

Portfolio.26

Hanna Saroka



I am an **artist and designer** inspired by cultural and social themes. **My goal** is to create projects that are not only visually engaging, but also **evoke a deep emotional response** and stimulate positive change in society.

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Education

Visual projects

**Academy of fine arts
in Lodz**

2021/2024

Graphic design

**University UMCS
in Lublin**

2024/2026

Communicaton design

Politecnico di Milano

2025/now

Languages

English: Advanced

Polish: Advanced

Russian: Native

Belorussian: Native

Italian: Intermediate

Figma

Adobe Ph, Ai, Id, Ae

Affinity

Canva

UX / UI Skills

Poster, editorial & **packaging** design

Image retouching and composition

Branding and logo design

ComfyUi

Artificial intelligence professional

Problem-solving and brainstorming

Concept development

Competitive and visual research

Storytelling through visuals

Design critique and presentation

Creative thinking and **curiosity**

Collaboration and feedback openness

Time management under deadlines

Communication and storytelling

Attention to detail

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strike

Until we have
Justice,
Equality,
and
Freedom

POLITICAL PRISONERS

25 MARCH 2024

To protect your identity and ensure the safety of all participants, we strongly recommend covering your faces with masks or scarves. Avoid wearing identifiable clothing and consider using hats or sunglasses.

Б
П
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POLITICAL PROPAGANDA

Project 1

2024



Project 2

Each sticker embeds a custom pictogram directly into the code; a single **scan leads to immediate information and practical support resources.**

Every figure was kept deliberately abstract — no facial features, no ethnic markers, no binary gender cues — **representing humans first**, visible enough to communicate, safe enough for public display.



Project 3

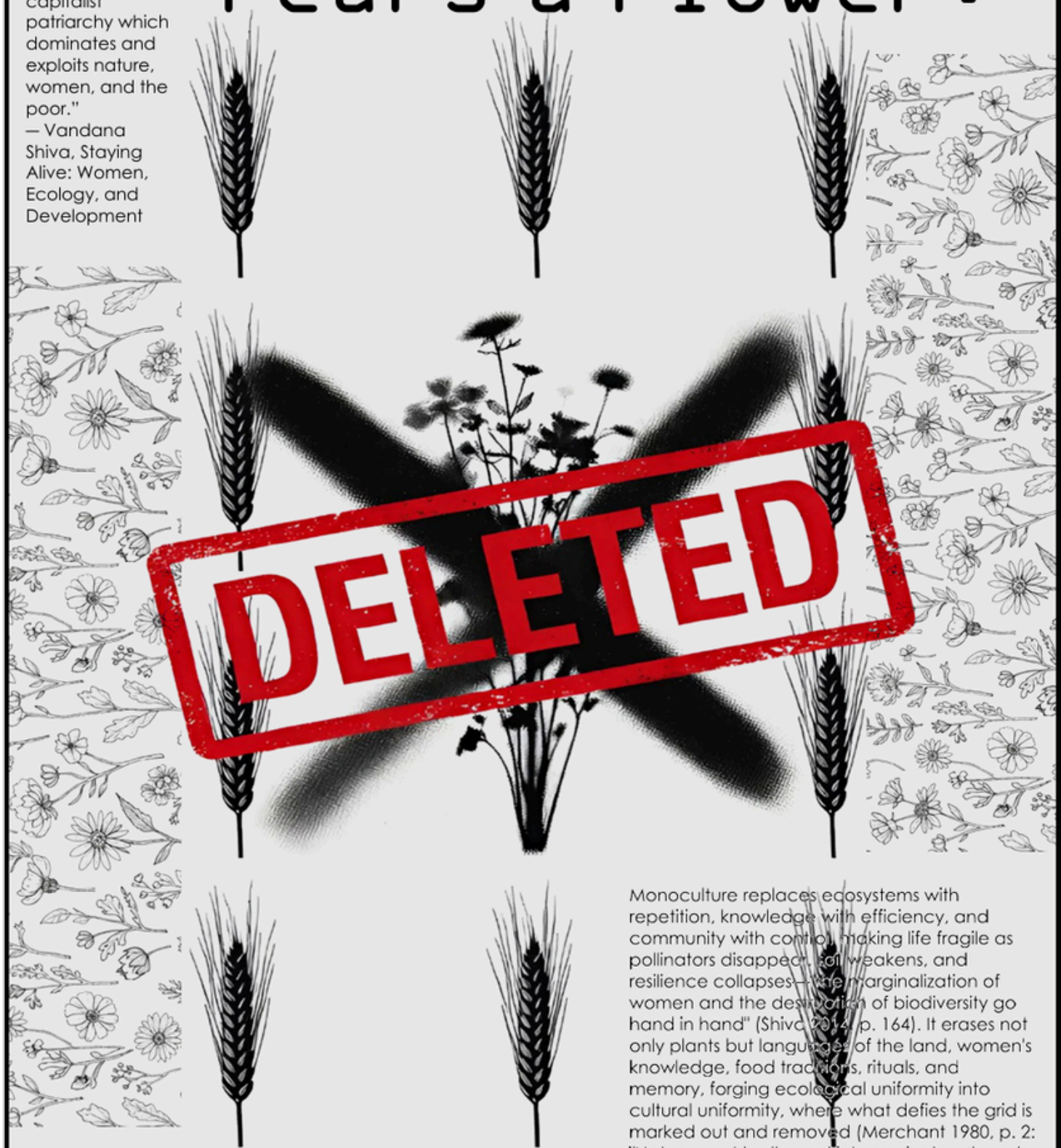
"Don't be mean behind the screen" is an **anti-cyberbullying poster** built around a single object: the Enter key. The symbol is universally recognized as the moment a message is sent — the point of no return. Here, it becomes a **visual metaphor for the irreversible impact of online cruelty**.

