

Portfolio

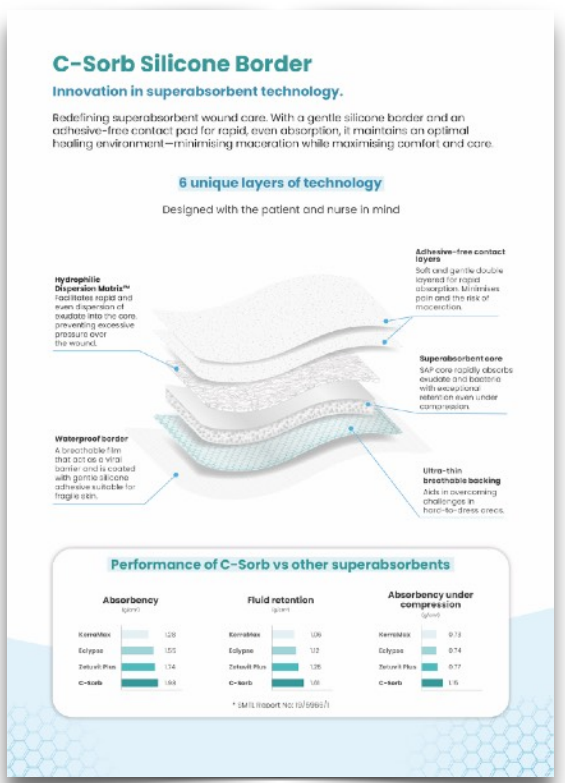
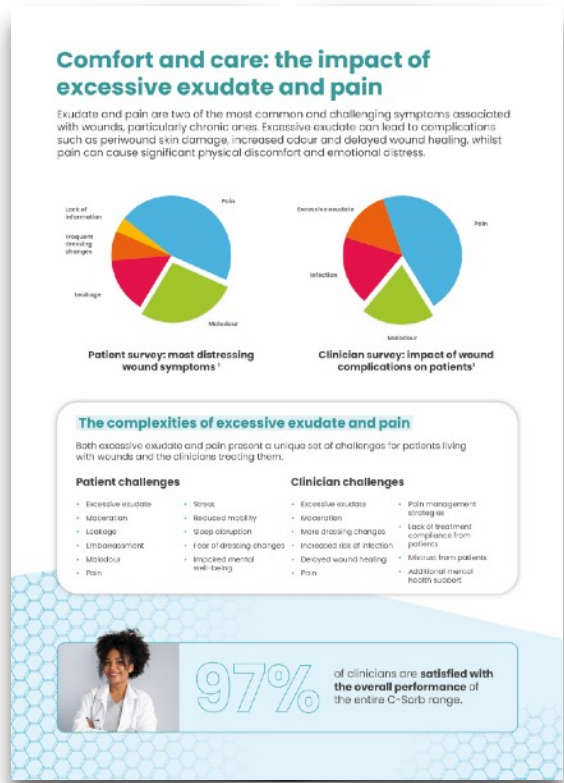
Marcin Ciezki



Personal Website



LinkedIn Profile



Benefits for patients and clinicians

Comfort for patients

- Soft and comfortable** - The silicone border is soft and comfortable, ensuring patient comfort during dressing changes.
- Unleakage-free** - The silicone border is designed to prevent leakage of exudate from the wound bed.
- Pain-free removal** - The silicone border is designed to be removed without causing pain to the patient.
- Excludes for self-care** - The silicone border is designed to be used by patients for self-care.

Confidence for clinicians

- Versatile size range** - The silicone border is available in a range of sizes to suit different wound types.
- Even dispersion of exudate** - The silicone border is designed to evenly disperse exudate across the wound bed.
- Value for money** - The silicone border is designed to be cost-effective for clinicians.
- Sustainable** - The silicone border is designed to be sustainable and eco-friendly.

Indications for use

C-Sorb Silicone Border is indicated for chronic and acute wounds with moderate-to-high levels of exudate. The gentle silicone border makes it ideal for hard-to-dress areas and is suitable for most skin types, particularly sensitive to fragile skin.

Types of wounds that can have high exudate and malodour?

- Leg and foot ulcers
- Pressure ulcers
- Surgical wounds
- Malignant fungating wounds
- Traumatic wounds

How not to use C-Sorb Silicone Border:

- Do not use on dry wounds
- Do not use on fragile skin
- Do not use on infected wounds

A versatile size range
Because one size doesn't fit all

Easy-to-use, all-in-one solution that supports self-care and is suitable under compression hosiery and wraps.

Ordering codes

RHC code	Description	POP codes	NHS codes	Unit of issue
200710	10cm x 10cm	400-4017	04000000	Box x10
200710	10cm x 15cm	400-4018	04000000	Box x10
200710	15cm x 10cm	400-4019	04000000	Box x10
200710	15cm x 15cm	400-4020	04000000	Box x10
200710	20cm x 10cm	400-4021	04000000	Box x10
200710	20cm x 15cm	400-4022	04000000	Box x10
200710	25cm x 10cm	400-4023	04000000	Box x10
200710	25cm x 15cm	400-4024	04000000	Box x10
200710	30cm x 10cm	400-4025	04000000	Box x10
200710	30cm x 15cm	400-4026	04000000	Box x10

The C-Sorb Range: A Complete Exudate Solution

References

1. Richardson R (2023) Understanding wound-related patient and clinician perspectives. Journal of Community Nursing, 38(2), 14-18.

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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

C-Sorb⁺ Silicone Border

Superabsorbent Silicone Bordered Dressing

Comfort for patients. Confidence for clinicians.

