPOT



thePolacy

thePolacy

thePolacy

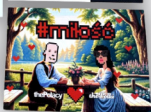
thePolacy

thePolacy

thePolacy

thePolacy

space  
& experience



CATEGORY: **SPACE**

ich! 3

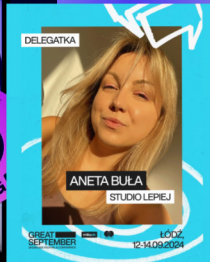
next fest  
MUSIC SHOWCASE & CONFERENCE

16-18.04.2026  
POZNAŃ (PL)



ANETABOO.COM

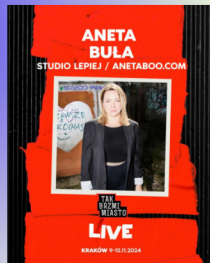
ANETA BUŁA



DELEGATKA

ANETA BUŁA  
STUDIO LEPIEJ

GREAT SEPTEMBER  
LODZ  
12-14.09.2024



ANETA  
BUŁA  
STUDIO LEPIEJ / ANETABOO.COM



LIVE

KRAKÓW 9-10.11.2024



8-12/04/2026

Teatr Szekspirowski

SEA YOU 4 EVER

SEA  
YOU

delegatka

\*BONUS\* CATEGORY: **VARIOUS MUSIC SHOWCASES INVITATIONS**



**ZRÓBMY  
COŚ RAZEM!**



*ANETA BUŁA*

+48 690 984 104

*anetaboo.design@gmail.com*

Gdańsk, Poland

*WWW.*  
**ANETABOO**  
**.COM**