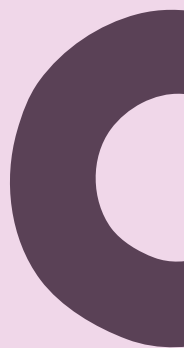




Dominyka Anciūtė

Portfolio



My creative journey

- Communication agency Idealogy p.4
- Internship at Josworld p.30
- Master in social innovation design p.34
- Bachelor in graphic design p.50

Contact

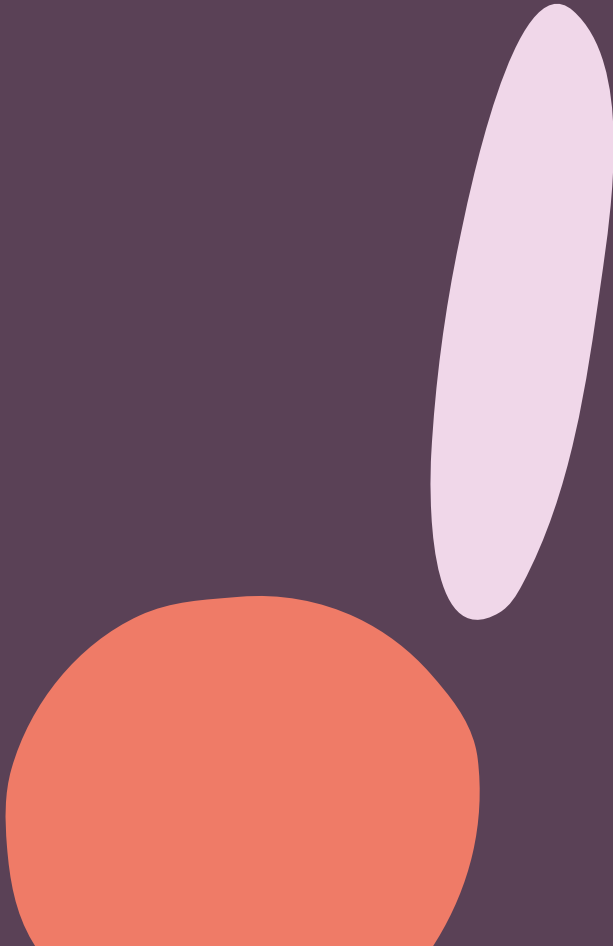




Communication agency Idealogy

2022 - 2023

Idealogy is a communication agency specializing in the fields of printing, digital, strategy and many more. I had the privilege of collaborating with Idealogy as a graphic designer and illustrator, an experience which gave me the opportunity to develop my expertise in this field and to design a wide range of creative projects adapted to various communication media.





The problem:

Reduce the number of calls from Fund tenants.

The solution:

A physical and digital "Tenant's Guide" containing essential information, accessible 24/7!



Tenant's Guide

Fonds du Logement Bruxellois (Brussels Housing Fund)

- Reflection with the client
- Flyers, factsheets, brochures
- Layout
- Illustrations
- Infographics
- Calendar

The Housing Fund supports Brussels residents with the aim of facilitating access to housing for all, in particular through the sale and rental of housing. The Tenant's Guide project (Guide du locataire in french) consists of multiple supports such as an explanatory booklet on the responsibilities of the tenant and the Fund, a calendar with seasonal advice, informative leaflets, and even illustrated maintenance factsheets.



The problem:

How to differentiate CHIP from other connected lockers?

The solution:

A young and visible visual identity, united by the symbol of the path (link between those who send and those who receive).



CHIP

Connected lockers in Geneva

CHIP is an entrepreneurial project that aims to reduce the environmental impact of deliveries and promote local commerce by providing the population with connected lockers. CHIP's visual identity reflects the ambitions of the project through its bright colors and dynamic shapes. The creation of a graphic charter made it possible to lay the foundations of communication and produce numerous supports such as the locker appearance design, posters, posts and animated stories for social media.

- Reflection with the client
- Visual identity
- Logo and graphic charter
- Social media content and templates
- Locker design
- Illustrations
- Posters
- Icons



CHIP

Des casiers connectés au quartier de l'Etang !




Recevez et expédiez des colis dans des casiers sécurisés accessibles 24/7

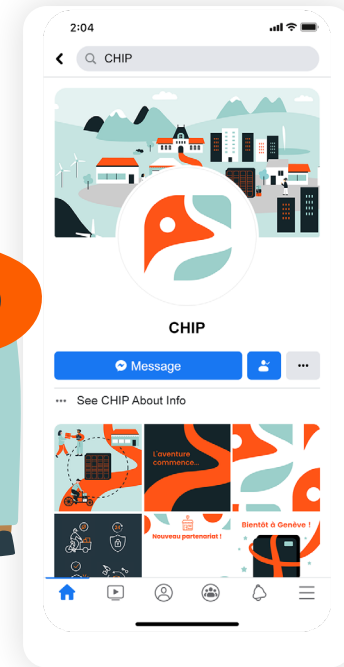
Déposez vos affaires et récupérez les plus tard. Vous pouvez aussi donner le code de retrait à une autre personne

Récupérez des produits déposés en Click & Collect par les commerces du quartier.