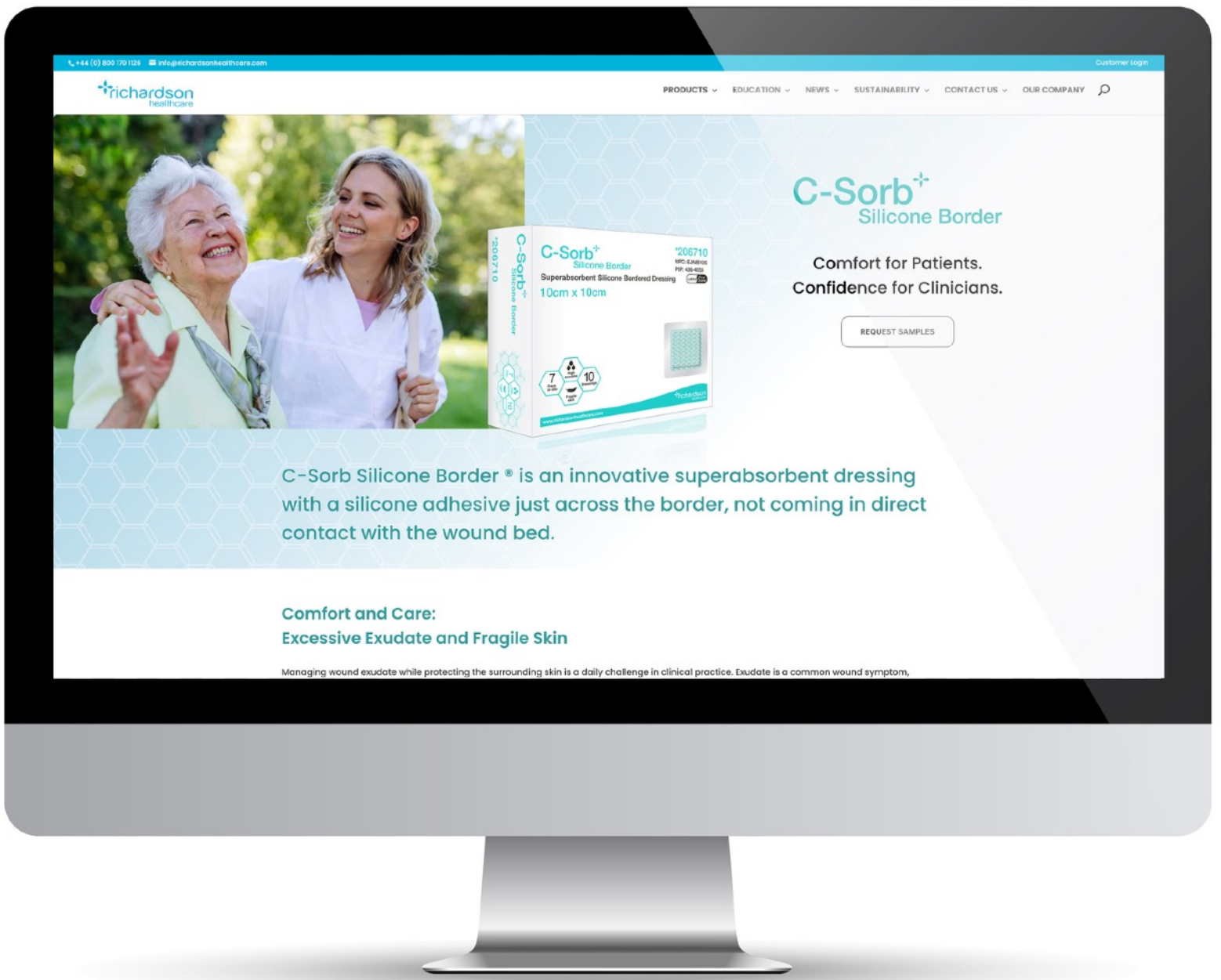
Find out more

UP TO 60% MORE ABSORBENT THAN COMPETITORS
Extends wear time and ensures fewer dressing changes, saving nursing time.

PREVENTS MACERATION
Uniquely designed with a silicone border and exposed pad to enable uninterrupted exudate transfer into the superabsorbent core.

SUPERIOR COMFORT
The silicone border provides gentle and secure adhesion, as well as pain-free removal, improving patient comfort.