Typography is fragmented and rotated, mimicking the disorienting experience of being targeted. The dark, heavy palette reinforces **the weight of words** sent from behind a screen.



"Modern science, has a world-view that both supports and is supported by the socio-political-economic system of western capitalist patriarchy which dominates and exploits nature, women, and the poor."
— Vandana Shiva, *Staying Alive: Women, Ecology, and Development*

A System That Fears a Flower.



Resist!

Monoculture replaces ecosystems with repetition, knowledge with efficiency, and community with control, making life fragile as pollinators disappear, soil weakens, and resilience collapses—the marginalization of women and the destruction of biodiversity go hand in hand" (Shiva 2014, p. 164). It erases not only plants but languages of the land, women's knowledge, food traditions, rituals, and memory, forging ecological uniformity into cultural uniformity, where what defies the grid is marked out and removed (Merchant 1980, p. 2: "Nature must be 'bound into service' and made a slave to the human ends"). Diversity is survival, not disorder, rooted in women's custodial roles against capitalist fragmentation—"seed diversity and nutritional balance go hand in hand" (Shiva 2014, p. 169).

Project 4

Visual research project created for the **Ecofeminism Workshop**. It addresses a communication problem: how industrial agriculture controls land and how **patriarchal structures control bodies and roles**.

Both systems demand uniformity, suppress complexity, and **treat diversity as a threat to efficiency**.

By making these connections visible, the work **opens the conversation** to people who might never pick up a theoretical text — **turning an abstract ideology into something you can see and feel immediately**.

2026

one crop dominates

Monocultures destroy both biodiversity and cultural diversity. A monoculture is the large scale cultivation of a single crop species over vast areas of land. While it may be economically efficient, it has serious ecological and cultural consequences. In ecological terms, monocultures reduce biodiversity.

Ecocritics like Vandana Shiva and Maria Mies view monoculture as patriarchal violence that destroys both ecological and cultural diversity, akin to the oppression of women and nature under capitalism. When only one type of plant is grown, natural habitats are destroyed, wildlife disappears, pollinators decline, and soil becomes depleted, stripping ecosystems of their complexity and resilience (Shiva 1993, p. 44; "Purchased seeds displace women from decision making and custodianship of seeds and transform them into unskilled labor. Women produce through biodiversity, whereas men's scientific produce through uniformity.")

At the same time, monocultures undermine cultural diversity: land is not merely a resource but the foundation of traditions, food systems, languages, spiritual practices, and local knowledge; industrial agriculture, replacing diverse local farming systems, displaces traditional ways of living, stripping communities of their land and generations of knowledge. In this sense, ecological uniformity breeds cultural uniformity: as biological diversity vanishes, so do cultural worlds (Mies 2010; "Monoculture kills life"). Liberation demands dismantling these dualistic bonds, where the feminine and the natural are oppressed by a patriarchal worldview (Merchant 1980, p. 2: "The oppression of women and nature stems from the man-centered world outlook.")

ONE WORLD SUFFERS

Heal the Land, Free the Mind

Diversity is our Resistance



Monoculture enforces a violent standardization that subjugates diverse ecologies to singular crops, erasing the diversity of ecological wisdom and favor of abstract technological dominance (Mies 1993, p. 47). "Hyper-rationalized, masculine identity... sees itself as apart from and above a nature it constructs as a dominating resource". Beyond biology, it denies cultural lineages—songs, stories, and ceremonies encoded in polycultures—replacing them with patented hybrids that privatize life itself (Pullen 1997, p. 89). "Women's life-nurturing work... is systematically undermined in the global capitalist economy". Uniform fields breed uniform minds, but ecocriticism insists that rewilded diversity—ecological and human—is the true bulwark against collapse.

