

Portfolio

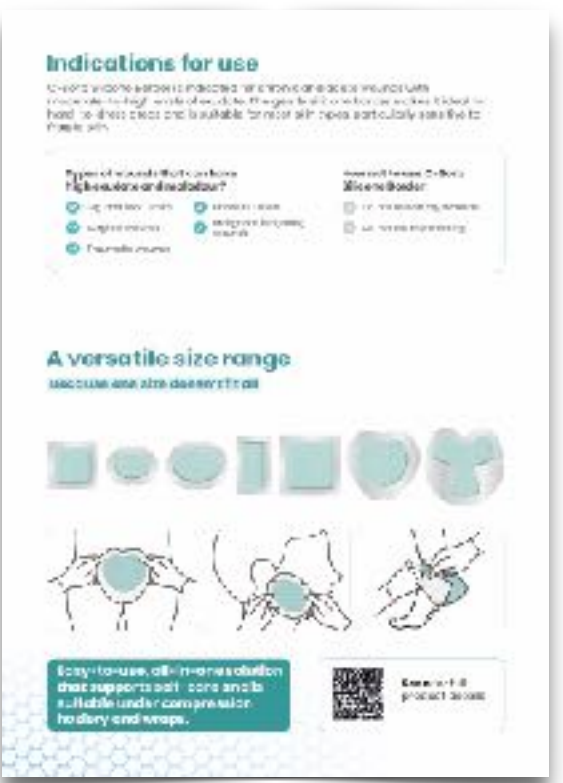
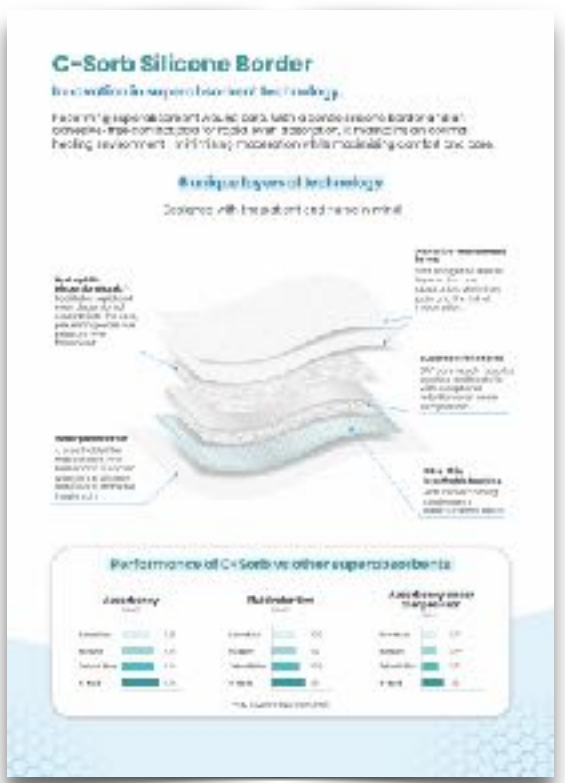
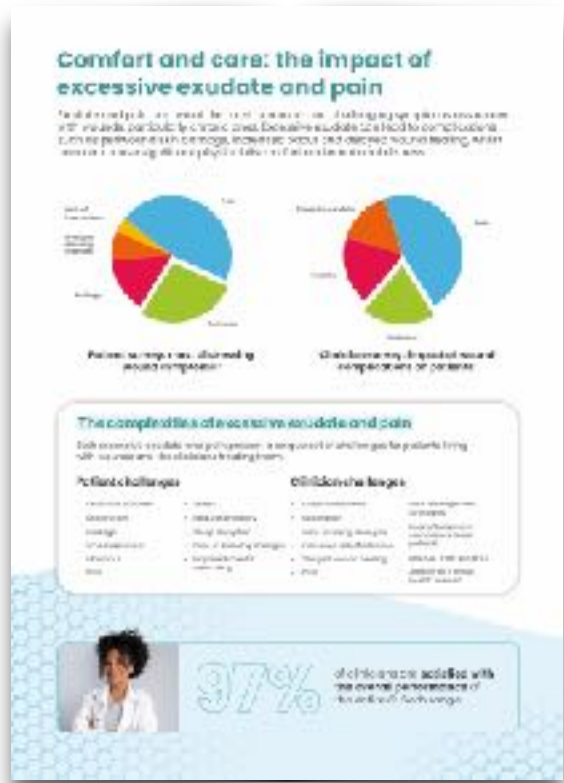
Marcin Ciezki



Personal Website



LinkedIn Profile



Ordering codes

Size	Quantity	Code	Price	Code	Price
10cm x 10cm	10	101010	£10.00	101010	£10.00
10cm x 15cm	10	101015	£15.00	101015	£15.00
15cm x 10cm	10	151010	£15.00	151010	£15.00
15cm x 15cm	10	151015	£20.00	151015	£20.00
20cm x 10cm	10	201010	£20.00	201010	£20.00
20cm x 15cm	10	201015	£25.00	201015	£25.00
25cm x 10cm	10	251010	£25.00	251010	£25.00
25cm x 15cm	10	251015	£30.00	251015	£30.00
30cm x 10cm	10	301010	£30.00	301010	£30.00
30cm x 15cm	10	301015	£35.00	301015	£35.00

Key features:

- Advanced absorption: 100% moisture capacity.
- Superior comfort: soft foam padding.
- Prevents maceration: keeps the wound bed dry.
- Easy to remove: no pain or discomfort.
- Keeps the wound dry: prevents infection.
- Keeps the wound clean: prevents infection.
- Keeps the wound protected: prevents infection.