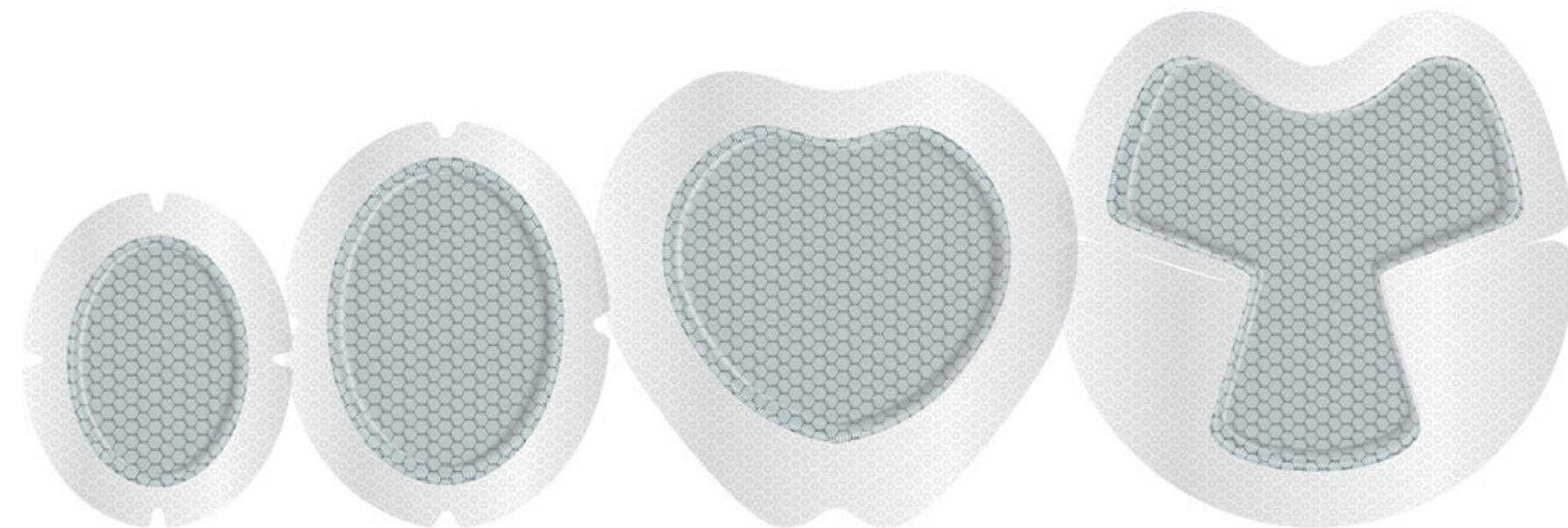
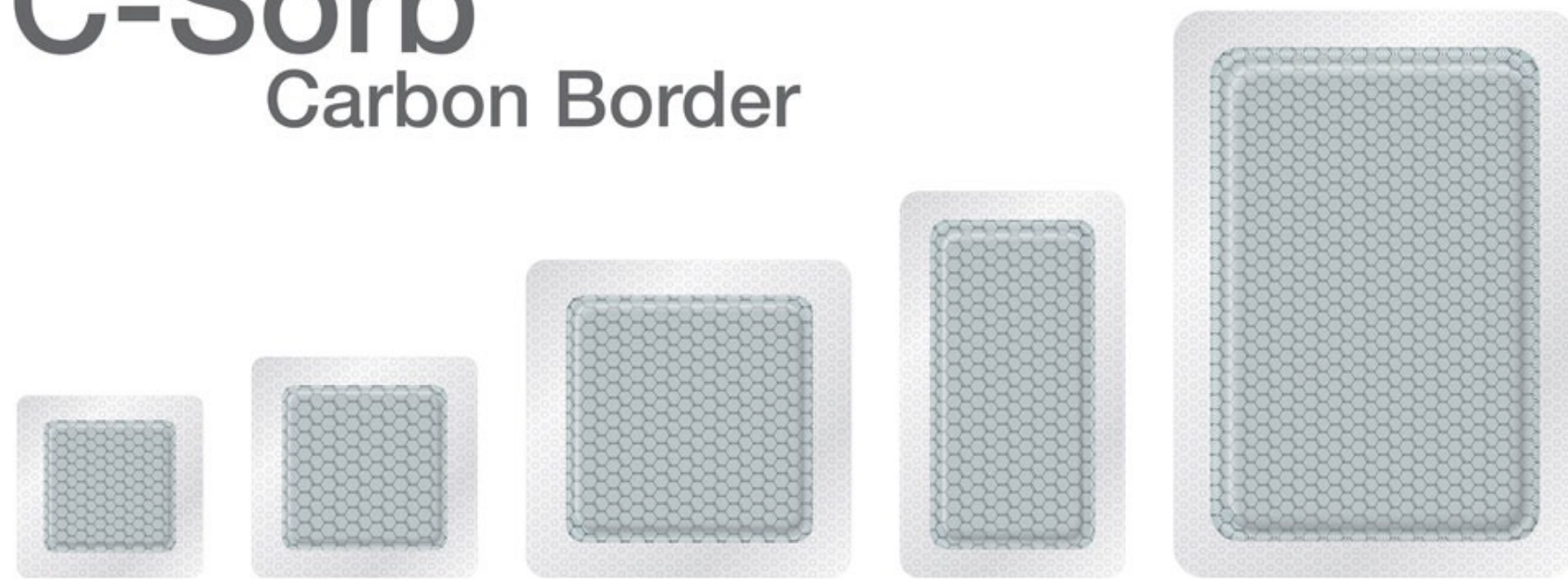
www.richardsonhealthcare.com