UN-TAMED, UN-MEASURED, UN-PATENTED

[STATUS: DELETED]

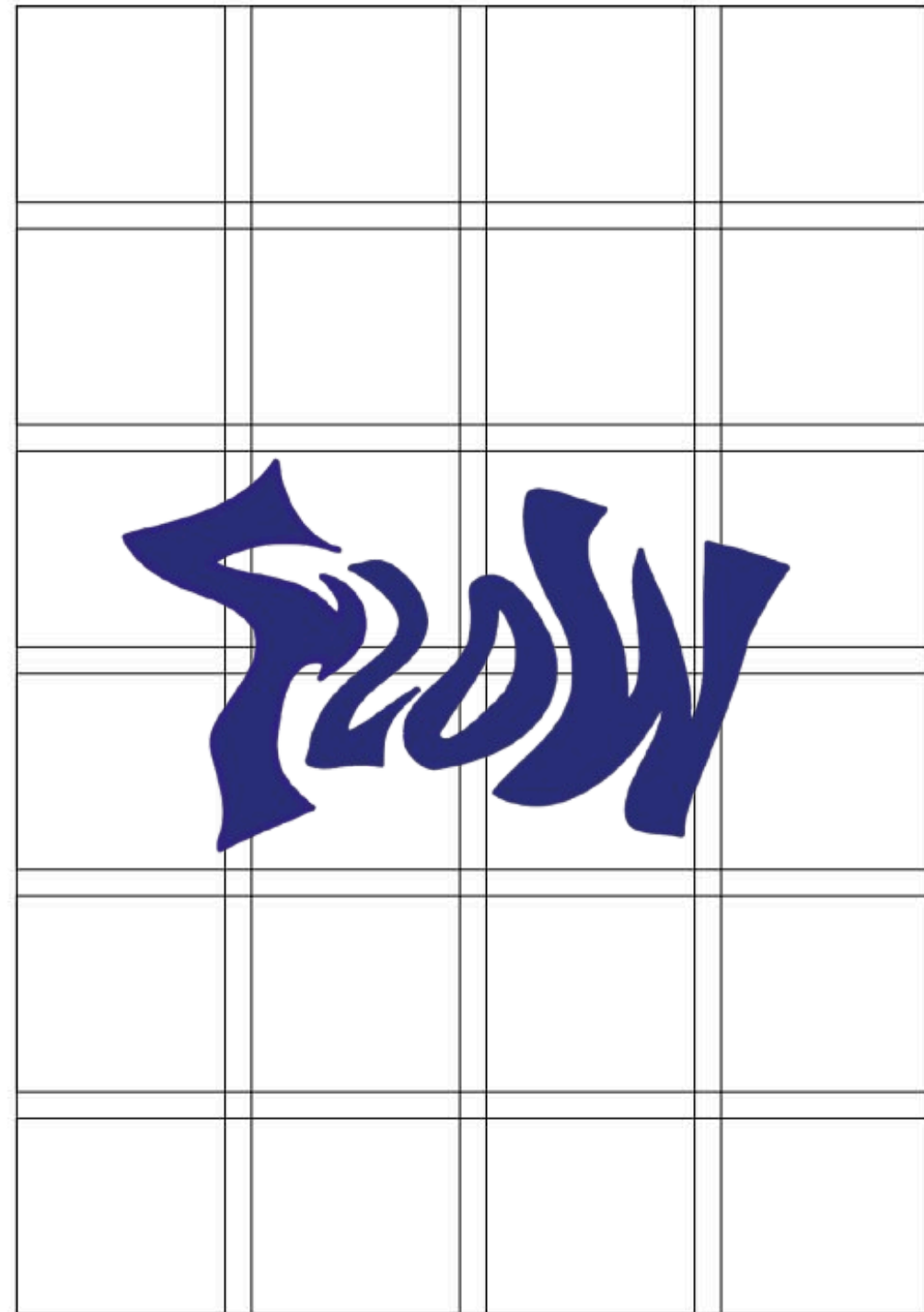


Monoculture rapes the earth's wild multiplicity into sterile submission, bulldozing vibrant polycultures under the boot of profit-hungry uniformity that starves soil, summons plagues of pests, and leaves landscapes gasping—rotted, barren, begging for the next storm to shatter them ("This isn't farming, it's conquest," a patriarchal scold hurls, hissing women's ancient seed lore, ritual harvest, and tongue-tied songs from the dirt they've cradled for millennia. What follows is a fascist grid of green sameness: no room for the unruly, the sacred, the alive. Cultural souls wither as fields go dumb—languages silenced, seeds forgotten, memories plowed under for the next GMO overlord. Uniformity isn't strength; it's the death rattle of a world too arrogant to kneel before diversity's fierce, untamable pulse.