C-Sorb Silicone Border - Product Launch Campaign

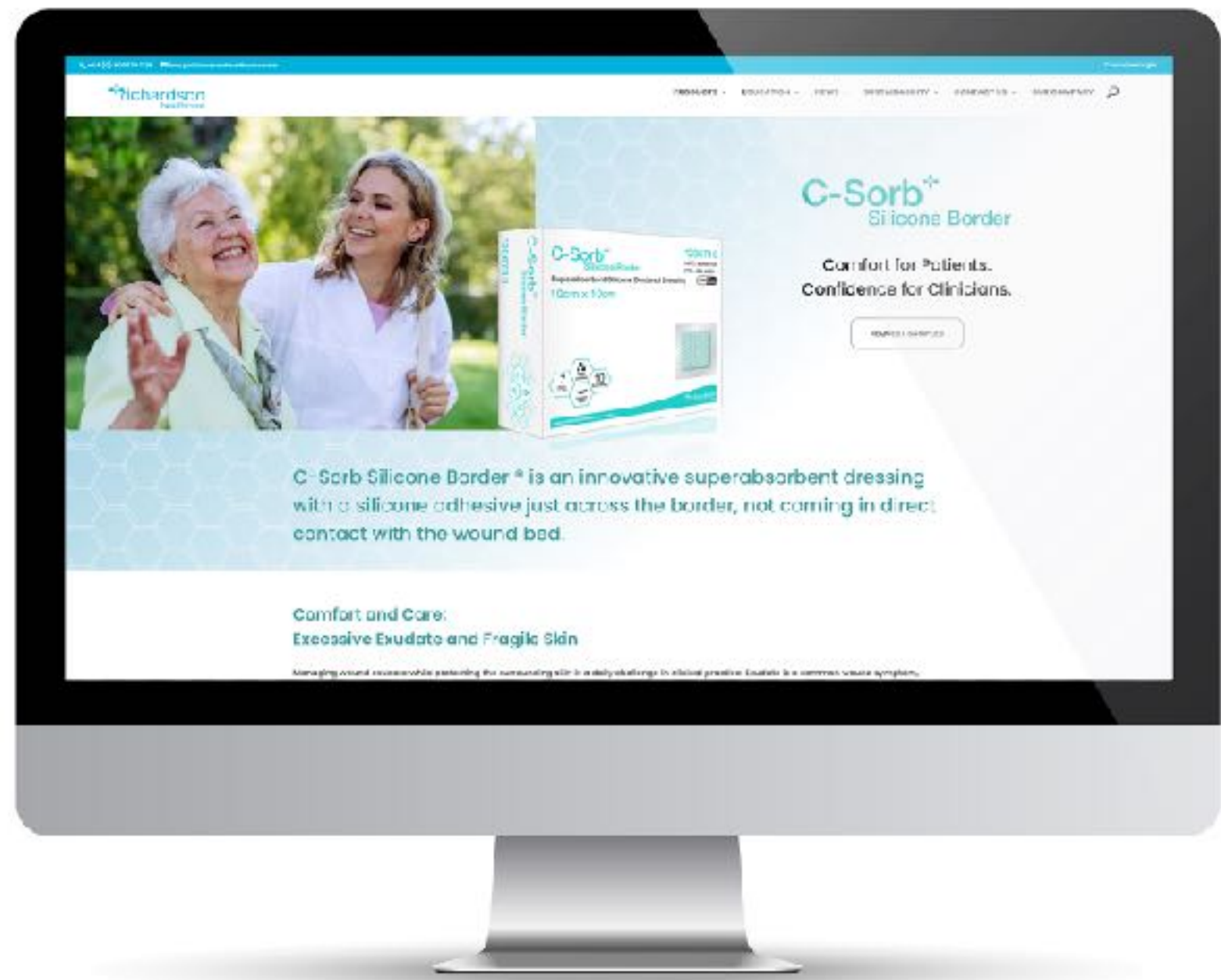
Richardson Healthcare

Launching a new wound-care dressing into a crowded clinical category meant buyers needed to understand the science and the practical benefit fast - and see the same story wherever they encountered it.

I co-led the full launch package: data visualisations, competitive performance charts, layered product illustrations, photography, feature icons, packaging, a 6-page A4 brochure, a press advertisement in WoundsUK, and a dedicated product webpage - all built against one unified colour system and messaging framework so every touchpoint reinforced the others.

Result: Press ad ran in Issue 1/2026 in print and online to subscribed healthcare professionals. The webpage launched in November 2025 to 250 visits/week in its first five weeks, settling to a steady 150–200/week. Once the full size range went live on NHS Supply Chain in March 2026, sales began building - 15 NHS trusts are now ordering specific sizes on a regular basis, with more onboarding.