Print advertisement in WoundsUK - C-Sorb Silicone Border

New product webpage - C-Sorb Silicone Border

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



REPAIR THE TEAR
Skin Tear Kit

£29.99

Scan to order
Skin Tear Starter Kit

*"Specially
Designed
For Care
Homes"*

www.richardsonhealthcare.com
0800 170 1126
info@richardsonhealthcare.com

richardson healthcare
SilTact⁺

Skin Tear Training

Powered by
SilTact⁺

*"Soft Silicone
Protection For
Fragile Skin"*

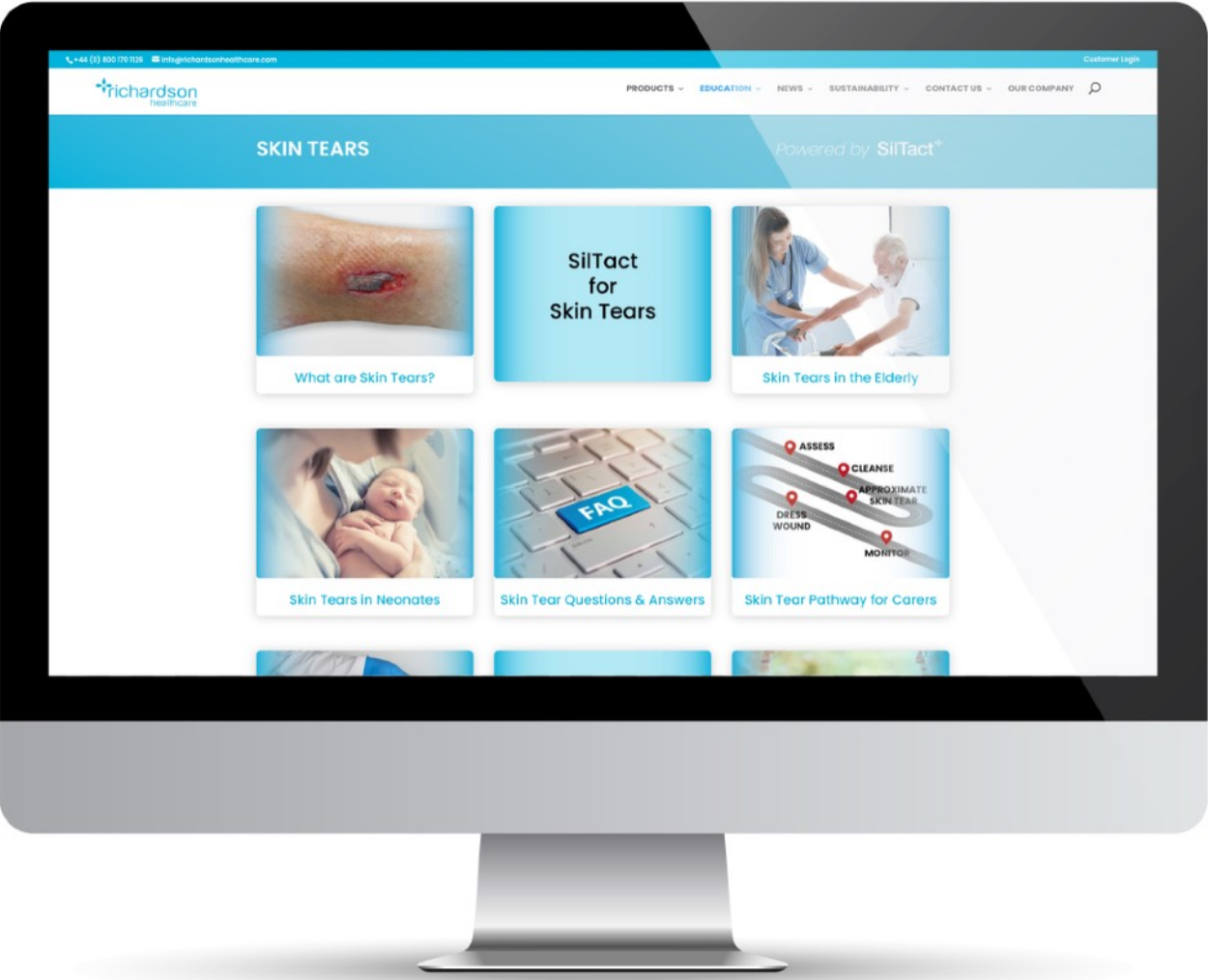
Scan to sign up for
Skin Tear Training

Endorsed by
CPD
MEMBER
The CPD Certification
Service

RHC Code	Description	PPF Code	HEB Code	Track Qty
207257	5cm x 7.5cm	402-0425	EL1680	10
207261	7.5cm x 10cm	402-0435	EL1691	10
207263	10cm x 15cm	402-0441	EL1694	10
207268	20cm x 30cm	402-0455	EL1699	10

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SilTact⁺

A5 flyer - Skin Tears and Skin Tears Training



Online Educational Section - Skin Tears

How do you protect

Skin Tears

SilTact⁺

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Rollup Banners - Skin Tears Kit and Skin Tears Training

Skin Tear Training

CPD Accredited

Powered by
SilTact⁺

Endorsed by

CPD
MEMBER
The CPD Certification
Service

Nacas

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Powered by **SilTact⁺**

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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.