BRANDING

Project 5



Goal:

Create a visual identity system for **FLOW**

— a company offering unique water-based adventures such as kayaking, canoeing, and SUP trips.

The aim was to design a system that captures the **essence of movement**, nature, and the emotional freedom experienced on the water.

The visual identity reflects the organic rhythm of rivers, the fluidity of motion, and the **calm yet dynamic character of outdoor journeys**.

The system includes a custom logotype, pictograms, patterns **inspired by water** currents, and a set of brand materials that maintain consistency across applications.

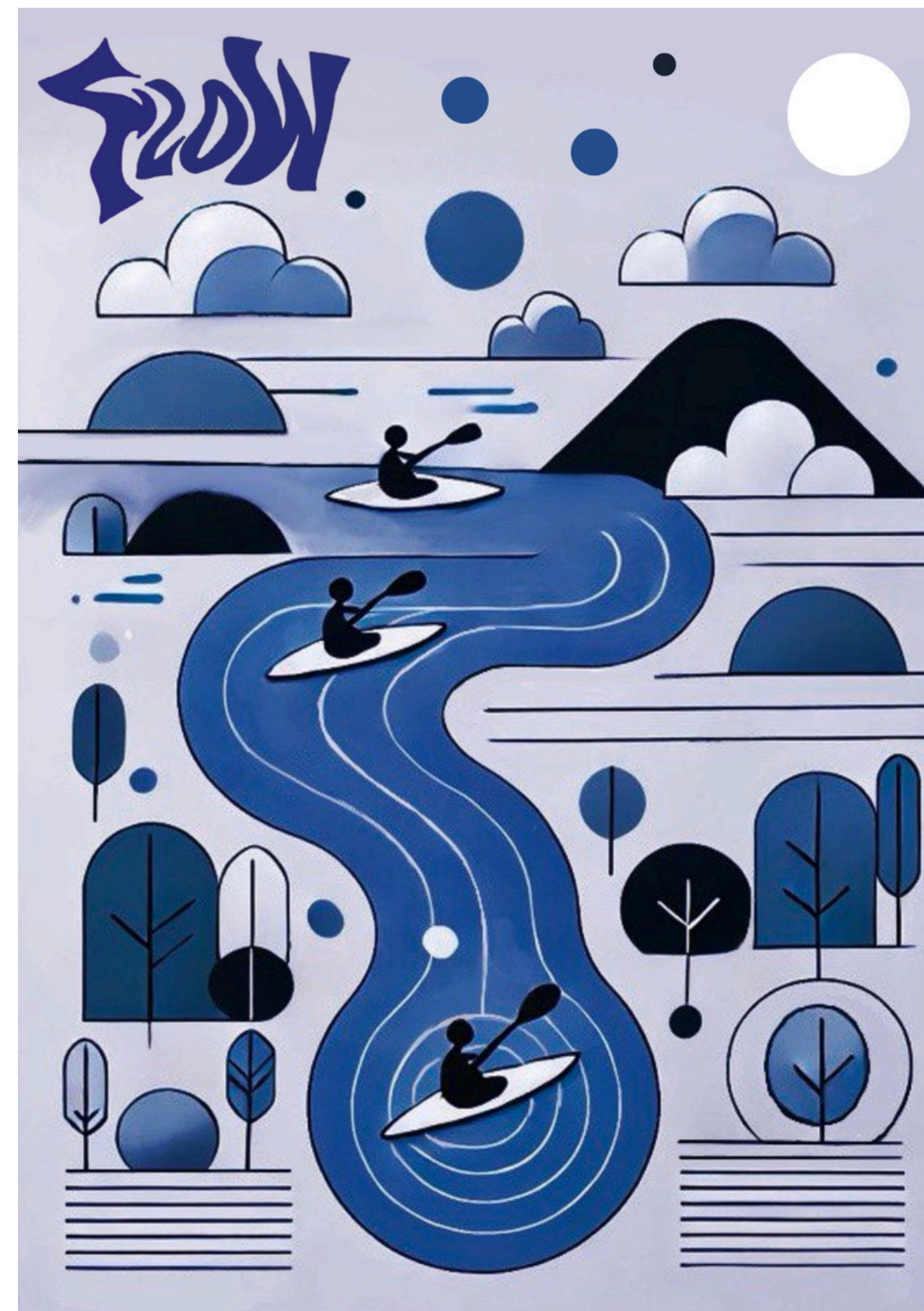
Challenges Identified:

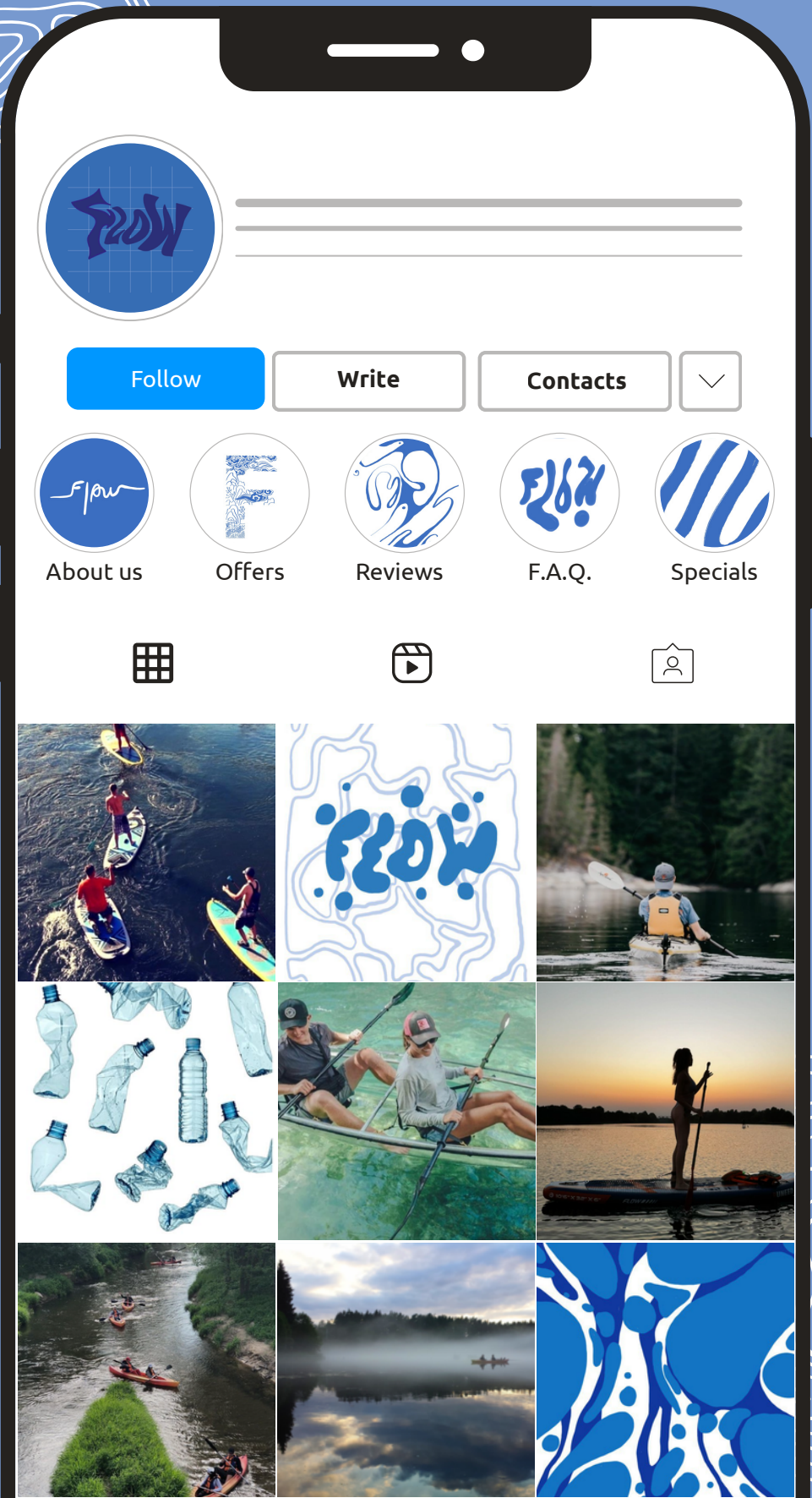
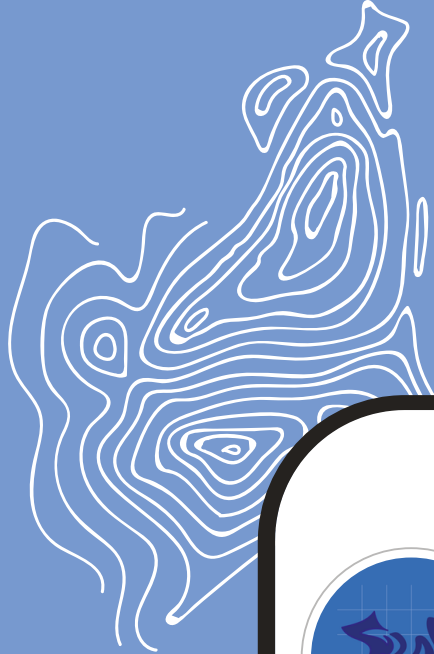
Need for a **recognizable** and memorable visual language

Requirement for adaptable graphics across various formats (print, digital, merchandise)

Needed a system that is distinctive, functional, and strongly connected to the brand's experience.