Découvrez le réseau CHIP sur wechip.ch



© Chemin de l'Etang 57





Digital euro & Energy saving tips

EuroCommerce

Digital brochures
Graphic style
Layout
Illustrations

EuroCommerce is the leading European organization representing the sales industry. Two illustrated digital brochures have been created on current themes: one of the brochures explains the challenges of the arrival of the digital euro and the other gives advice on simple actions to save and reduce energy consumption.

EuroCommerce Retail & Wholesale

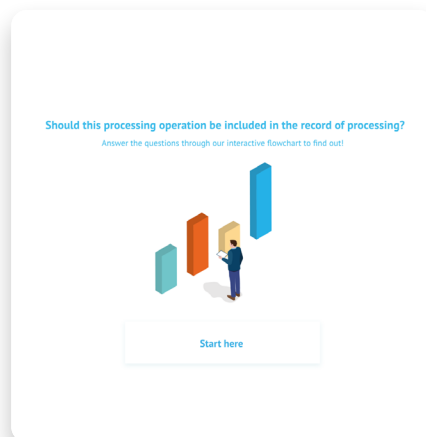
BEUC The European Consumer Organisation

Tips for consumers to save energy and energy costs

Checklist

Our European consumer awareness campaign
EuroCommerce and the European Consumer Organisation (BEUC) have collected a set of measures and tips for energy savings in households. Consumers are facing inflation and economic difficulties due to the energy crisis and we prepared this list to help consumers reduce their energy costs and make energy savings in their everyday life. This checklist is part of a European campaign towards consumers, to guide and help them in their sustainability transition.

Zero - cost action	Savings/ family (€100/year or kWh/year)	Savings/ family (€100/year)
Gas heating		
• Reduce room temperature from 20°C to 19°C	85,94	109,62
• Reduce room temperature from 20°C to 19°C and keep heating on for 1 hour less per day	16,33	109,62
• Reduce room temperature from 20°C to 19°C, keep heating on for 15 days less a year and for 1 hour less per day	133,53	178,63
• Use installed heat pumps (generally used for cooling) instead of gas boilers also for heating		195,76
Shower		
• Take a shower of 5 minutes instead of one of 7 minutes – gas boiler / 300 shower/year per 2,3 people per household / temp 33°C	20,63 (-28%)	205,52
• Reduce temperature of shower from 33°C to 30°C (other assumptions remain the same)	48,88 (-14%)	165,29
• Take a shower of 5 minutes instead of 7 and reduce temperature to 30°C from 33°C	188,54 (-30%)	252,21



SME Tool

European Data Protection Board

EDPB created the SME Tool with the aim of informing European companies about data protection and providing them with tools adapted to their needs. For this, a series of interactive multiple-choice infographics were prototyped with Adobe XD. Web pages containing article resources, FAQ and memos have also been conceptualized.

- User Interface design (UI)
- Infographics / flowcharts
- Social media posts
- Tables
- Illustrations





2022 Annual Report illustrations

Conseil de l'Environnement (Environment Council)

Visual concepts
Style creation
Illustrations

The Environment Council's mission is to formulate opinions on environmental matters concerning the Brussels-Capital Region. Around twenty illustrations were produced to visualize the activities of the Council in their annual report.





Annual report 2022

Brupartners

Brupartners formulates opinions on matters falling within regional competences such as the economy, employment, environment, mobility, etc. The 2022 annual report visualizes the results through key figures, graphs and infographics. Everything is accompanied by thematic illustrations and graphic elements inspired by the Brupartners logo. Particular attention was paid to the creation of the team's presentation page, which wanted to be fun and dynamic.