Product launch brochure (6-page, A4) - C-Sorb Silicone Border



Print advertisement in WoundsUK - C-Sorb Silicone Border

New product webpage - C-Sorb Silicone Border



Medical Device Packaging & Regulatory Labelling

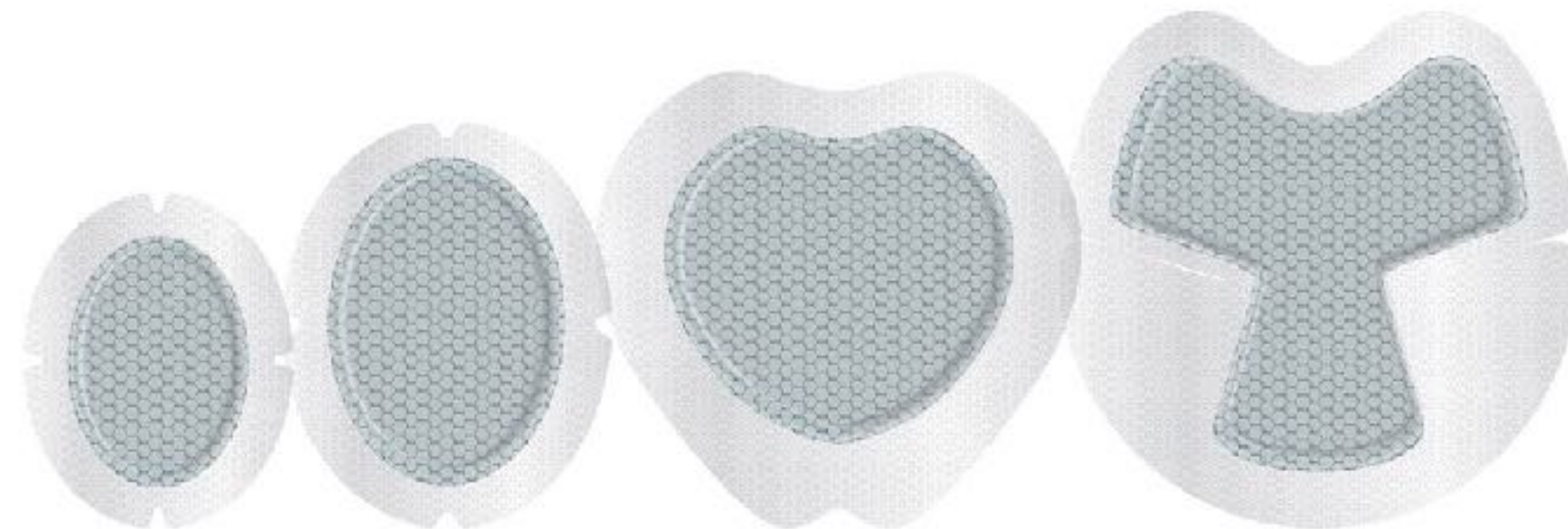
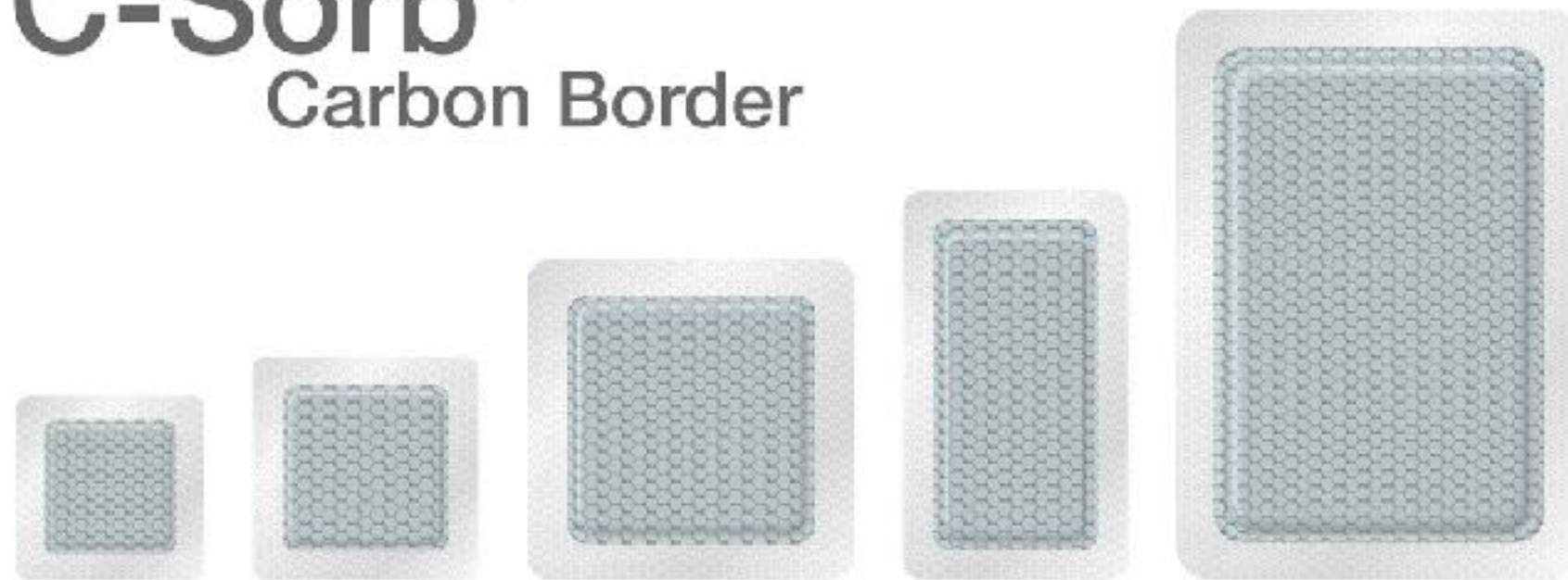
Richardson Healthcare

Medical device packaging has to do two jobs at once: protect the product physically and carry legally mandatory regulatory information - without either job compromising the other.

I redesigned packaging and labelling to meet ISO/MDR/UKCA requirements, including Unique Device Identifiers, lot/batch numbers, and expiry dating, while keeping branding legible and never letting it obscure mandatory text or Instructions for Use.

Result: Over 200 individual pieces of packaging artwork updated - spanning full redesigns and precise regulatory-symbol resizing/repositioning - delivered within the compliance deadline, with no disruption to shelf life or sterility integrity.

C-Sorb⁺ Carbon Border



Soft silicone wound contact layer

Facilitates easy application and gentle adhesion, suitable for sensitive and fragile skin.

Dual absorption layers

Unique design for rapid absorption. Minimises the risk of maceration.

Hydrophilic dispersal layer™

Facilitates even dispersion of exudate into the core, preventing excessive pressure over the wound.

Superabsorbent core

SAP core rapidly absorbs exudate and bacteria with exceptional retention even under compression.

Carbon layer

The activated charcoal layer traps and neutralises malodorous compounds. This layer sits below the superabsorbent core to avoid compromising its odour-neutralising properties.

Waterproof backing

Waterproof and breathable backing that acts as a viral barrier, preventing strikethrough and enabling patients to shower.



C-Sorb Carbon Border - Layer-View Illustration System

Richardson Healthcare

A dressing's multi-layer construction is hard to sell from a spec sheet alone - buyers needed to see how it worked, not just read about it.

I built a staggered layer-view illustration system breaking down each layer's composition and function, paired with visualisations of how the dressing conforms to different anatomical sites, unified under a consistent hexagonal motif across the full size and shape range.

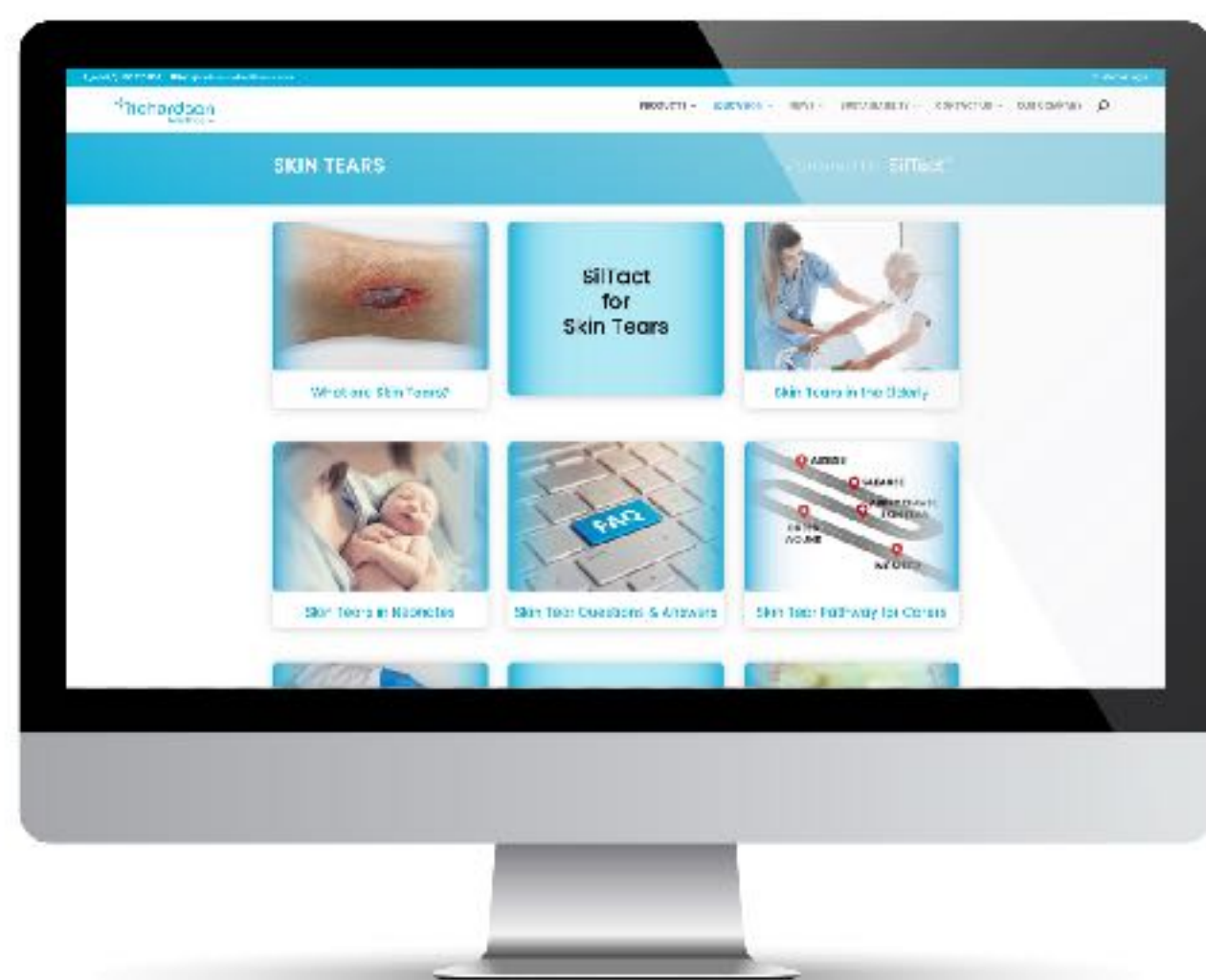
Result: 24 illustrations covering every size and shape, plus 3 layered-construction views, added to the central asset library for reuse across print, social, digital, and web. The sales team reported clients engaged noticeably more once the layer view and description were included in conversations.