Knopka

COLOR PALETTE

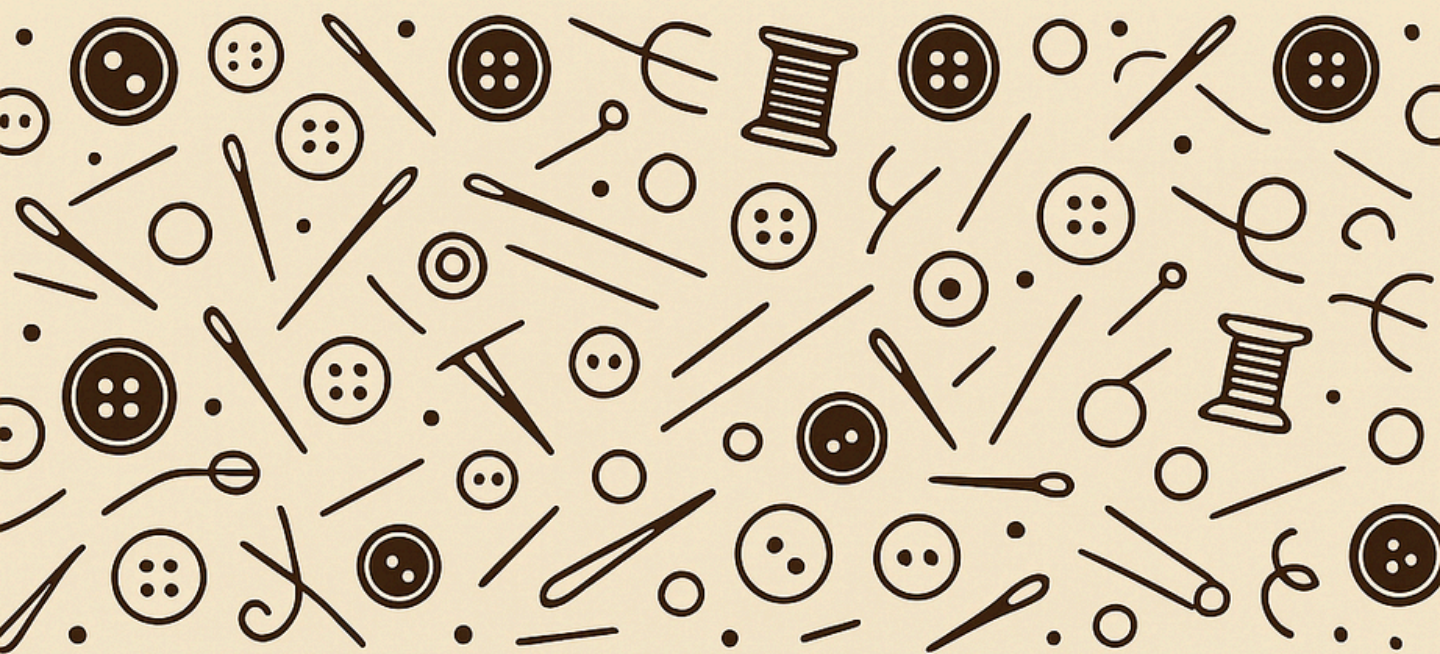


TYPOGRAPHY

LATO

Aa

PATTERN



WEB DESIGN

Project 7

PetCouture is a web design concept for a **pet clothing e-commerce store**.

The challenge was **creating a shopping experience that feels playful** and personality-driven without sacrificing usability.

The interface keeps navigation minimal and the product front and center, with clear size selection, color swatches, and a confident call-to-action. **Design feels as fun as the product itself.**

2024





Project 8

Goal:

Design a consistent and intuitive wayfinding and visual identity system for the Cultural Meeting Center in Lublin.

The solution improves navigation for various visitors and reflects the architecture's **geometric rhythm**.