- Graphic style
- Layout
- Infographics
- Graphs, tables
- Illustrations

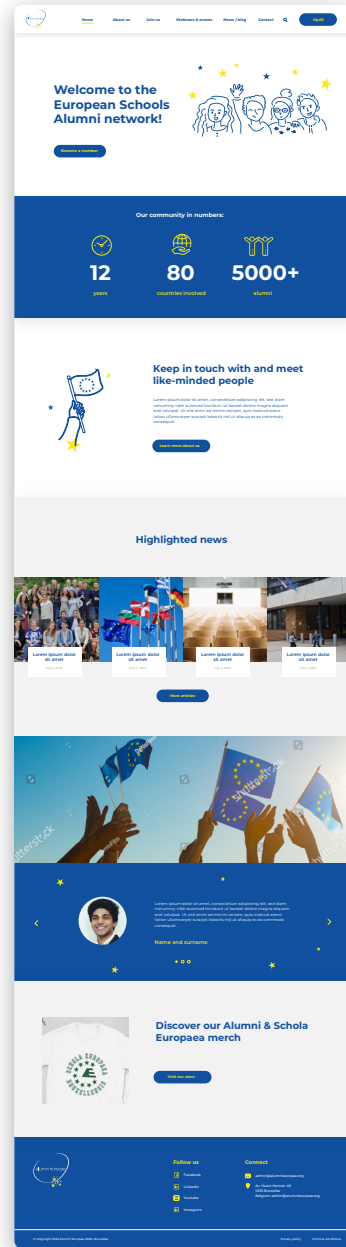


Alumni Europae

European School

Alumni Europae is the association of former students of the European Schools. It regularly organizes events, seminars and other activities, allowing the community to maintain links. A multitude of visuals and materials have been created in the colors of the European Union, including flyers distributed to students, banners and posts for social media. The website has also been reimaged to be consistent with the identity.

- User Interface design (UI) for the website
- Layout
- Social media posts
- Banners
- Illustrations
- Goodies





Highlighted information

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[Read more here](#)



Insert an interesting title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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[Read More](#)

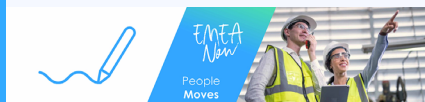


Insert an interesting title here

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[Read More](#)



Insert an important announcement here

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis finibus, arcu lacinia fermentum sollicitudin, erat ante feugiat risus, eget efficitur neque augue eu turpis. Curabitur laoreet pellentesque odio, ut scelerisque ante luctus quis. Sed lobortis eu lectus id tristique.

[Read announcement here](#)



Insert name or text here

EMEA latest jobs



[Learn More](#)



[Learn More](#)



What is Lorem Ipsum?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a

[See more](#)



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[See more](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



The problem:

How to present several types of information clearly through a newsletter?

The solution:

A single flexible template with sections defined by theme.



EMEA Now newsletter

Aliaxis

Aliaxis is the global leader in the development and distribution of piping for construction, infrastructure, industrial and agricultural applications. EMEA Now presents several current topics from Aliaxis which are sent in the form of a newsletter. A template was created using Stripo, in order to bring together all the topics covered.

Newsletter
Template
Banners
Icons





Annual report 2022/2023

Europe Direct - University of Luxembourg - C²DH

Graphic style
Layout

The Europe Direct University of Luxembourg (ED-UNILU) informs students, researchers, teachers and the general public on issues related to the history and current affairs of the European Union. The annual report has been modernized with the aim of presenting all information in a clear, attractive and interactive way, allowing easy access to the resources available on the website.

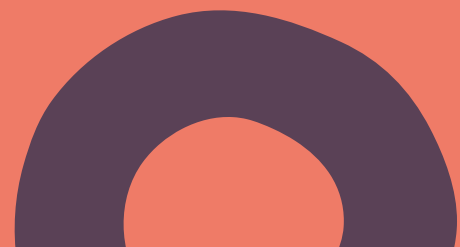




Internship at Josworld

2021

Josworld is an agency specializing in design and branding focused on a human-centered approach. During my internship, I had the chance to contribute to the design and implementation of inclusive projects. Additionally, I was able to explore the entire research process of developing thoughtful, user-oriented visual communication, which includes activities such as workshops, synthesizing user interviews, and creating personas.



