

# SONIA VEE PORTFOLIO

VISUAL ARTIST

CREATIVE CV

## INTRO

*Lovely to have you here!* I'm Sonia Wojcik - known as Sonia Vee - and I am a Visual Artist with 6 years of experience in the field of Graphic Design and Visual arts as well as additional 3 years of diploma time.

I collaborate with brands and business owners to design, refine, and elevate their brand identity to a new level. By refreshing brand identities, delivering consistent, high-quality designs, and bringing innovative ideas to the table, I help transform visions into impactful designs. I work best with open-minded clients who communicate their needs clearly and trust me to craft something impactful. Check out the section on the right to see how we can bring your vision to life.

## ABOUT ME : SONIA VEE



Currently based in Poland, exploring visual arts and design from my home studio which serves as an art atelier. When I have a moment for myself you will find me reading in a busy city coffee shop with a good book, at a museum, travelling or enjoying cinema classics.

## SERVICES

Brand Identity  
Product Design  
Editorial Design  
Social Media Content  
Marketing Collateral  
Email Marketing  
Wix/squarespace/wordpress  
Website design  
Video/Ad design

## CONTACT

soniavee.com  
soniaveesphere@gmail.com

## EDUCATION

2014-2017

- Level 3 Extended diploma in Musical Theatre, LSFC, London
- Extended Diploma in Art & Design, Barnfield College, Luton

## WORK

2017-2018

- Hospitality/fine dining/events photographer for Grotto Tavern and Bottegini palazzo xara, Malta

2018-2019

- Marketing and Social Media content Manager for Cafe La Vista, Cardiff
- Social Media content and Graphic Design for Juice Plus, Cardiff

## REMOTE FREELANCING

2019-PRESENT

- Brand identity and Editorial content for SYLK, a woman's lifestyle magazine.
  - Brand identity and social media content for Bumptious, women's apparel store.
  - Brand identity for Kate Odulukwe, a Brooklyn based singer/songwriter.
  - Product design for John Paling, filmmaker and Oxford University lecturer.
  - Email marketing, social media content and marketing collateral for Neo2c, a hospitality tech company.
  - Social Media and Marketing collateral for Home&Beyond
  - Social media content and video creation for Calivita, natural supplements company.
  - Video creation for social media for Thurgo, an events booking company.
  - Brand identity and website design for RoofSpace and City Garden, decking company from London.
  - Email marketing for SaffireBlue and PurpleCitrus, a natural skincare brand.
  - Brand Identity for Veesual, an online art community.
- As well as many other projects in between.*



# CLIENT TESTIMONIALS

MY EDITORIAL DESIGNS HAVE BEEN  
RECOGNISED BY THE FOUR SEASONS  
HOTEL, US

"I HAVE WORKED CLOSELY WITH SONIA FOR OVER 3 MONTHS AND DURING ALL THE PROJECTS WE HAVE WORKED ON TOGETHER, I HAVE FOUND HER TO BE VERY COMMITTED AND CREATIVE, EVEN INSPIRING. SHE LISTENS ATTENTIVELY TO THE BROAD OBJECTIVES AND THE SPECIFIC DETAILS OF THE PROJECT AND THEN RELIABLY WORKS ON HER OWN TO DELIVER SUCCESSFUL END RESULTS. OUR PROJECTS INVOLVED DESIGNING TWO DIFFERENT TRADEMARKS AND THEN PRODUCING ART WORK TO DESIGN AND MARKET A NEW SERIES OF PRODUCTS. IN ALL THE WORK TOGETHER, SHE CONTRIBUTED HER PASSION AND CREATIVITY TO ENSURE THAT THE RESULTS WERE TOTALLY TO HER CLIENT'S DELIGHT."