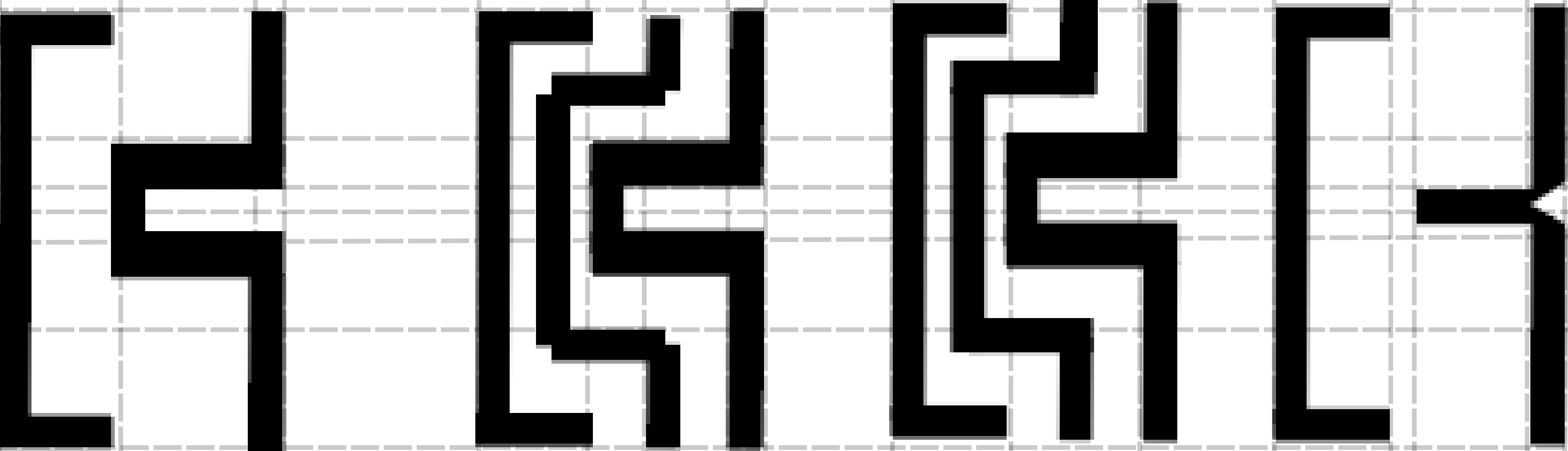
Challenges Identified:

Low contrast and poor readability of current signage
No clear hierarchy of information
Visual inconsistency with building materials