Garsons Uniek

Brainstorming concept

Graphic style

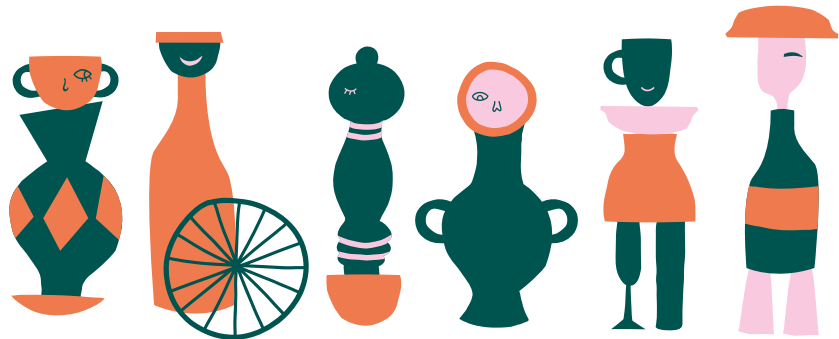
Interface concept for the site

Illustrations

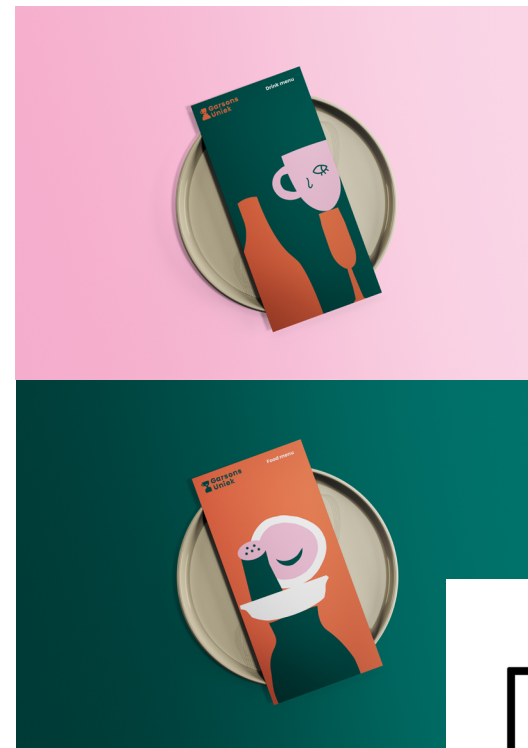
Menu concept and visit card

Logo

Garsons Uniek is a nomadic collective of table servers with disabilities. Their goal is to create meeting situations and social connections between disabled people and restaurant customers. A previous workshop had made it possible to identify the values of the collective: keeping an accessible aspect was important for the creation of their identity. This is made up of characters in the shape of kitchen objects to represent the authenticity of the service.



Garsons Uniek



The problem:

How to create a visual identity that reflects the authenticity of the service?

The solution:

An original, inclusive and "color blind friendly" visual identity

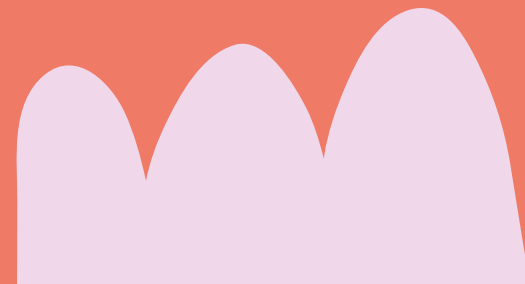
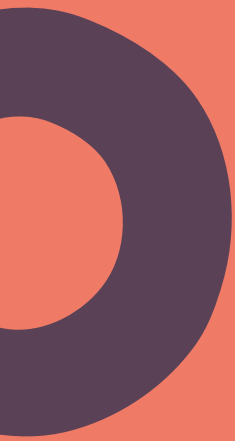




Master in Social Innovation Design

2019 - 2021

The Master in Social Innovation Design is an interdisciplinary program that brings together students from various artistic fields, such as interior architecture, graphic design, object design, web design, and many more. The projects carried out within the framework of this program are characterized by their social dimension, and they use the process and tools of design thinking, such as observation, user interviews or surveys, data analysis, and prototyping, in order to design the solution best suited to user needs.





The problem:

How to highlight the remarkable trees of Ixelles?

The solution:

An open-air urban museum, which can be discovered through different routes and fun objects.



Street Museum

- Collaborative project
- Graphic style and logo
- Interface concept for the application
- Explanatory panels
- Design thinking

Project co-constructed with other master's students in social innovation design and the municipality of Ixelles. The project consisted of carrying out a walk around the remarkable trees of Ixelles (which are listed in the regional territory inventory) taking into account the environmental, social and economic needs of the municipality in order to set up an urban sustainable development project.



POURQUOI LES IXELLOIS ONT BESOIN D'ARBRES?

CADRE DE VIE AGRÉABLE

ECONOMIE DE MAINTENANCE DES SOLS

PRÉSERVATION DE LA BIODIVERSITÉ

RAFRAÎCHISSEMENT DES LIEUX PUBLICS

QUALITÉ DE L'AIR

PRODUCTION DE FRUITS ET FLEURS

CONSERVATION DE L'EAU DES SOLS



The goal of this project was to revalorize trees as works of art of nature, before which we marvel. All this in the context of an open-air urban museum, with a route that would pass through several strategic locations in Ixelles. We have also designed a website which allows citizens to find all the necessary information such as different walks, addresses and maps...



STREET MUSEUM

LE MUSÉE EST DANS LA RUE!