**DR JOHN PALING, EMMY AWARDED FILMMAKER PRODUCT DESIGN**

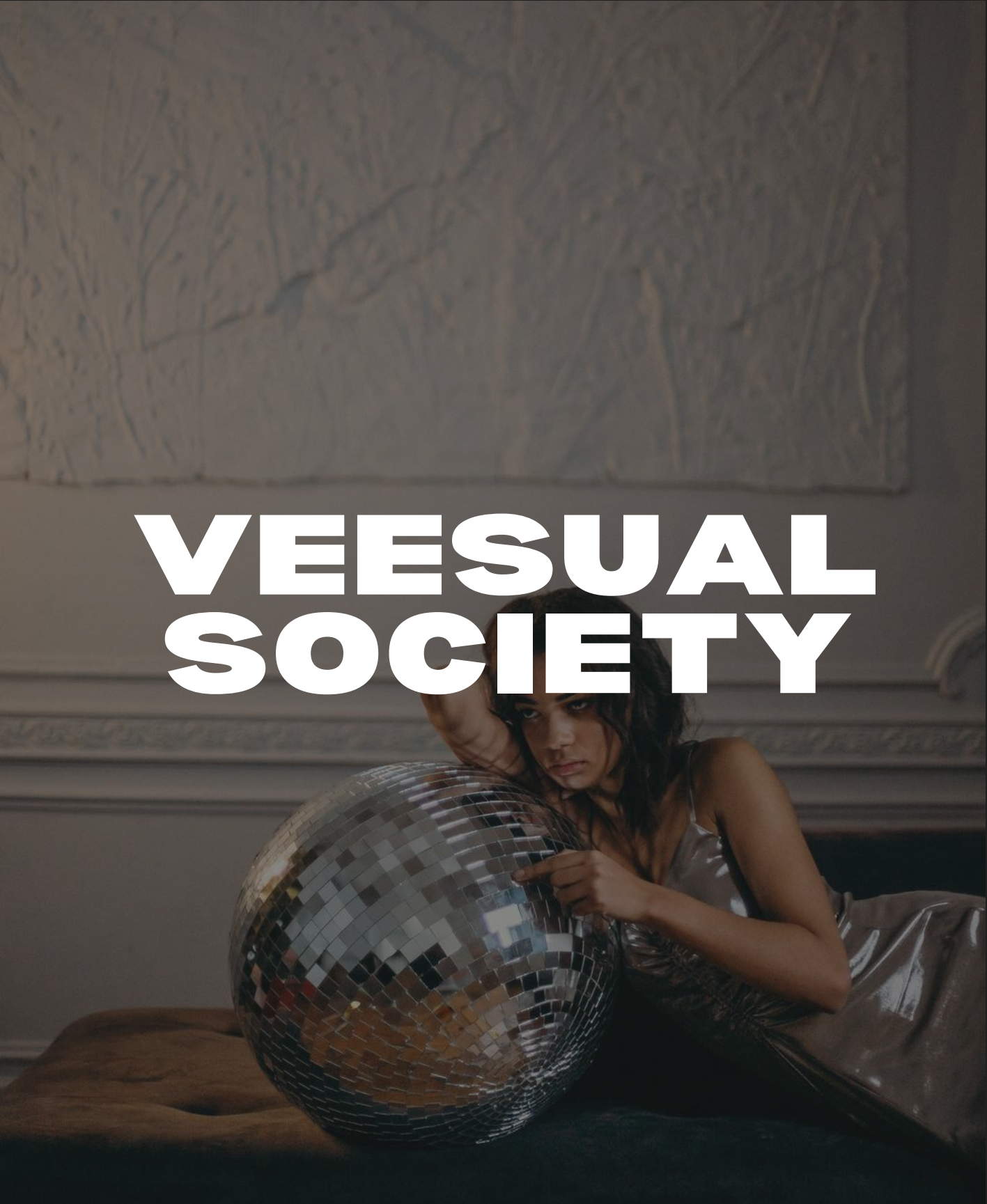
"SONIA IS AN EXCEPTIONAL PROFESSIONAL. I'VE HAD THE PLEASURE OF WORKING WITH HER ON OUR WEEKLY NEWSLETTERS SINCE DECEMBER 2021, DURING WHICH TIME, SONIA HAS BEEN NOTHING SHORT OF EXEMPLARY. AS WE ARE A SMALL BUSINESS, SHE HAS ALWAYS ENDEAVOURED TO GO ABOVE AND BEYOND AT SHORT NOTICE TO ENSURE OUR GOALS ARE MET. SHE HAS A REMARKABLE EYE FOR DESIGN AND MARKETING MATERIAL WHICH MAKES IT EFFORTLESS TO TRUST HER IN DELIVERING TIME AFTER TIME. I CANNOT RECOMMEND HER ENOUGH FOR ANY BUSINESS LOOKING TO PROPEL THEMSELVES."

**SAFEETYAH KAZI, NEO2C EMAIL MARKETING** Powerful and inspirational profiles managed by women from all around the world right here in our profile corner...

"I WAS LUCKY ENOUGH TO WORK WITH SONIA ON SEVERAL PROJECTS FOR MY MUSIC. I CAN'T SPEAK HIGHLY ENOUGH ABOUT HER WORK. SHE IS TRULY EXTRAORDINARY IN BOTH HER TALENT AS AN ARTIST, AS WELL AS HER QUALITY AS A SERVICE PROVIDER. I'VE NEVER WORKED WITH SOMEONE WHO CARED SO MUCH, AND PASSIONATELY WANTED ME TO BE SATISFIED WITH THE FINAL PRODUCT. FOR CONTEXT, I NEEDED GRAPHIC DESIGN WORK TO HELP ME DEVELOP MY BRAND AS A SINGER/SONGWRITER. THIS ESPECIALLY CONSISTED OF WEBSITE DESIGN. THROUGHOUT THE PROCESS, SONIA WAS SUPER PATIENT, KIND, AND ASSURING. SHE TOOK THE TIME TO REALLY LISTEN TO WHAT MY GOALS WERE FOR THE DIFFERENT DESIGNS. THEN, SHE TOOK MY IDEAS FURTHER THAN I EVER THOUGHT POSSIBLE, AND DELIVERED SOMETHING THAT WAS ABOVE AND BEYOND MY ORIGINAL EXPECTATIONS. 5 STARS! BOOK SONIA FAST IF YOU WANT YOUR PROJECT TO BE TAKEN TO THE NEXT LEVEL. YOU'LL BE SO GRATEFUL THAT YOU DID."