Needed design that is **visible, functional, and representative**



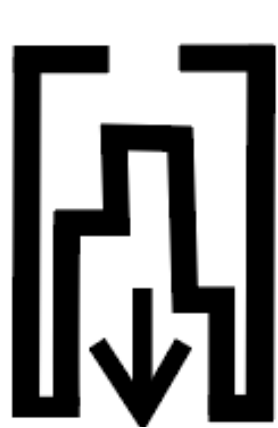
Logo



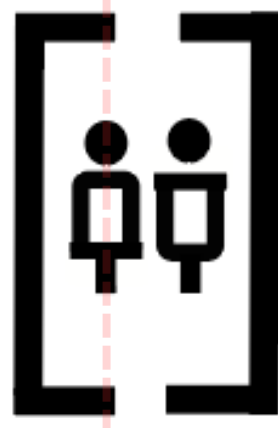
Pictograms



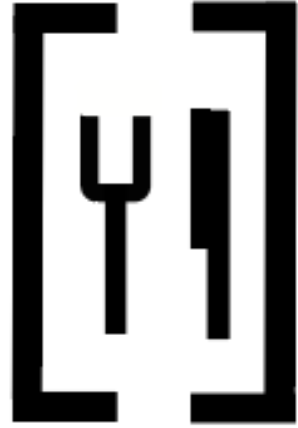
WEJŚCIE
Entrance



WYJŚCIE
Exit



TOALETY
Toilets



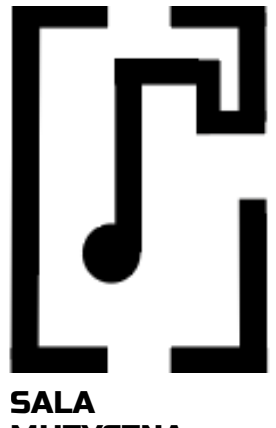
BISTRO
Bistro



OGRÓD
Garden



PET FRIENDLY



SALA MUZYCZNA
Music room



SALA KINOWA
Cinema room



KAWIARNIA
Café



KASA BILETOWA
Tickets



BROWARNIA
Brewary



SALA BALETOWA
Ballet room



WINDA
Lift



SALA
Room



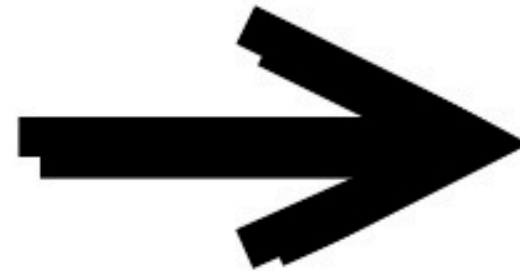
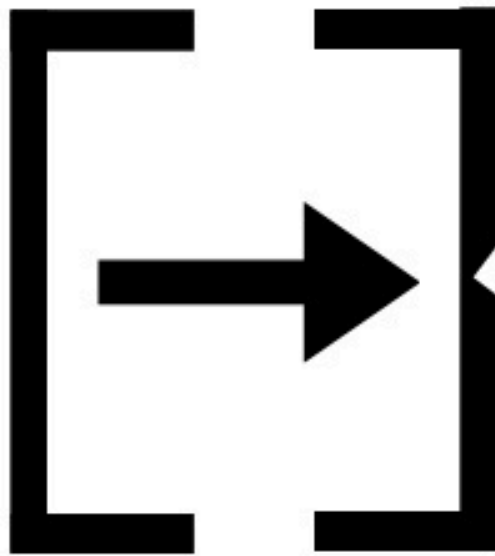
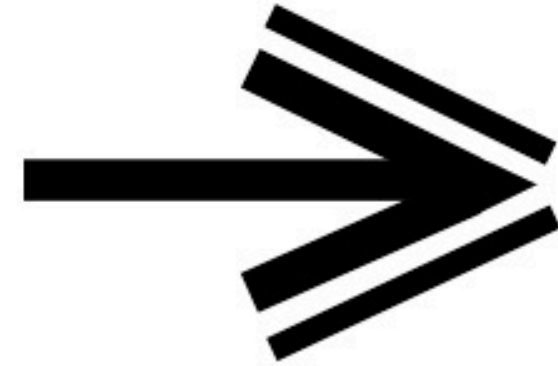
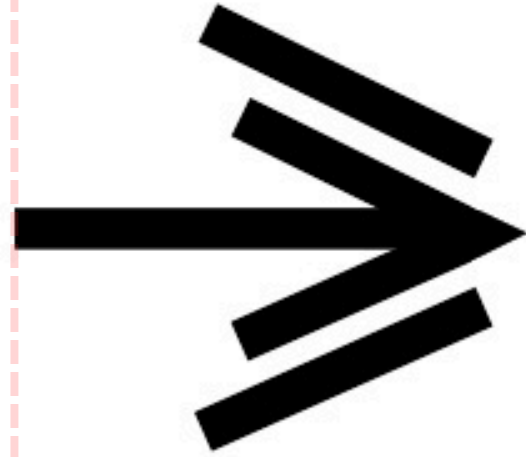
PASIEKA
Room



SALA OPEROWA
Opera room



Directional Arrows



-1

PIĘTRO -1

Floor -1

0

PIĘTRO 0

Floor 0

1

PIĘTRO 1

Floor 1

2

PIĘTRO 2

Floor 2

3

PIĘTRO 3

Floor 3

4

PIĘTRO 4

Floor 4

5

PIĘTRO 5

Floor 5



BOOK ILLUSTRATION

Project 10

Book illustration project for a **poetry collection by Marek Danielkiewicz**.



The task was to create a visual language that matched the **raw, personal tone of the poems** without overshadowing them.

The illustrations are made in **woodcut technique** — bold black and white, high contrast, rough organic edges — giving the work a handmade quality that feels **rooted in folk polish tradition and historical memory of the region**.

ECOLOGM DESIGN

Project 10

"Find Your Path / To Save What's Melting" is a series of **typographic posters addressing climate urgency.**

The design challenge was making environmental messaging feel **visceral rather than informational** — moving **beyond the usual green** iconography into something that creates genuine discomfort.

Large, distorted type dominates the space, with handwritten script cutting through bold block letters — the tension between the two voices mirrors the **tension between individual action and systemic crisis.** The strict black-and-white palette strips away any aesthetic comfort, refusing to let the subject feel distant or decorative.

The message is direct: the time to act is now, and **the path starts with you.**



QUO VADIS?

Global warming is not just an environmental issue; it is a humanitarian crisis that threatens the future of every living being on Earth. By making conscious choices and working collectively, we can mitigate its effects and restore balance to our planet's ecosystems. The time to act is now.

Global warming has triggered a rise in Earth's average temperatures, melting polar ice caps, and causing sea levels to rise. These changes have severe consequences: intensified natural disasters like hurricanes, floods, and wildfires; loss of biodiversity, and disruption of ecosystems. Coral reefs are bleaching, forests are shrinking, and countless species face extinction due to habitat loss and climate shifts.

HS

to save whats melting-

1. Reduce Emissions: Transition to renewable energy sources like solar, wind, and hydroelectric power.
2. Promote Reforestation: Trees act as carbon sinks, absorbing CO2 and releasing oxygen. Protecting and restoring forests is critical.
3. Adopt Sustainable Practices: Reduce waste, recycle, and consume responsibly. Support businesses and policies that prioritize sustainability.
4. Raise Awareness: Educate communities about the importance of reducing their carbon footprint. Small individual actions, when multiplied,

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FIND

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H
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YOUR

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JUST

START

and

PATH

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is

now

TO SAVE WHATS MELTING-

PATH

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THE TIME TO ACT IS NOW THE TIME TO ACT IS NOW THE TIME TO ACT IS NOW

LET'S WORK
TOGETHER!

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2026