Before

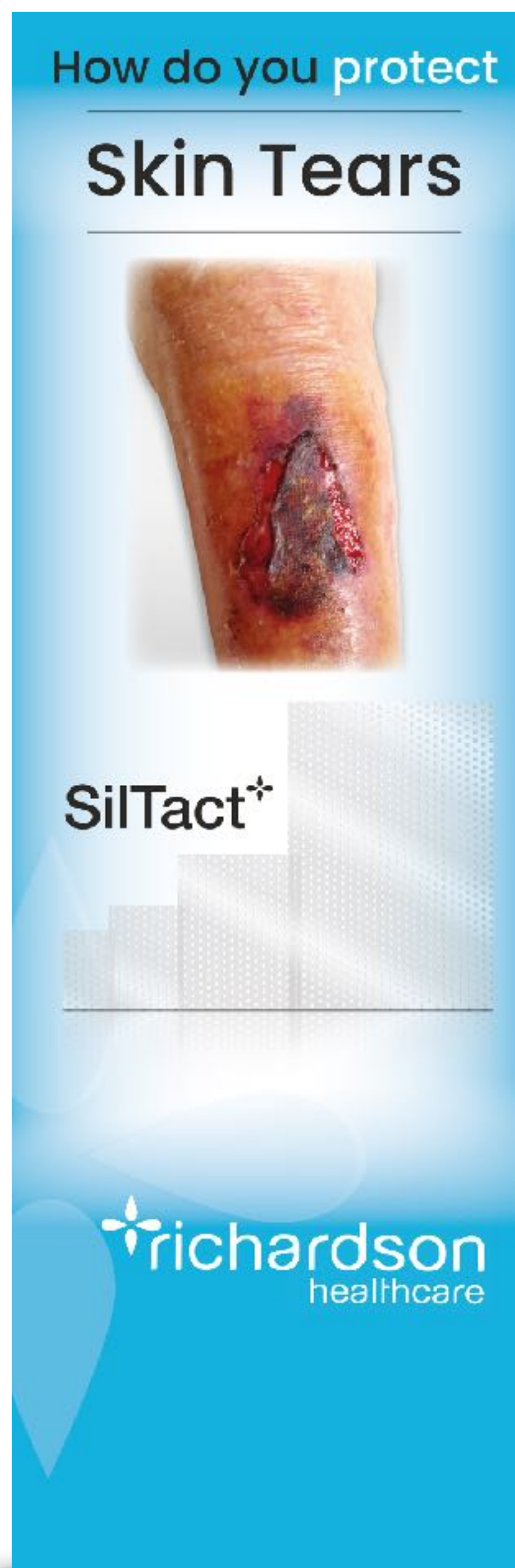
After



A5 flyer - Skin Tears and Skin Tears Training



Online Educational Section - Skin Tears



Rollup Banners - Skin Tears Kit and Skin Tears Training



Skin Tear Campaign - Exhibition, Print & Digital Education
Richardson Healthcare

Skin tear prevention needed consistent, credible visibility wherever healthcare professionals encountered the brand - at a conference stand, in a ward, or searching online.

I designed a coordinated campaign - rollup banners, A5 flyers, and a dedicated online education section - sharing one visual language across every format, adapted for each physical and digital context.

Result: The rollup banners were used across multiple JCN (Journal of Community Nursing) Study Days throughout 2024. The online education section became one of the site's strongest performers: of the 10 most-visited pages on the company website, 6 sit within the education section, 3 sit within skin tears section that alone each generate 1,000-1,300 visits a month.

Clinical Product Data Sheets Richardson Healthcare

Clinicians choosing between products needed composition, indications, application, and removal information in a consistent, scannable format - across a very broad product range.

I built one repeatable data sheet template used across every clinical category (wound care, procedure packs, bandages, tourniquets, IV securements, urology), with a QR code added later to each for instant online reference from a printed copy.

Result: Around 45 data sheets produced as lightweight, easy-to-share PDFs. The sales team highlighted this format specifically for how well it performed by email - NHS clinicians have limited size on received email, and a light, fast-loading PDF consistently landed better than heavier alternatives.