**- KATE ODULUKWE, ACTRESS, SINGER/SONGWRITER**

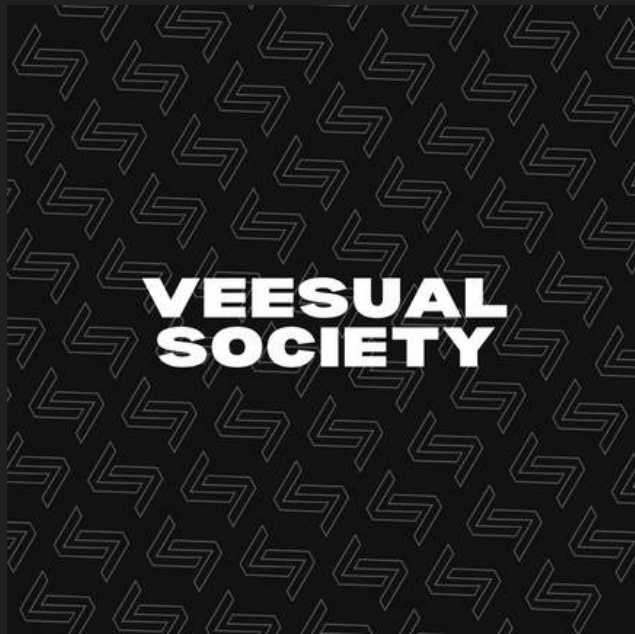
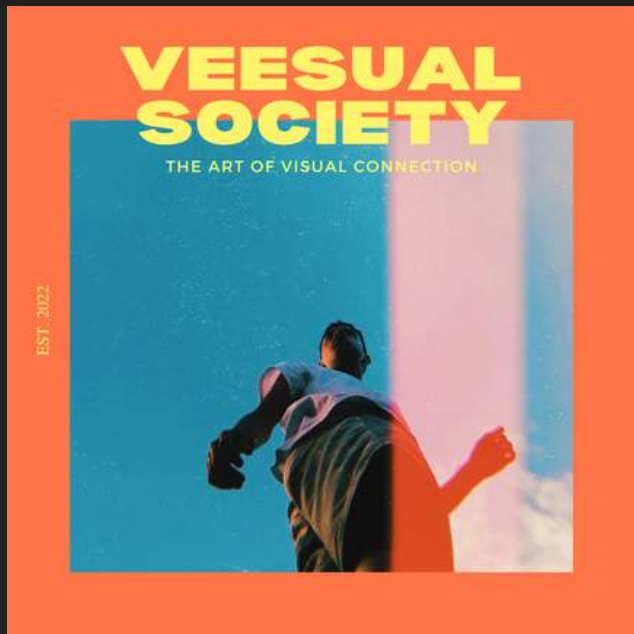




BRAND IDENTITY FOR AN ONLINE ART COMMUNITY, VEESUALSOCIETY



ICONS

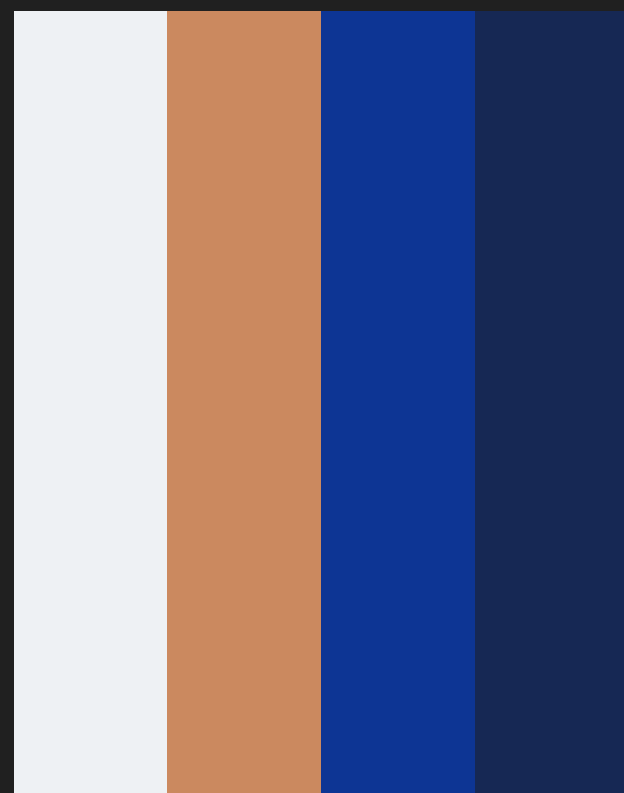






# EXPLAINTRADE

**COMPLEXITY SIMPLY EXPLAINED**



BRAND CONCEPT FOR EXPLAINTRADE



# EDITORIAL DESIGNS FOR NEO2C, HOSPITALITY TECH COMAPNY

## THE ART OF BESPOKE A NEW FUTURE FOR HOSPITALITY

BESPOKE (ADJECTIVE)  
MADE FOR A PARTICULAR  
CUSTOMER OR USER



Few words garner the reaction that **bespoke** does. It's the epitome of elegance and the embodiment of personalisation - both of which are core components of high-level hospitality. It's more than just aesthetics, it's a door to another universe, a realm of hospitality that submerges a visitor in the bliss of a new space.