OUVERT TOUTE L'ANNÉE

PARCOURS PERSONNALISABLE POUR TOUTE LA FAMILLE

VENEZ DÉCOUVRIR LES SECRETS DES ARBRES REMARQUABLES DE LA COMMUNE D'IXELLES

MUNICÍPELISEZ-VOUS DE L'APPLICATION DE RÉALITÉ VIRTUELLE "STREETMUSEUM". SCANNEZ LES PANNEAUX AUX PIEDS DES ŒUVRES REMARQUABLES ET DÉCOUVREZ CE QU'ILS ONT À NOUS APPRENDRE!

OFFERT PAR : Ixelles Elsene

AVEC LA COLLABORATION DE SIDEMEA

street-museum.be

TREEXPO

BY STREET MUSEUM

DES PETITS GESTES POUR DE GRANDS IMPACTS

DÉCOUVREZ L'ÉVÈNEMENT QUI CHANGERA VOTRE REGARD SUR LES ARBRES ! C'EST L'HEURE DE PASSER À L'ACTION !

ATELIERS
CONFÉRENCES
PROJECTIONS
VILLAGE D'ASSOCIATIONS
FOOD TRUCKS

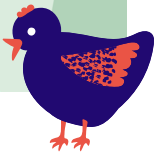
DU 10 AU 13 JUIN 2020

PLACE FLAGEY

ENTRÉE GRATUITE
UN ARBRE PLANTÉ PAR VISITEUR

street-museum.be/treexpo

OFFERT PAR : Ixelles Elsene

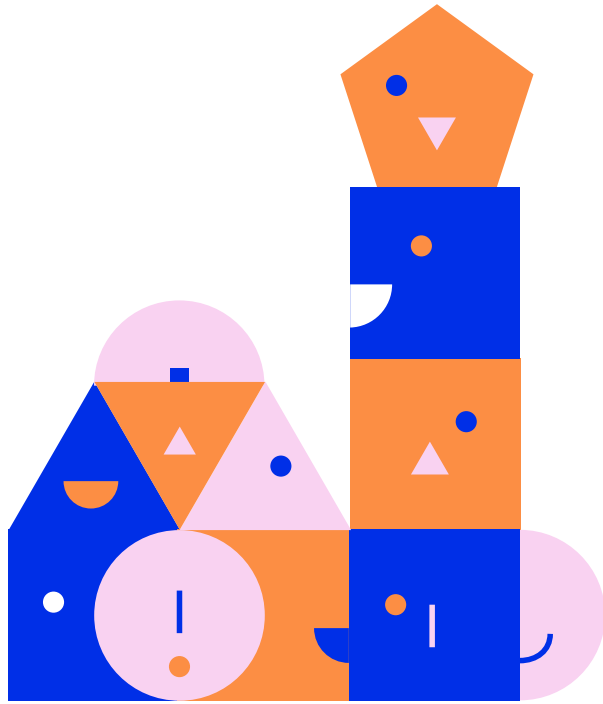


See U

Collaborative project with the temporary occupation See U Brussels. It is a flyer created for the neighborhood to promote See U activities. On the back of the flyer is a simplified and illustrated See U map to allow visitors to find their way more easily.

Collaborative project
Design thinking
Graphic style
Layout
Flyer and map
Illustrations





The problem:

How to promote user participation tools in visual communication?

The solution:

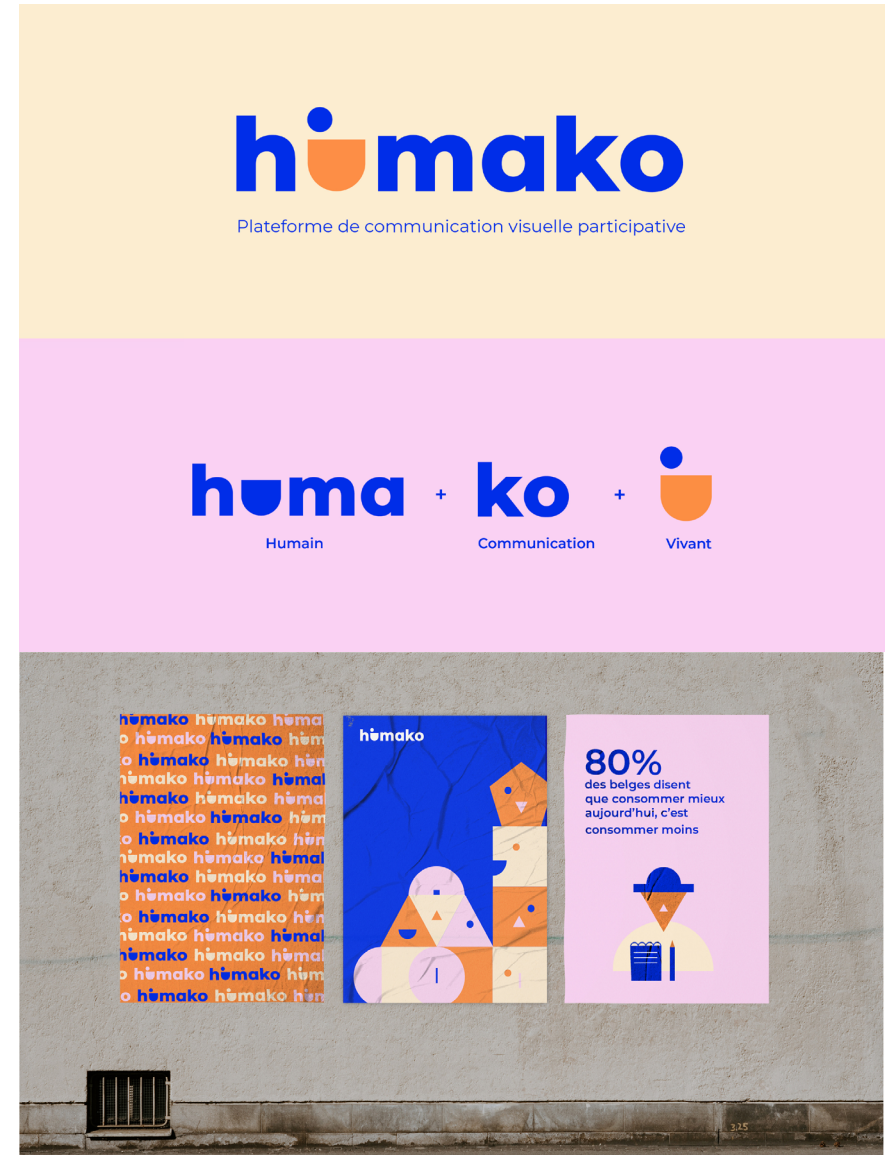
A participatory visual communication and meeting platform for creatives and design thinking experts.



Humako

- Collaborative project
- Graphic style
- Illustrations
- Interface concept for the site
- Explanatory booklet and game
- Design thinking

Collaborative project with another master's student in social innovation design. Humako allows communication agencies to create a personalized project journey using combinations of participation tools. It is also a meeting space for creatives: agencies, freelancers and design thinking experts can exchange their experiences and know-how with each other. In addition to the platform, a game kit is sent to agencies and allows them to carry out participatory briefings with their clients.



homako À propos Boîte à outils Votre parcours Communauté [Se connecter](#)

Créez votre parcours participatif idéal et faites partie d'une communauté de créatifs !

Découvrez Humako en 3 étapes :

Une boîte à outils
Prenez connaissance des outils de participation

Un parcours personnalisé
Une combinaison d'outils adaptée selon le but et les besoins du projet

Une communauté
Partagez votre expérience et découvrez celle des autres !

homako À propos Boîte à outils Votre parcours Communauté [Se connecter](#)

Messages
Feed
Résultats
Tips

Inscrivez vous en tant que...

le communication freelance

Contributeur indépendant

Humako va vous aider à découvrir comment intégrer la participation durant vos projets créatifs !

- Créez une communication qui répond aux besoins de vos clients et de leurs usagers
- Des outils, combinaisons et templates à portée d'un clic !
- Rencontrez des fournisseurs d'outils de participation
- Partagez votre expérience avec les autres agences

Humako vous offre la possibilité de fournir des outils participatifs et de partager votre expertise !

- Mettez à l'épreuve vos connaissances des méthodes de travail centrées sur l'utilisateur
- Donnez de la visibilité à vos outils participatifs
- Créez des liens avec les créatifs intéressés par la participation
- Contribuez pour une communication qui a du sens

[Je m'inscris !](#)

homako À propos Boîte à outils Votre parcours Communauté [Se connecter](#)

Vous avez quelque chose à partager ?

Studio Frite
Premier workshop participatif avec les outils de Humako ! Super motivés pour la suite :))

35 6 commentaires 3 partages #storytime

Commu Agency
Cette combinaison est vraiment géniale pour en découvrir plus sur les usagers. Les clients sont satisfaits et nous aussi !

40 6 commentaires 10 partages #outils

Com' sur des roulettes a ajouté cet outil à ses favoris

Carte d'empathie
Suite à vos observations et à vos différents entretiens, recensez les pensées, les attitudes et les sentiments de vos utilisateurs. Cette première phase d'immersion terrain vous permettra de mieux comprendre vos utilisateurs et d'identifier leurs besoins.

15 4 commentaires 0 partages #outils



Quel genre de parcours cherchez-vous ?