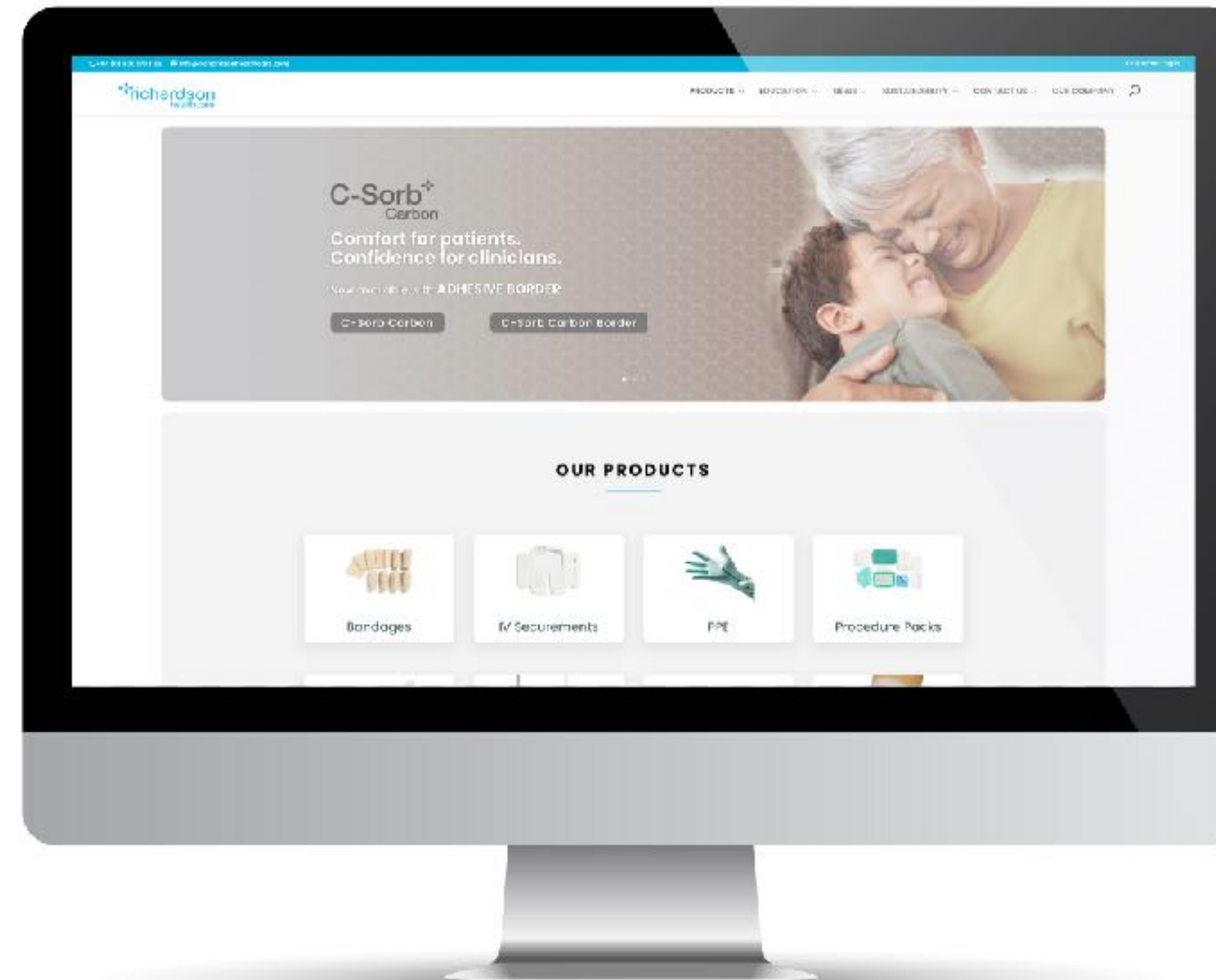
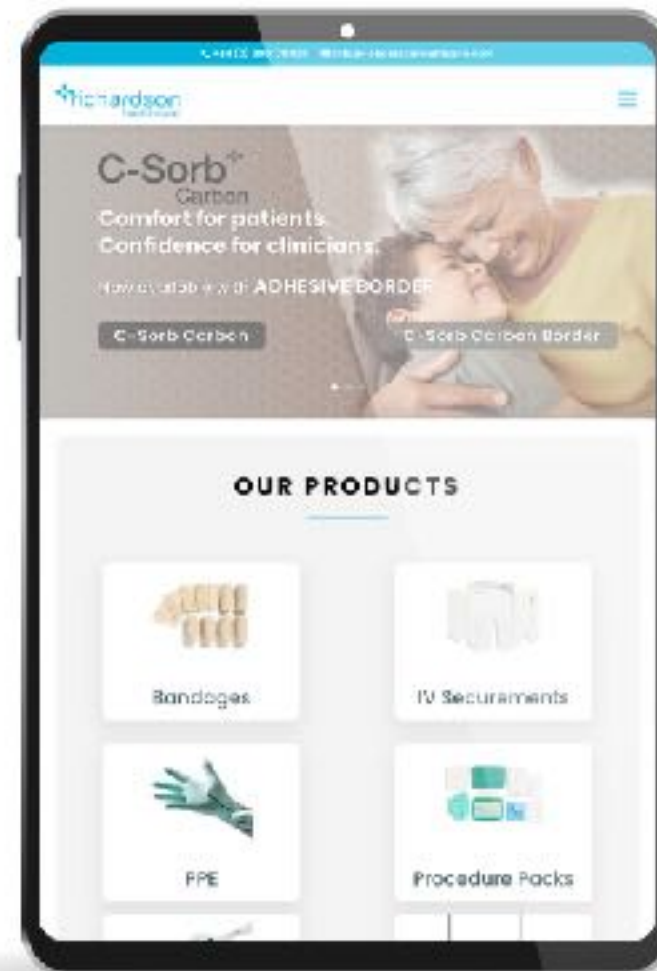
Company Website - Full Redesign & SEO Rebuild

Richardson Healthcare

Roughly a third of the site's traffic was mobile, the existing build wasn't optimised for that, and - more critically - the site and its products were essentially invisible on Google and Bing, with no SEO foundation in place.

I rebuilt the site mobile-first and restructured every product page with search-engine-friendly coded markup, using incoming traffic data to prioritise which content needed the most visibility. Throughout, I carried a rounded, approachable visual language - echoing the company's own rounded brand mark - to keep the tone patient-centred rather than clinical-cold.

Result: The rebuild took the site from effectively unsearchable to genuinely discoverable - over the last 12 months the site has recorded 125,000 views, 70,000 active users, and close to a full minute of average engagement time per session.





Social Media - NHS Calendar-Aligned Health Awareness Campaigns *Richardson Healthcare*

Public and professional trust in a healthcare brand is built partly through showing up on the topics your audience already cares about, at the right moment.

I planned and designed social content across four themes - healthcare workforce development, health and wellbeing, environmental health, and general health awareness - scheduled against the NHS awareness calendar rather than an internal content plan, so the brand's presence tracked real clinical priorities.

Result: A structured, calendar-led social presence that reinforced the brand's credibility on the health topics its audience was already searching for.