The hallmark of a hotel ultimately dictates the atmosphere for the guests. Sophisticated elegance will exude effortless confidence creating an environment where a visitor feels utterly valuable whereas unique character choices will backen excitement and endless possibility.

Whichever end of the spectrum a hotel interior plays to, it has a vital role in commanding trend and subtle messaging. It's an opportunity to speak to the guest in a new medium, the only question is, what do you want to say. When guests select a property for a stay, their decisions are undeniably influenced by the hotel interior and the reason why is simple: perceived value. Seamless finishes, statement focal points and stunning integrations all play a critical role in said perceived value. If you ask any guest, it's all in the details and often one of the most overlooked aspects is the implementation of technology within a hotel room.



From power strips and sockets to freestanding socket solutions, there are now all fully customisable. Not only can you choose the perfect configuration to suit the needs, demands and devices of the modern traveller but - most importantly - this no longer has to come at the cost of the precious hotel room ambience.

Integrations can run the gamut with our extensive range of luxurious finishes including antique brass, bright chrome, stainless steel and antique mahogany, to name just a handful. This limitless choice enables technology to blend seamlessly as a part of the decor rather than disrupting the meticulously curated sense of a room. Every hotel speaks to new language and the team at Neo2C knows the importance of being able to translate that for guests. With over 22 years of experience in delivering the best in bespoke technology to hotels around the globe, we are experts in offering tailor-made solutions to suit any and every hotel. Whatever your vision is we can help you bring it to life so you can rest that our staff are impressed.



For an extensive range of elevated connectivity products that revolutionise the guest experience, visit [www.Neo2c.com](http://www.Neo2c.com) to view our online design pack featuring our bespoke products.

Email: [info@neo2c.com](mailto:info@neo2c.com) | Tel: +44 (0) 20 7310 8005

Twitter: @neo2c | Instagram: @neo2c



## PERSONALISE Plug & Play:

Welcome A New Generation  
Of Connectivity

Guests are the centre of the hospitality universe and everything orbits around them.

A minor change in behaviour, norms or requirements sparks a series of chain reactions behind-the-scenes that ensure a continued - and seamless - rotation on the hospitality axis. Behind hotel doors, this process is known globally as the guest experience.

In a constantly-evolving world, guests are looking to be catered to in new and innovative ways, from increased personalisation to having their needs being anticipated before they even arrive. This has been amplified by the post-pandemic climate which has birthed a new generation of travellers from bleisure (business & leisure) travellers to digital nomads.

Although integrations such as flexible working spaces, hubs with glorious views and curated itineraries have been introduced at many hotels, there is one consideration which is undoubtedly the key to unlocking and elevating the guest experience for all technology.

For visitors, there is an insatiable appetite to remain connected even whilst disconnecting from familiar surroundings. A true sense of a home-away-from-home comes from the seamless integration of life at home to life in a hotel - that is the true guest journey embodied. Something as simple as guests being able to pick up where they left off on their favourite show whilst engulfed in the comforting smell of freshly-washed linen goes a long way in elevating a precious stay. In fact, guests surveyed said they wanted in-room technology that could be integrated with their personal devices.



With technology continuously updating it can be difficult to keep up with the devices guests use, the ports they require and their core needs. However, there is a straightforward yet incredibly effective solution, the MediaHub USB-C. Boasting a priceless HDMI port, guests can convert their room into their own personal cinema by mirroring their favourite shows and films straight from their personal devices. In other words, wave goodbye to the hassle of relying on streaming providers.

**Making for a truly transformative experience:**

This innovative product embraces Bluetooth, allowing guests to submerge their rooms with the songs topping their playlists. What makes this a universal win is the additional USB-C and USB-A charging ports. What makes this a universal win is the additional USB-C and USB-A charging ports. So, not only can guests have their home comforts with their latest series or anthem they can simultaneously stay connected to the world which means they're never waiting around.

Simple but effective solutions are unquestionably the way forward. With the evolution of technology, greater emphasis on sustainability and the way people travel changing at the speed of light, these handy all-in-one problem solvers are likely to become an essential component of remaining industry leaders in guest experience which is ultimately what drives the hospitality world. After all, as long as their world keeps turning, so does ours.

FOR AN EXTENSIVE RANGE OF ELEVATED  
CONNECTIVITY PRODUCTS THAT REVOLUTIONIZE  
THE GUEST EXPERIENCE, VISIT [WWW.NEO2C.COM](http://WWW.NEO2C.COM)  
EMAIL: [info@neo2c.com](mailto:info@neo2c.com)  
TEL: +44 (0) 20 7310 8005



## AUDIO

Design meets quality entertainment. Opt in for a stylish speaker, ready to modernize every kind of interior.

Onyx Studio 8 is a mobile speaker with a well-thought-out design that combines **functionality and aesthetics**. The rounded shape and fabric finish gives it a stylish look, perfect to complement any modern space.