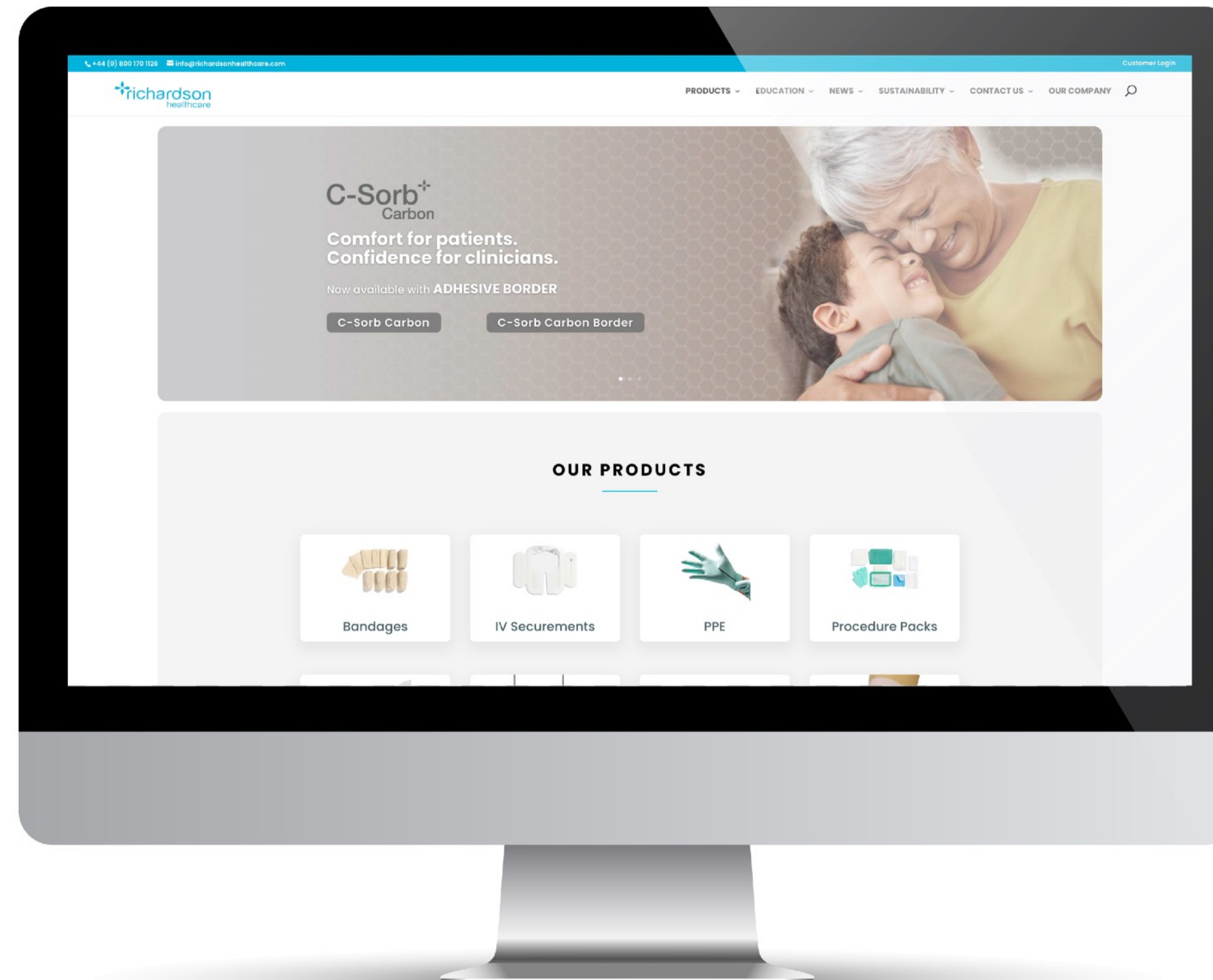
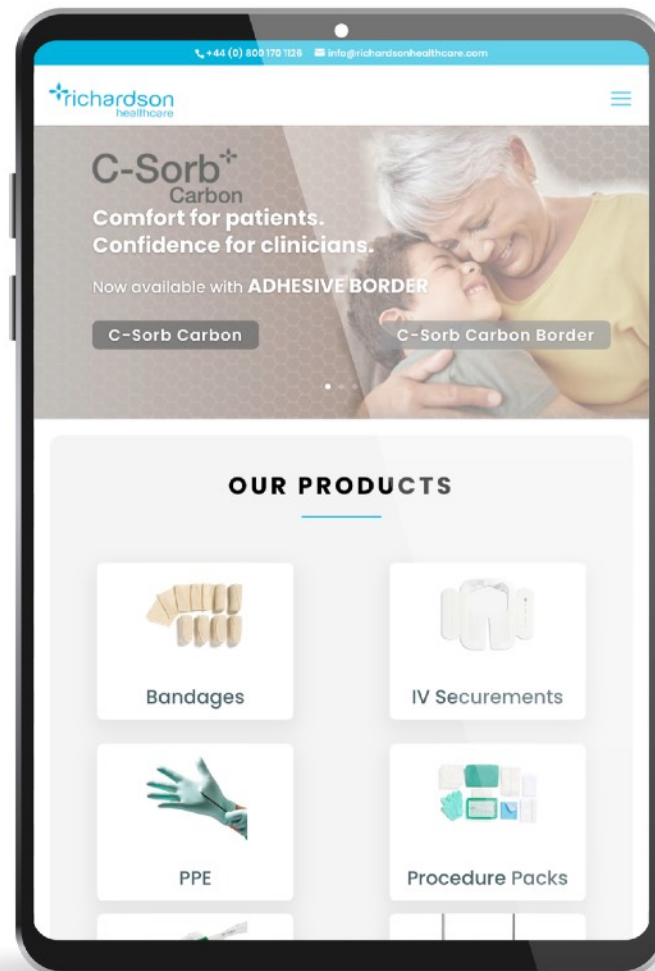
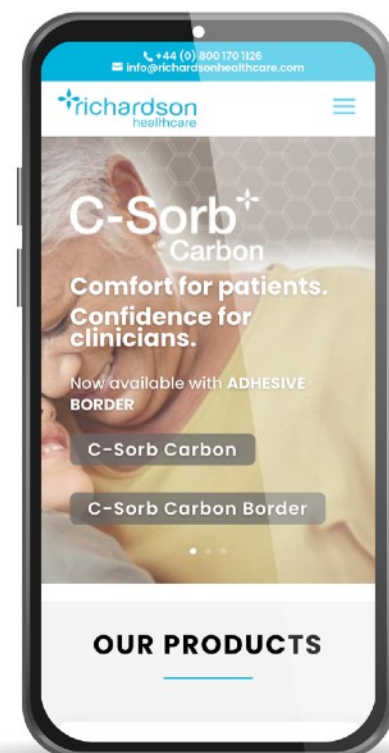
Company Website - Full Redesign & SEO Rebuild