Clinical Product Photography - Face Mask Range

Richardson Healthcare

During the COVID period, the face mask range needed professional, consistent photography that would sell on function, not just appearance - for print, web, email, and the NHS Supply Chain catalogue.

I photographed and edited the full range from multiple angles against a clean, controlled background, deliberately highlighting the functional details - fit, nose-seal, ear-loop - that clinicians and procurement teams actually assess before ordering.

Result: A consistent, professional image library used across every sales channel, including the NHS Supply Chain catalogue, supporting confident purchasing decisions during a period when PPE quality scrutiny was at its highest.





A5 flyer - Superabsorbent Dressings



A5 flyer - C-Sorb Dressing



A5 flyer - Evolution of Dressing

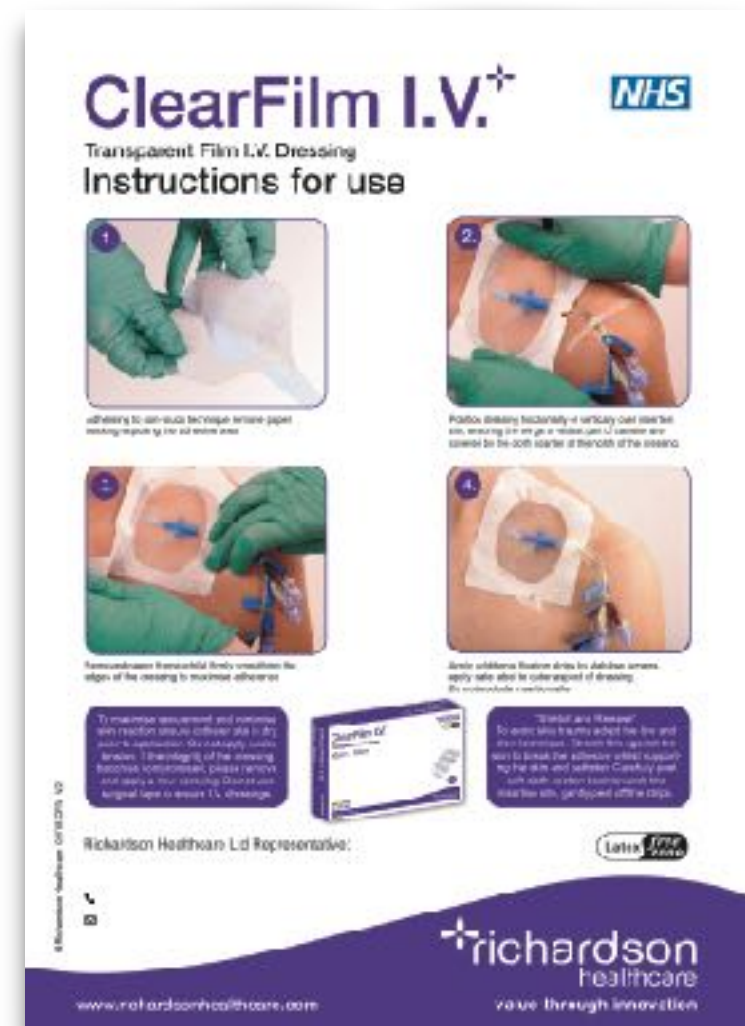


Point-of-Care Materials - Flyers, IFU Posters & VIP Score Cards
Richardson Healthcare

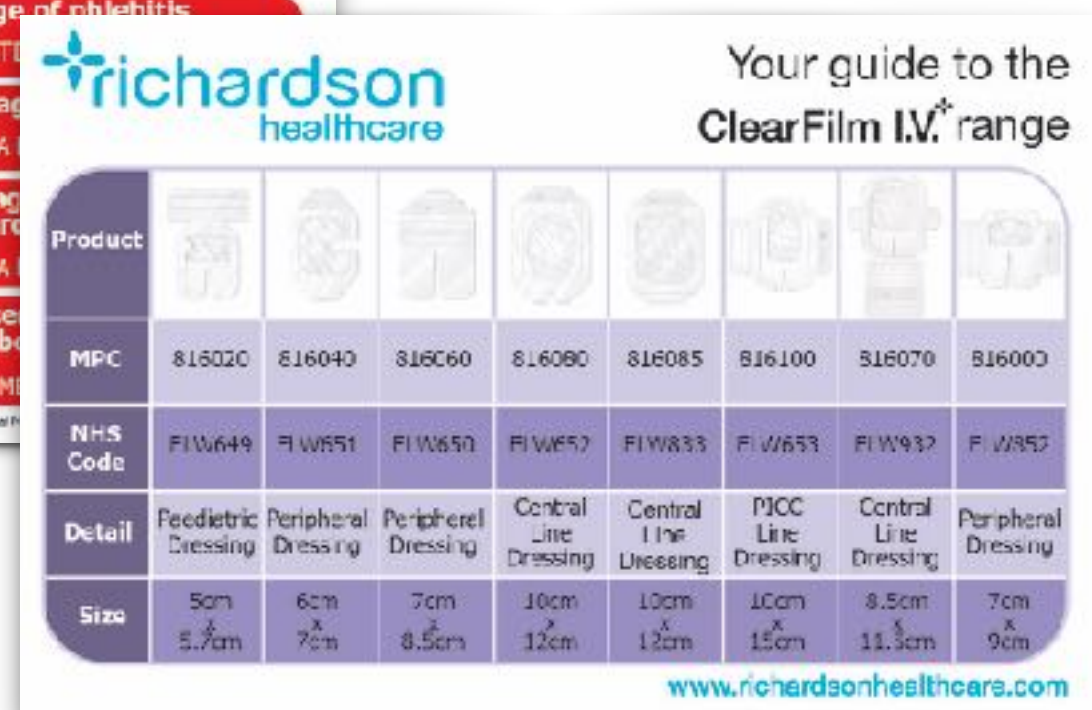
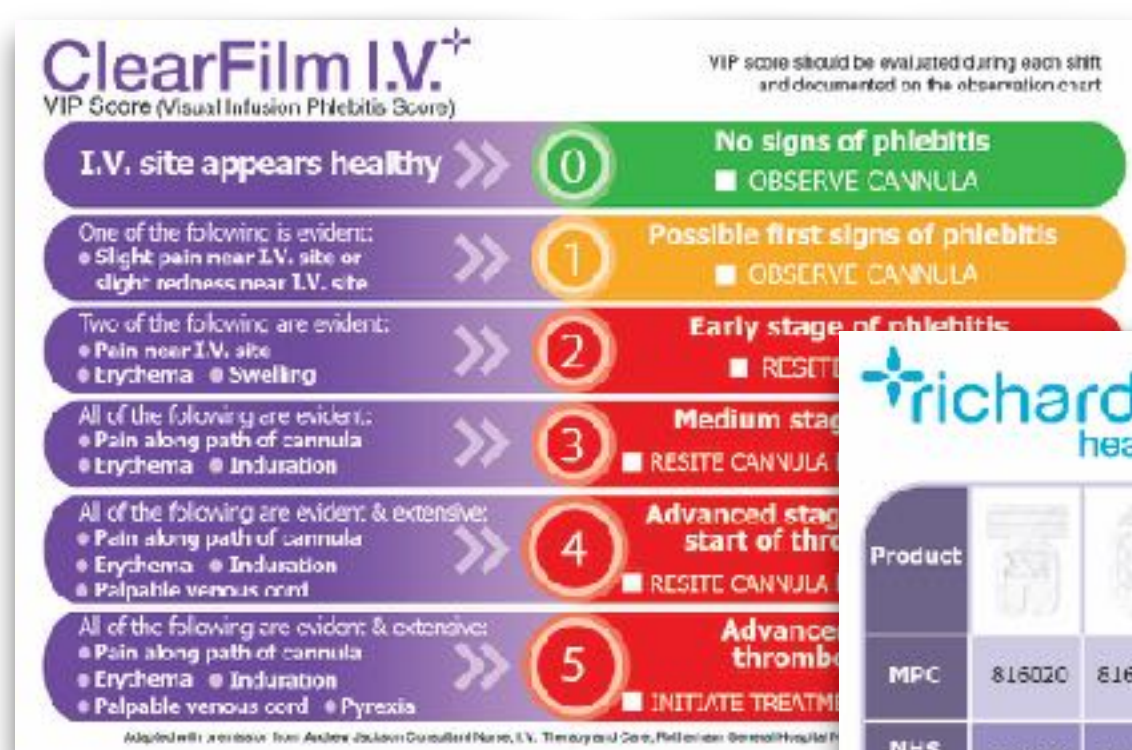
Ward staff needed accurate product information at the point of care - but a wall poster and a pocket flyer need completely different hierarchy and scale to work.