Bluetooth communication technology allows you to transfer data wirelessly from devices such as smartphones, tablets or laptops.

You can conveniently connect your HARMAN KARDON Onyx Studio 8 speaker to a Bluetooth-enabled audio source. Just press one button to start pairing. The speaker also allows you to connect to two sound sources at the same time - you can choose the one you want to use.

You can style the Onyx Studio in every way to complement the space whether it's in an office space or a hotel room. Choose from a classic Black, midnight blue and stylish grey.

COMPATIBILITY WITH  
DEVICES - SMARTPHONE,  
BLUETOOTH DEVICES  
POWER - RECHARGEABLE  
POWER [W] - 50  
BATTERY LIFE [H] - 8  
CONNECTORS - AUX,  
USB-C



## CITATION ONE

The Citation ONE M80 combines **innovation** in home audio entertainment with a sophisticated and beautiful design. The high-quality mixed wool made by Kvadrat is dirt repellent and flame retardant.

For over 55 years, Harman Kardon has been committed to providing a luxurious audio experience that allows the listener to feel and immerse themselves in the music. Citation is the best proof of this and is the first of its kind in the world of such a high-quality product.

The Citation ONE M80 is multi-room capable, adding additional Citation speakers to create a unique whole-home audio experience. You can play the same music in different rooms and control it with your tablet or smartphone.



## AUDIO

Take your hotel entertainment to the next level by providing your guests with a surround sound JBL system.



## JBL BAR 2.0

Enhance the drama of a tense thriller, feel the roar of your team or sit back with your latest album. The JBL Bar 2.0 All-in-One really is all-in one, with deep bass for your movies and music.

Surround yourself with sound: JBL Surround Sound instantly brings movies, sports and music to life. Upgrade to an immersive sound experience for your TV without any extra wires or speakers.

With a compact, low-profile design, the JBL Bar 2.0 All-in-One is designed to fit effortlessly into your life and in front of your TV.



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POWER [W] - 50  
BATTERY LIFE [H] - 8  
CONNECTORS - AUX,  
USB-C



## AURA STUDIO 3 HOTEL

HARMAN Aura Studio 5 is an **excellent quality wireless speaker**.

It is stylish and elegant, although its main asset is the generation of great-sounding 360-degree sounds. Thanks to the dome design, you will experience amazing surround sounds. Enjoy the great workmanship of the speaker and well-chosen materials that will provide you with an unforgettable experience.



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## BATHROOM TECHNOLOGY

THE MOST IMPORTANT HIDDEN LUXURY IN  
YOUR BATHROOM



The luxury items that first catch your eye in the bathroom could be the gold taps, the amazing rain shower, the marble tiles or the creative lighting. But the hidden luxury that every bathroom or En-suite cannot do without is the heated mirror pad. The revolutionary product from demata, ensures your bathroom mirror remains steam free at all times.



Often the first choice for designers, architects, interior designers and specifiers, demata has become the must-have part of any bathroom or En-suite, as the system is probably the simplest and most adaptable item available around the world via demata's distributors.

En-suite, even on cabinet doors and vanity units, demata has become the generic name for heated mirror pads, but to avoid imitations, look for the demata trademark on the product, all of demata's heat pads are completely manufactured in the UK and carry a 10-year warranty.

Prestige projects such as The Ritz in Paris, The Royal Atlantic in Dubai, The Crosby Street Hotel in New York, The Sky View hotel and residences in Dubai, W Hotel Bora, The Crown Plaza in St Petersburg, Burj Al Arab and other luxury hotels and homes in India, Australia, Egypt, Barbados and Malaysia can be found in demata's portfolio.



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# soulsa

CURATED FOR CREATIVES

ALTERNATIVE LOGOS  
Variations of brand icon/logo

soulsa  
CURATED FOR CREATIVES EST. 2024

soul  
sa  
CURATED FOR CREATIVES

COLOR PALETTE  
Representative hues

#FFFFFF

#e8d7ea

#f5d96c

#f28708

#93cae8

FONTS IN USE  
Typefaces to communicate our message

Archivo Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()

MONTERRAT CLASSIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()

ICONS  
Variations of brand icon/logo



VISUAL ELEMENT APPLICATIONS  
Combining the elements for impact




BRAND IDENTITY FOR A  
PERSONAL PROJECT




VISUAL SITE MAPS ON FIGMA


Client info has been blurred. Contact me to have a look at my current website designs.




Visual site map for a mobile app showing a vertical flow of screens with various UI elements like buttons and text boxes.