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

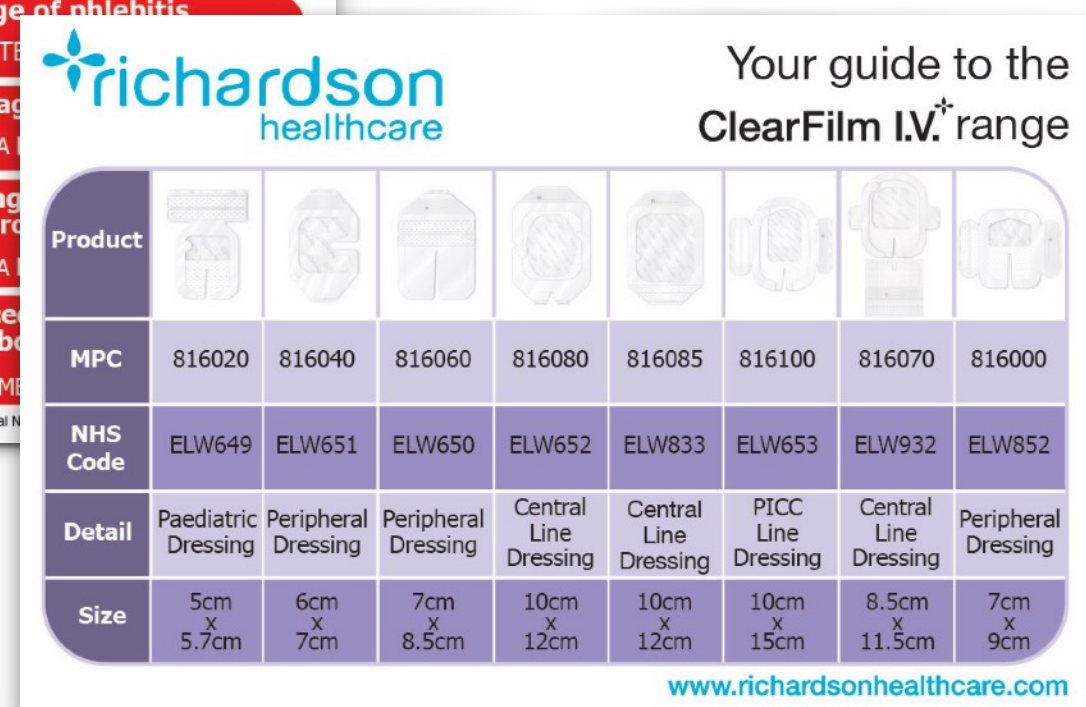
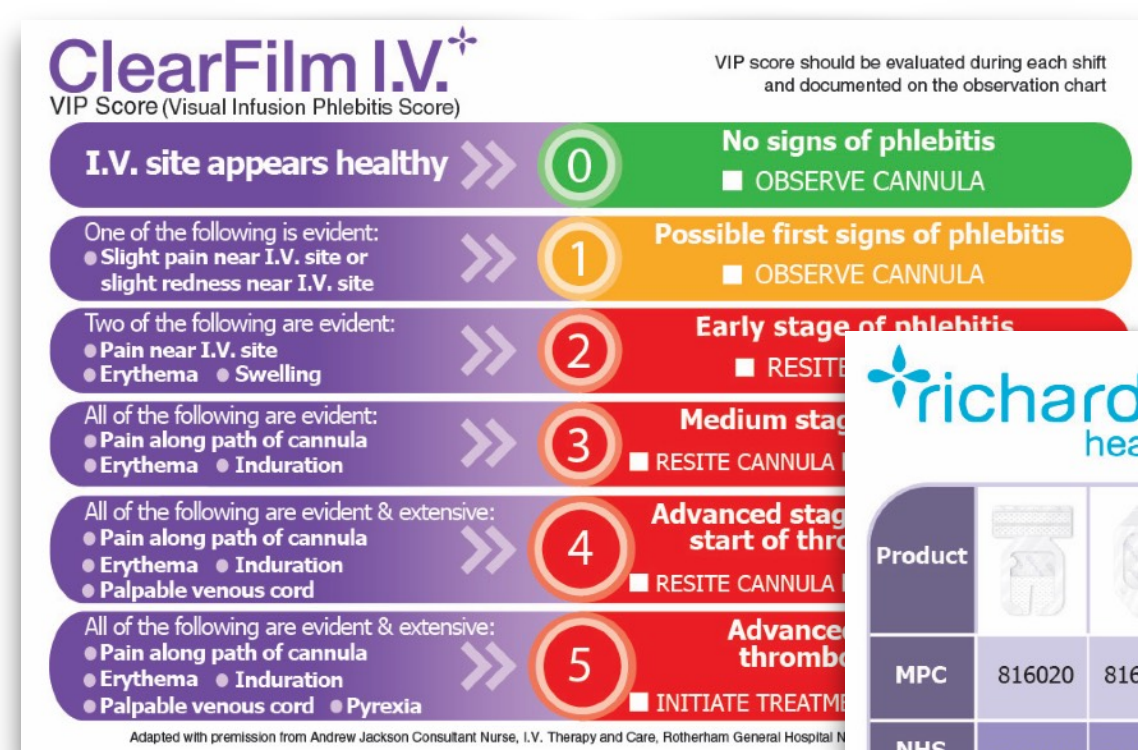
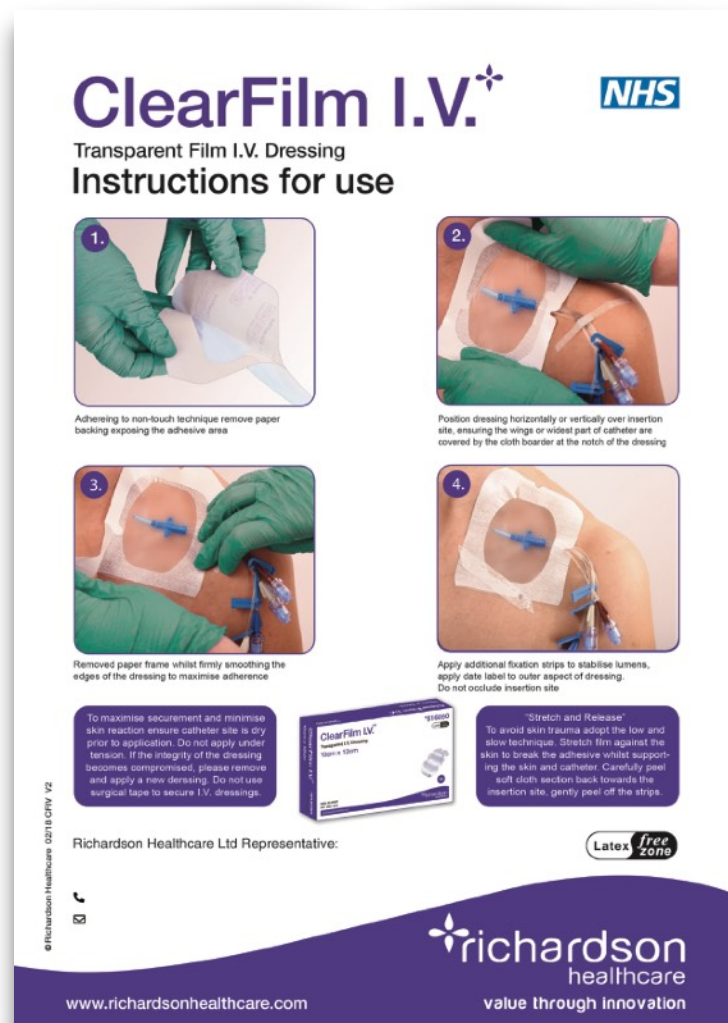