I designed each format specifically for its physical context - ward posters, A5 flyers, and VIP score cards - while keeping core information (materials, indications, application, removal, replacement interval) consistent across all of them.

Result: A coherent family of point-of-care materials built around how busy ward environments actually function, not how a print template happens to be laid out.



IFU Ward Posters - ClearFilm IV and C-Foam Silicone Border



VIP Score Card - ClearFilm IV

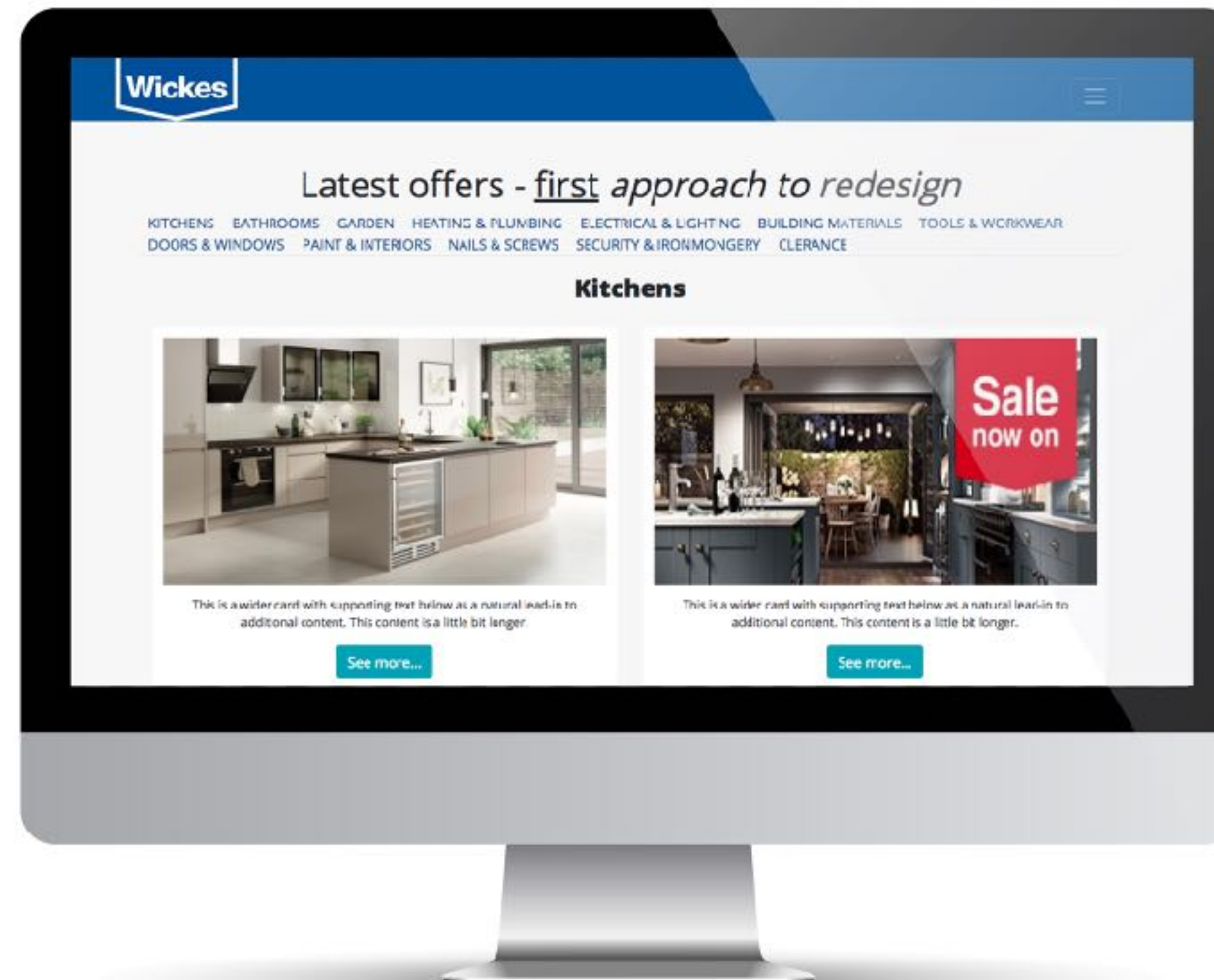
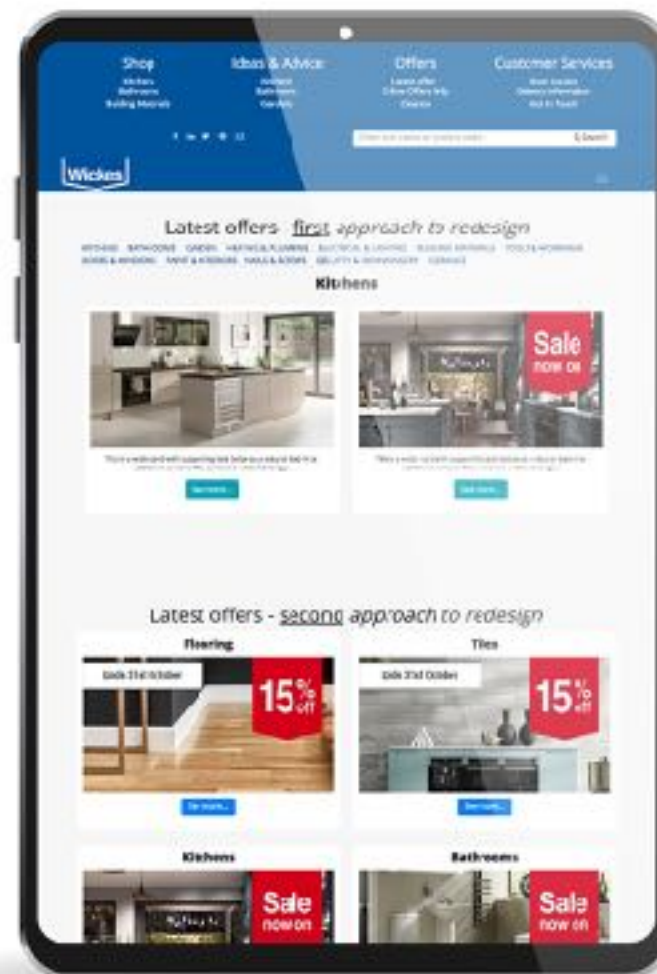