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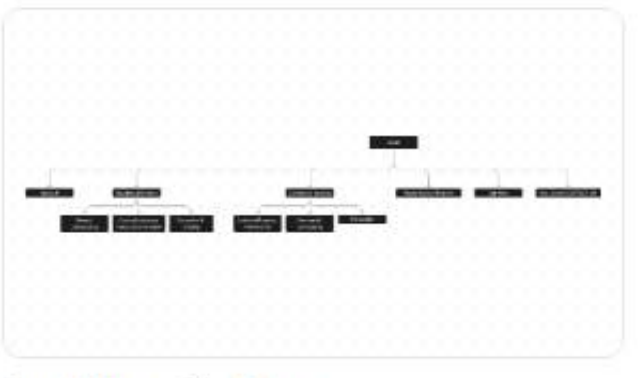
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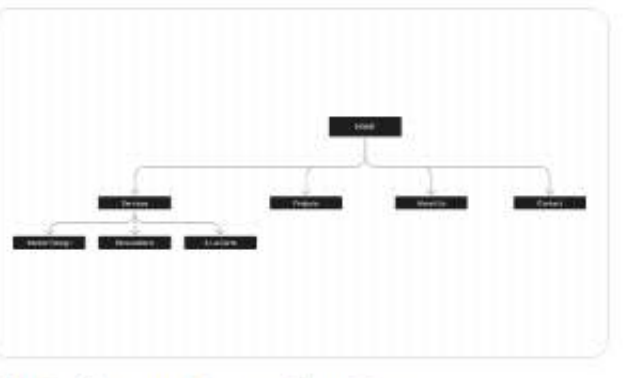
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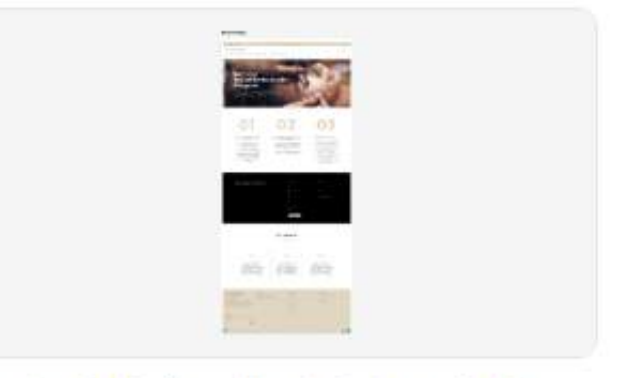
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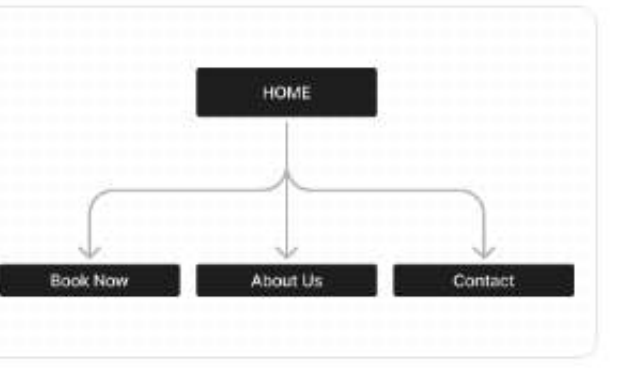
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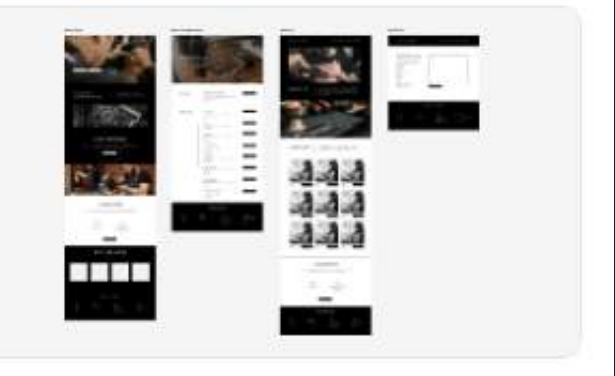
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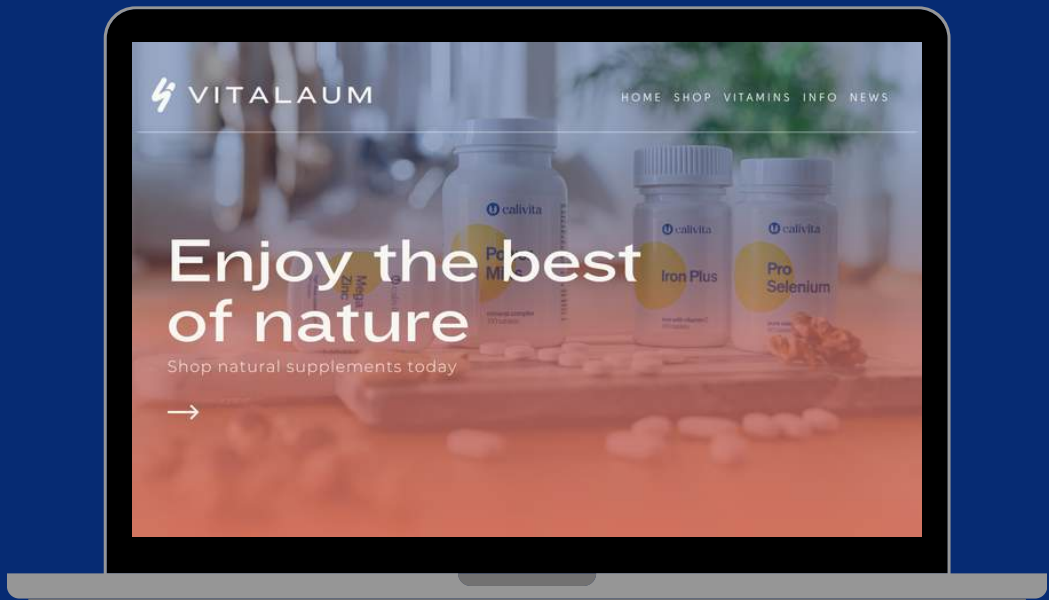