Point-of-Care Materials - Flyers, IFU Posters & VIP Score Cards Richardson Healthcare

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

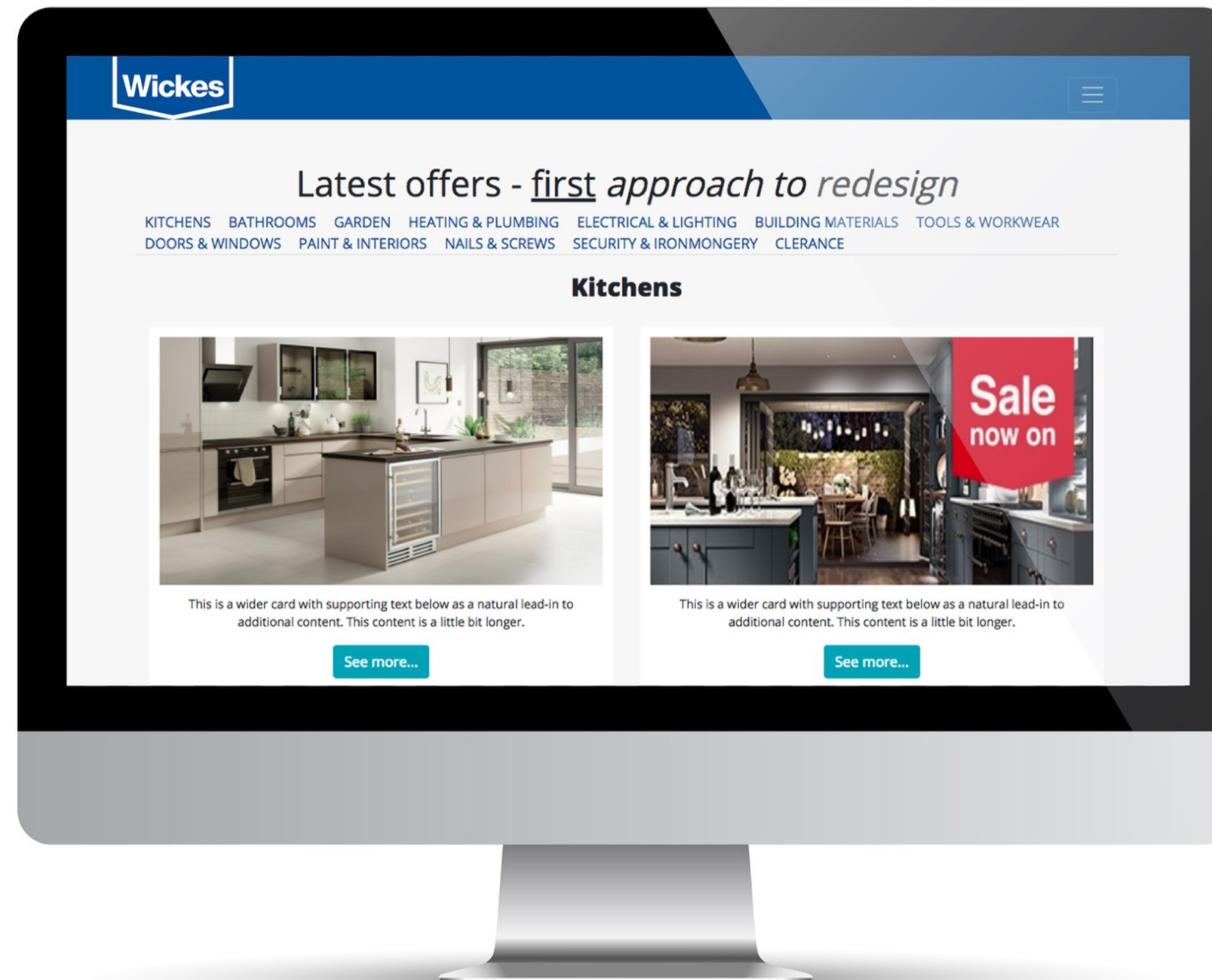
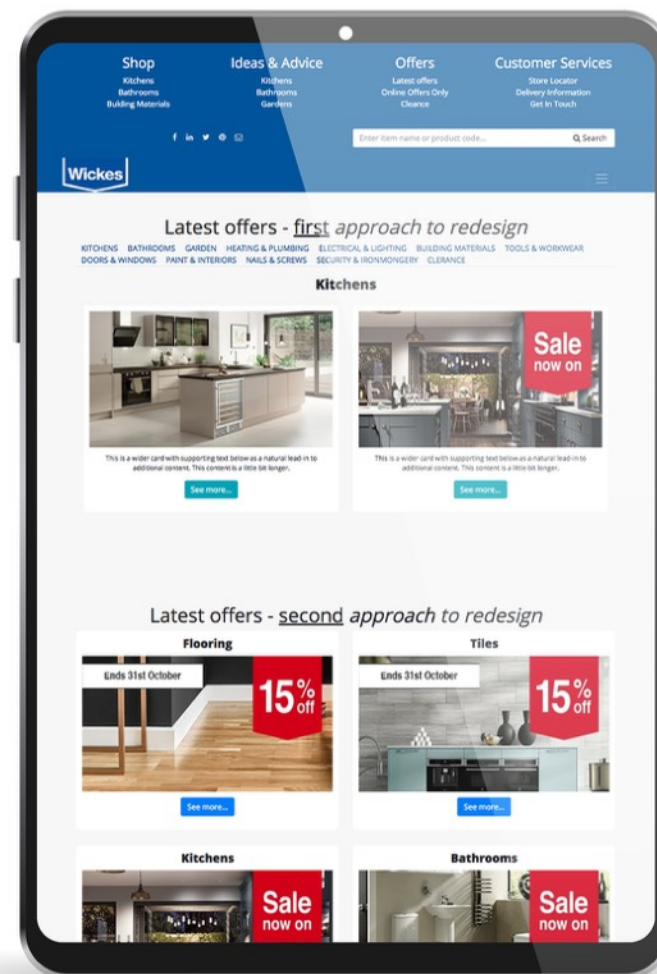
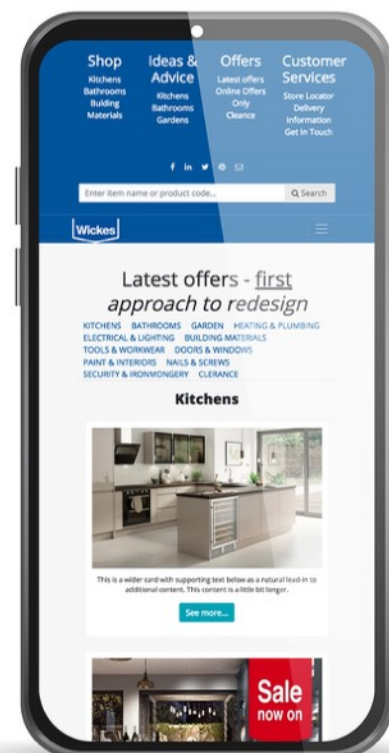