Créez votre parcours de A à Z selon vos besoins ou choisissez parmi différentes catégories de parcours existants.

Parcours centré besoins usager



Parcours de workshop



Parcours analyse de données



Parcours personnalisé



Un autre type de parcours

Filtrer par objectifs :

Empathie usager

Récolte de données

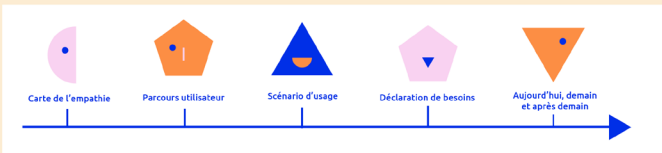
Prototypage

Visualisation



Parcours populaire

Mieux connaître l'utilisateur



32 6 commentaires 10 partages

Plus d'infos sur ce parcours

Filtrer par :



Étape



Temps de préparation



Facilité



But



Nombre de participants



Création de personas



Grille de priorisation

Carte d'empathie
Suite à vos observations et à vos différents entretiens, recensez les pensées, les attentes et les sentiments de vos utilisateurs. Cette première phase d'immersion terrain vous permettra de mieux comprendre vos utilisateurs et d'identifier leurs besoins.

En savoir plus



Powers of ten



Cartographie parties



Parcours utilisateur



Bouton magique



Matrice 2x2



Tous dans le même bateau



Grille avis utilisateurs

Bravo, vous avez fini le parcours !



Afin d'améliorer les outils et les combinaisons, nous aimerions vous posez quelques questions au sujet de votre expérience.

Réponses express (2 min)

Réponses complètes (5 - 10 min)

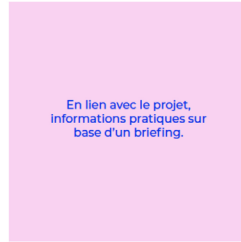
Une autre fois peut-être



Volonté personnelle
ou future pour le projet
ou la marque



Ce qui va plus loin
que le projet, impact
sociétal et sur les usagers



En lien avec le projet,
informations pratiques sur
base d'un briefing.



Le projet

homako
Plateforme de communication
visuelle participative

Quelle communication visuelle pour demain ?

La participation est déjà pratiquée dans de nombreux domaines, que ce soit dans la technologie, dans la conception d'objets ou encore dans la vie citoyenne. Une bonne connaissance des besoins des usagers permet de trouver les meilleures solutions. Et pourquoi pas utiliser la participation dans la communication ?

60% des jeunes de la gen Z souhaitent avoir un impact positif sur le monde

* Selon une étude Scania & Honey

Plusieurs études montrent qu'un dialogue ouvert entre les entreprises et les utilisateurs sera le nouveau fondement d'une communication réussie. Ajouté à cela, les consommateurs, notamment ceux de la génération Z, font de plus en plus attention aux engagements éthiques et durables des marques. Il est donc important de prendre connaissance des attentes et des expériences de ses usagers pour créer des services et des marques de qualité.



Bachelor in Graphic design

2016 - 2019

This course offered me the opportunity to acquire an in-depth understanding of the theoretical and practical principles of visual communication. Particular emphasis was placed on the creation of relevant concepts and the development of visual identities that faithfully reflect the values and particularities of each project.



Lyon Opera

Typographic exercise whose aim was to reinvent a visual identity for the Lyon Opera (program, event posters, etc.). The new identity seeks to give a modern and accessible appearance. The play of lines and letters of different sizes refer to the rhythm of the music.

Visual identity
Layout
Brochures
Posters

UNDERGROUND **OPÉRA LYON**

DUO / **CNSMD de Lyon**

DIMENSIONS

20.09 2018

- CONCERT SANDRINE PIAU (54)
- CONCERT SHÉHÉRAZADE (55)
- HONNEUR AU CLAVECIN (56 / 57)
- SOIRÉE DE GALA (58)
- CHER PAYS DE NOTRE ENFANCE (59)
- HEURE EXQUISE (60)
- CONCERT DE NOËL (61)
- CHARLOT JOUE EN CONCERT (62 / 63)
- RÉCITAL FELICITY LOTT (64)
- CONCERT DU NOUVEL AN (65)
- CONCERT CŒUR DE FEMMES (66 / 67)
- AQUARELA DO BRASIL (68)
- CONCERT BOLÉRO (69)
- DEUX TRIOS (70)
- RÉCITAL KRYSZTYAN ZIMMERMAN (71)
- LES PERCUSSIONS À L'HONNEUR (72)
- 5+8+9 (73)

CONCERT

LA belle ESCAMPETTE

Un conte musical, fantastique et poétique où la vie de château se fait prisonnière. Une ode à l'indépendance, à la liberté et à l'émancipation des princesses. Toutes les princesses.