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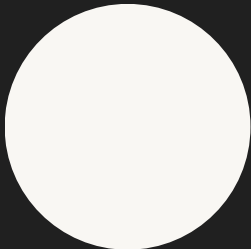
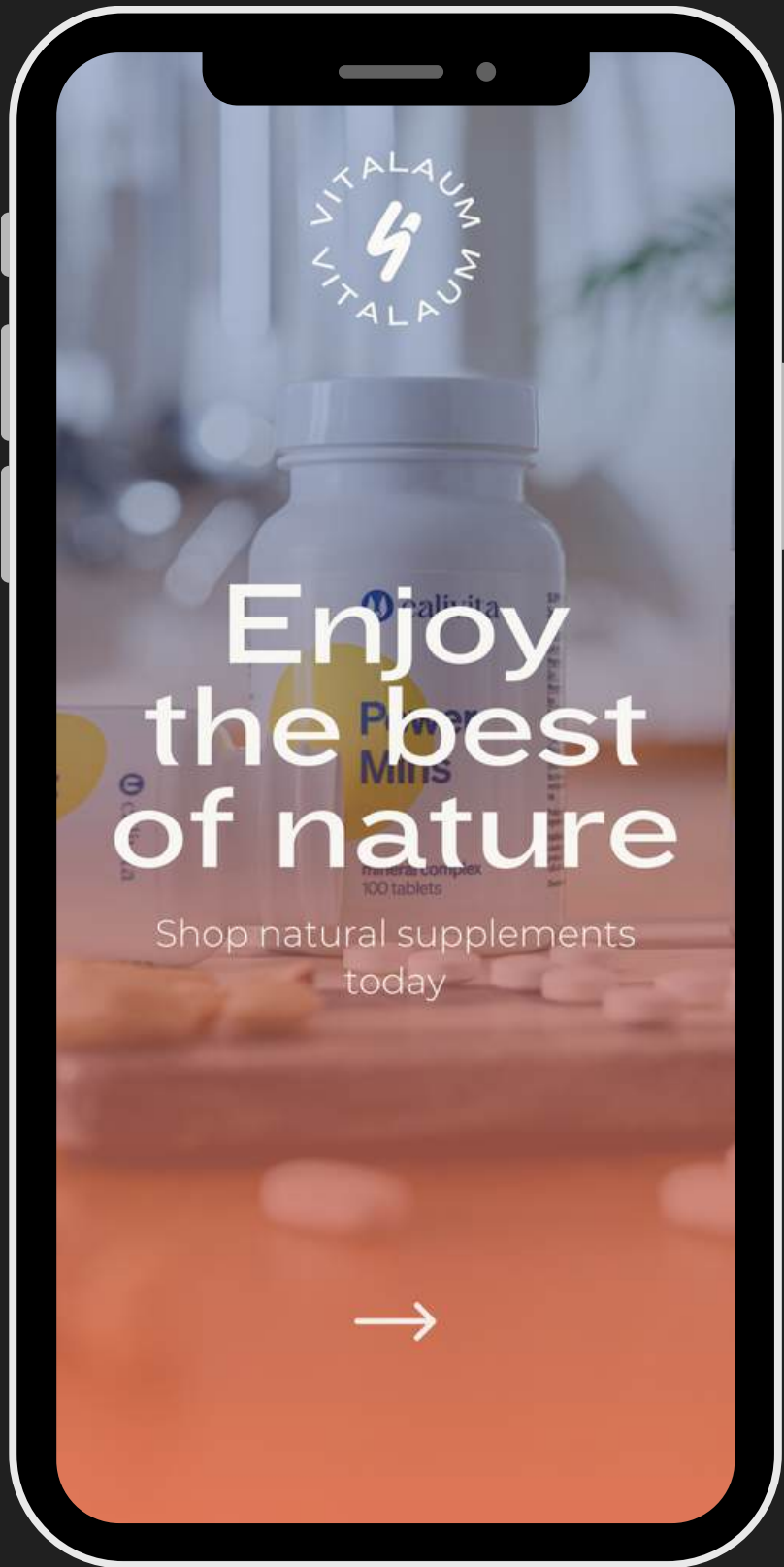
RE-BRAND PROPOSAL FOR A SUPPLEMENT COMPANY