Wickes - Offers Page Redesign *Freelance*

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.





Wynns Coonawarra Estate Shiraz 2019, Coonawarra
ABV: 13.7%
19 225
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
£9.99 per bottle
Majestic exclusive



Bread & Butter Pinot Noir 2019, California
ABV: 13.5%
19 126
A ripe Pinot Noir with flavours of cherry, raspberries and cranberry. It's juicy and delicious, with a nice fullness which is classic California. Perfect with mushroom Wellington.
£15.99
Mix Six
£11.99 per bottle
Majestic exclusive



Beronia Rioja Reserva 2016/17
ABV: 14%
14 480
This is ripe and filled with red fruit. With Reserva-standard ageing in oak for 20 months, it's also lushly spiced with coconut and vanilla. This is the ideal red for a festive roast dinner.
£17.99
Mix Six
£11.99 per bottle



Graham Beck Brut, South Africa
ABV: 12%
23 250
This is affectionately known as the 'President's Choice', because it was served at both Nelson Mandela's inauguration and Barack Obama's presidential win. It's fresh, creamy and full of citrus and brioche. Enjoy yours with cured salmon.
£16.99
Mix Six
£12.99 per bottle
BIA 97%



Bollinger Special Cuvée Champagne
ABV: 12%
20 050
The Bollinger name is synonymous with high-quality Champagne. One reason for this is their decision to use oak to ferment their base wines, which adds a spicy and creamy flavour. The perfect Christmas Day choice.
£48.99
Mix Six
£35.99 per bottle
BIA 98%



Peroni Nastro Azzurro, Italy 24x330ml Bottles
ABV: 5.1%
28 172
Nothing beats a chilled beer, and Peroni Nastro Azzurro is an enduring favourite. This Italian classic is made with the finest hops, barley and Italian maize. It's wonderfully crisp and refreshing.
£24 a case
Mix Six
£1 per bottle



Yealands Sauvignon Blanc 2020/21, Marlborough
ABV: 13%
37 488
A carbon-zero Sauvignon that's won four trophies and 27 gold medals. Expect lively notes of gooseberry, blackcurrant leaf and fresh herbs. Serve with poached salmon canapés.
£10.99
Mix Six
£7.99 per bottle
BIA 94%



Louis Latour Mâcon-Lugny 2019/20
ABV: 13%
04 303
We've sold this wine for 30 years. It's been a bestseller since day one. Honeyed, peachy, crisp – it's proof that Maçon whites are a savvy buy. Try this with butternut squash risotto and hazelnuts.
£14.99
Mix Six
£10.99 per bottle
BIA 94%



The Guv'nor, Spain
ABV: 14%
14 666
Spain's wine laws are notoriously strict and convoluted. The Guv'nor breaks them all. The result? It's bold, it's fruity. It's a very modern Spanish red that goes with anything, especially spicy chargrilled meats.
£8.99
Mix Six
£6.99 per bottle
BIA 94%



Porta 6 2020, Lisbon
ABV: 13.5%
15 006
Indulge in one of our best selling reds. Porta 6 boasts a joyful medley of briar fruit, juicy plum and vanilla that'll make a perfect match for platters of mature cheese.
£8.99
Mix Six
£6.99 per bottle
BIA 96%



Primo Rosso Appassimento 2019/20, Puglia
ABV: 14.5%
13 582
Puglia's sun-drenched vineyards are perfect for appassimento. The result is a wine with intense flavours of cherry, raspberry and redcurrant. Delicious with a robust meaty stew.
£9.99
Mix Six
£7.99 per bottle
BIA 94%



Château Recougne 2018, Bordeaux Supérieur
ABV: 14.5%
01 030
This claret is steeped in history. The château was favoured by Henry IV – and uses old Bordeaux variety Carménère in the blend. Ripe, fresh and packed with bramble fruits. It's fantastic with charcuterie.
£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.