Wickes - Offers Page Redesign *Freelance*

Wickes' offers page had aged out of step with modern retail standards and needed a responsive rebuild that felt current and worked properly on mobile.

I rebuilt the page on the Bootstrap framework with a 4-column dropdown menu optimised for small screens and a prominent, low-friction search bar for finding offers quickly.

Result: A responsive, modernised offers page with materially improved mobile usability and navigation.



The Top 12

Our pick of Majestic best-sellers on offer this month – outstanding value on your favourite wines, champagnes and beers.

Majestic 

 Wynns Coonawarra Estate Shiraz 2019, Coonawarra ABV: 13.5% 17 LTR This Shiraz has upheld Wynns' great reputation for more than half a century. It's medium-bodied with notes of blackberry, black pepper and oak. Try it with dumplings and a spiced yoghurt dressing. £14.99 Mix Six £59.99 per bottle ABV: 13.5%	 Bread & Butter Pinot Noir 2019, California ABV: 13.5% 17 LTR A ripe Pinot Noir with flavours of cherry, raspberries and cranberry. It's juicy and delicious with a nice balance with a little oak. Perfect with mushroom Wellington. £15.99 Mix Six £11.99 per bottle ABV: 13.5%
 Baronía Roja Reserva 2016/17 ABV: 13.5% 14 LTR This wine is filled with red fruit. With Reservas aged for 18 months, it's also subtly spiced with coconut and vanilla. It's a one to try on a festive occasion. £17.99 Mix Six £11.99 per bottle	 Graham Beck Brut, South Africa ABV: 12% 20 LTR This is effectively known as the 'Passion's Choice' because it was used in the film 'Moulin Rouge'. It's a blend of Pinot Noir and Chardonnay. It's a fine wine for any occasion and is perfect with salmon. £16.99 Mix Six £12.99 per bottle ABV: 12%
 Bollinger Special Cuvée Champagne ABV: 12% 17 LTR The Bollinger name is synonymous with high quality Champagne. One reason for this is their expertise in using the finest grape base wines, which adds a spicy and creamy flavour. The perfect Christmas Day drink. £48.99 Mix Six £39.99 per bottle ABV: 12%	 Peroni Nastro Azzurro, Italy 24x330ml Bottles ABV: 5% 16 LTR Nothing beats a cold beer and Peroni Nastro Azzurro is an exciting brew for this hot season. It's made with the finest hops, barley and Italian malt. It's wonderfully crisp and refreshing. £24 a case Mix Six £1 per bottle

 Newland's Sauvignon Blanc 2020/21, Marlborough ABV: 13.5% 17 LTR A fantastic Sauvignon Blanc that won four trophies and 27 gold medals. Expectively notes of gooseberry, blackberry and kiwi fruit. It's a fine wine for any occasion. Serve with poached salmon, canapés. £10.99 Mix Six £7.99 per bottle ABV: 13.5%	 Louis Latour Mâcon-Lugny 2019/20 ABV: 13.5% 16 LTR We've sold this wine for 30 years. It's been a bestseller since day one. It's a fine, peppy, crisp wine. It's perfect for any occasion. Try this with buttered squash, risotto and honey cake. £14.99 Mix Six £10.99 per bottle ABV: 13.5%
 The Gaffer, Spain ABV: 13.5% 17 LTR Spain's wine, but not necessarily Spain's wine. The Gaffer is a fine wine for any occasion. It's a fine wine for any occasion. It's a fine wine for any occasion. £8.99 Mix Six £6.99 per bottle ABV: 13.5%	 Porto 6 2020, Lisbon ABV: 19.5% 15 LTR Indulge in one of our best-selling reds. Porto 6 boasts a joyful melody of blackberry, plum and vanilla. It's a fine wine for any occasion. It's a fine wine for any occasion. £8.99 Mix Six £6.99 per bottle ABV: 19.5%
 Primo Rosso Appassimento 2019/20, Puglia ABV: 14.5% 17 LTR Puglia's sun-drenched vineyards are perfect for appassimento. The result is a wine with intense flavour of cherry, raspberry and melon. It's a fine wine for any occasion. It's a fine wine for any occasion. £9.99 Mix Six £7.99 per bottle ABV: 14.5%	 Château Rascogne 2018, Bordeaux Supérieur ABV: 14.5% 17 LTR This is a wine of great intensity. The classic Bordeaux blend of Merlot, Cabernet Sauvignon and Cabernet Franc. It's a fine wine for any occasion. It's a fine wine for any occasion. £11.99 Mix Six £8.99 per bottle

Majestic

Majestic Wine - Monthly "Top 12" Feature Template *Freelance*

Majestic needed a recurring "top 12 products" feature that wouldn't need a full redesign every single month across print, digital, and email.

I designed a format-agnostic double-page spread template - strong cover treatment, clear individual product spreads - built once to be reused indefinitely rather than rebuilt each cycle.

Result: A repeatable, cross-platform template that held its visual quality consistently across print and digital distribution, month after month.