

Areta Magdalena Puchalska

[in/areta-puchalska-hohoszki](#)

portfolio

[behance.net/HOHOSZKI](#)
[hohoszki.com](#)

nationality: Polish/EEA

location: Netherlands

areta@hohoszki.com

+48 691 748 427



Graphic designer and scenographer with significant experience in **visual identity, motion graphics and cross-disciplinary production**. Combining creative craft with UX training to deliver **user-centred digital experiences and polished marketing materials**.



education

UXUI Course | October 2023 - June 2024 | **UXUI Academy**

Postgraduate Diploma | 2022 - 2023

Collegium Civitas | Neuromanagement

GPA 4.9/5 | The Role of a Manager in Theatre

Master's Degree | 2010 - 2012

University of Arts in Poznań | Scenography | GPA 6/6 | Object Theatre

Erasmus Scholarship | September 2009 - March 2010

Université Rennes 2, France

Bachelor's Degree | 2007 - 2010

Academy of Fine Arts in Poznań | Scenography

GPA 5/5 | The Theatricality of the Stalker

Artur Grottger Visual Arts High School in Supraśl | 2003 - 2007

tools

proficiency in Adobe software

Photoshop | Illustrator | InDesign | After Effects | Premiere Pro

UI/UX design tools

Figma | Adobe XD

Integrates AI tools in the design workflow

Claude | ChatGPT | Midjourney | Adobe Firefly | Stitch etc.

skills

creative thinking and composure under pressure
attention to detail and strong perceptual awareness
empathetic communication and active listening
excellent organizational skills
proven ability to work both independently and collaboratively

UI/UX design skills

user research | experience strategy | user interface design
interviews | surveys | rapid prototyping | visual thinking

knowledge of HTML | CSS | WordPress

languages

Polish | native

English | B2

French | B1

professional experience

HOHOSZKI - Self-Employment | October 2018 - Present

Main Clients:

- **Lodz Event Center** | June 2025 - Present
- **Public Roads Authority in Warsaw** | January 2024 - Present

Designed visual identities and marketing materials for print and digital channels, from briefs to final artwork.

Created illustrations and motion graphics (After Effects) used in promotional campaigns and social content.

Prepared production-ready files and managed print vendor relationships to ensure consistent colour and quality.

Henryk Ryl Arlekin Puppet Theater in Łódź

Head of the Art Workshop | June 2019 - December 2023

Head of Art Workshop — managed a team of X designers and artisans for scenographic productions.

Led design and delivery of sets, costumes and props; coordinated with directors, contractors and suppliers to meet creative and budgetary goals.

Managed project budgets and procurement, ensuring on-time delivery across multiple productions.

MEDIF Sp. z o.o.

Warsaw | Chief Designer | April 2015 - August 2018

Designed visual identities and marketing materials for print and digital channels, from briefs to final artwork.

Buzz Media

Warsaw | Graphic Designer | May 2014 - August 2014

Created graphic designs for a marketing agency.

Festina Lente Foundation | Cartalia - Artistic Printing House

Warsaw | Graphic Designer | July 2012 - April 2014

Created graphic designs for a foundation and a printing house.

Prepared design files for animation and digital platforms.

Produced print-ready materials.

Maintained direct client communication.

hobby