L'histoire
Deux princesses et leurs princesses. Une comédienne et ses amis l'autre impulsive et spontanée apprennent les bases rapides qu'imposent leur condition : l'agilité de chant et l'équilibre courtois au roi et à la marquise. Tout cela serait bel et bien si elles n'étaient que d'un monde ensoleillé d'écume et d'écume de liberté. Les princesses ne rêvent qu'à une chose : croquer la queue d'escampette.

Poesie et émancipation
Claire Monod, auteure, metteuse en scène et interprète, aime inventer, mettre en scène et jouer des spectacles où la musique et le théâtre se confrontent. Elle et sa complice Anais Pin, compositrice, violoncelliste et également interprète, ont déjà créé avec talent à de multiples reprises au service de plusieurs créations d'une grande diversité musicale, diffusées dans des festivals, scènes nationales et opéras. Dans ce spectacle qui frappe à la porte du théâtre avec légèreté et poésie, nous deux avec et la violoncelle mêlent compositions originales et musiques anciennes. Et embarquent petit et grand dans un univers baroque, féerique et drôle où les comédiennes rythment la situation. A travers cette histoire de princesses agnies de liberté, Claire Monod et Anais Pin livrent une véritable ode à l'imaginaire et à l'indépendance, au rire et à la spontanéité. Taguez derrière la tenture noire de la vie de château, l'histoire d'une certaine émancipation féminine.

En démontant les clichés sur la vie rêvée des princesses, le spectacle questionne avec fantaisie la condition féminine.

EN FAMILLE

Écriture, mise en scène, interprétation : **Claire Monod**
Composition, violoncelle, interprétation : **Anais Pin**
Scénographie, collaboration à la mise en scène : **Jocelyne Jaubert**
Création lumière : **Jean-Noël Laffray**

01.10.18 15:00
01.10.18 17:00

→ Amphithéâtre de l'Opéra
→ 5h
→ 14ans
→ 10€ - 15€

Poland

Creative concept
Illustrated poster

A poster that was designed for the Graphic Design Month competition in Échirolles, France: the costume worn by the young girl uses traditional Polish motifs. The sheep is also an important traditional symbol, especially in mountainous regions.

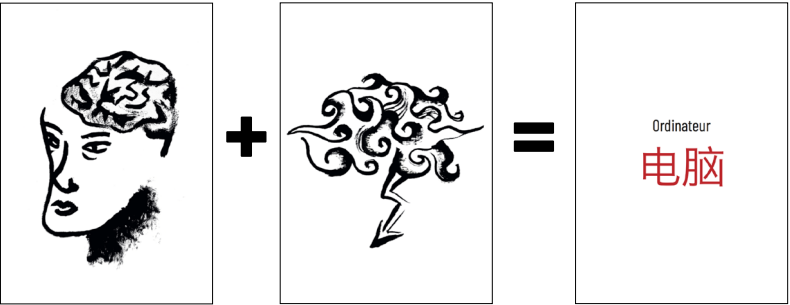




Huiyizi Memory

Game concept and visual design
 Card game
 Illustrations
 Box and explanatory booklet

A card game based on Chinese ideograms, which combine several ideas to define a word or a concept. The aim of the game is to find as many correct combinations as possible: for example, the card representing the brain combined with that of electricity equals the computer ("electric brain"). This therefore allows you to become familiar with Chinese culture and writing.



La Kaverne

- Visual identity
- Creative concept
- Layout
- Publications, posters
- Business cards
- Illustrations

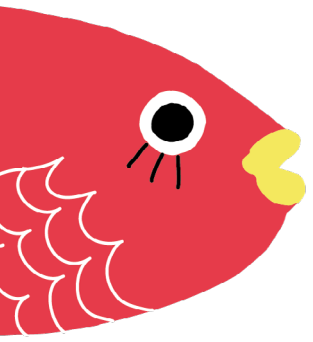
"La Kaverne" is an imaginary art gallery that exhibits outsider artists. Like a cave, the place invites their discovery through exhibitions or publications and allows, in a way, to make the invisible visible while retaining its authenticity.





“Raw book” is a conceptual gallery publication that presents the artistic journey and lives of 5 famous outsider artists. There is a mixture of illustrations, photos of works and biographical texts.





Poisson d'Avril

'Poisson d'avril' means April's Fool in French and translates literally as 'April's fish'. Every card illustrates a discovery hoax that was spread by media on april 1st: tomatoes that have cow DNA, spaghetti that grows on trees and penguins flying to South America during winter.

Creative concept
Postcards
Illustrations



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