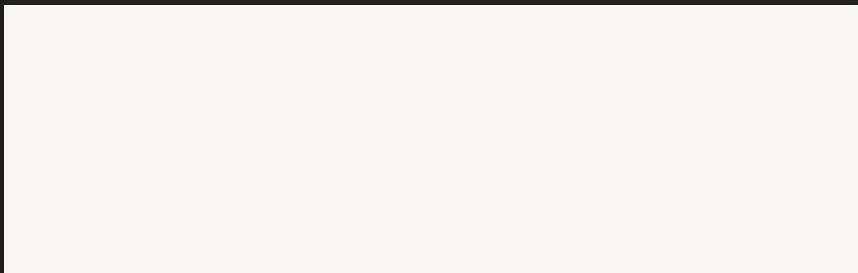
  
**Enjoy the best of nature**

Shop natural supplements today

SHOP NOW



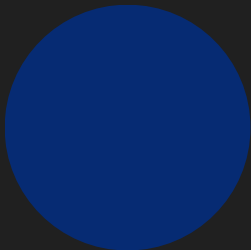
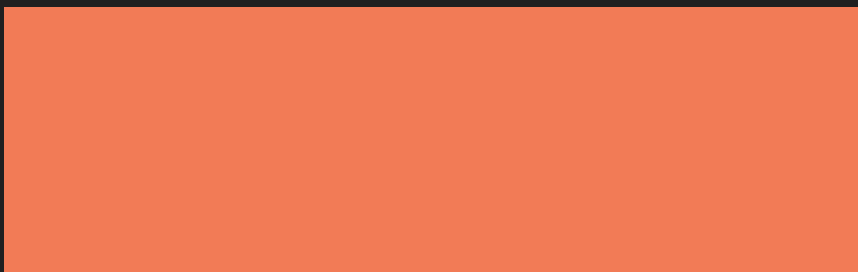
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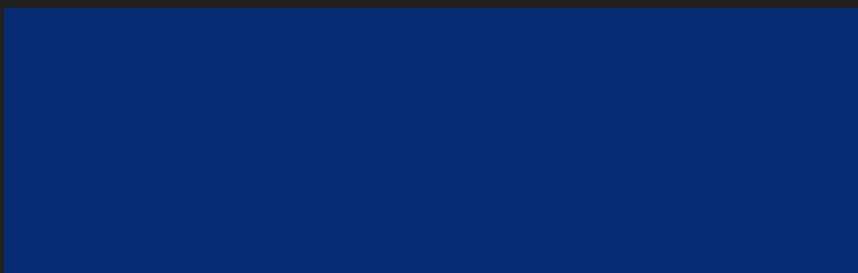
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#f27b56



#062b73





SERIOUSNESSS AND SARCASM



SERIOUSNESSS  
SARCASM

COLOR PALETTE  
Representative hues



FONTS IN USE  
Typefaces to communicate our message

CODE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()

LATO  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()

ICONS

Variations of brand icon/logo



VISUAL ELEMENT APPLICATIONS  
Combining the elements for impact



BRAND IDENTITY CONCEPT FOR A  
BUSINESS PODCAST COMPANY

THAT

SHEA BUTTER COMPANY



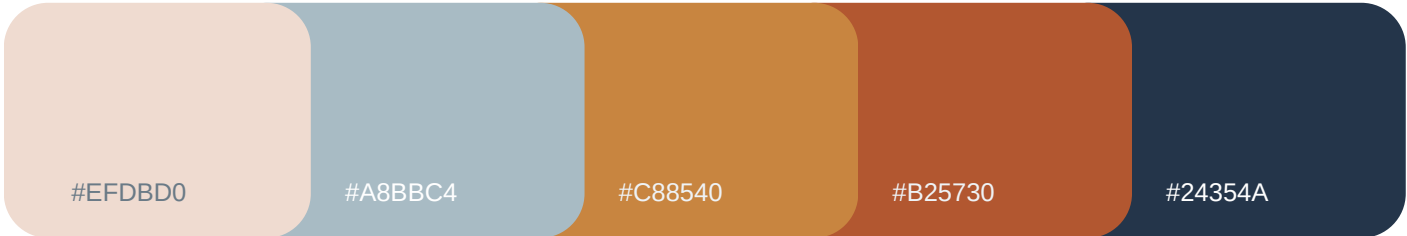
ICONS

Variations of brand icon/logo



COLOR PALETTE

Representative hues



FONTS IN USE

Typefaces to communicate our message

BLINK TWICE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()

VISUAL ELEMENT APPLICATIONS

Combining the elements for impact



BRAND IDENTITY CONCEPT FOR  
A BEAUTY BRAND THAT SHEA  
BUTTER COMPANY





PRODUCT  
PACKAGING  
DESIGNS FOR A  
BEAUTY BRAND -  
LASHES BY DESIGN





A tablet and a smartphone displaying the SYLK website. The tablet shows the 'THE PROFILE CORNER' section with a large image of a wooden floor and a white wall. The smartphone shows a text-heavy article titled 'Having our normal routines wrenched away from us has been very difficult for a lot of us' and 'It's OK.'

FOLLOW US ON IG FOR MORE POWERFUL CONTENT @SYLK MAG

[Home](#)
[Open Magazine](#)
[Our Story](#)
[Contact](#)



# APRIL ISSUE

Why sensitivity is your superpower | #WildCreatives - Meet bad-ass woman creatives | Stop the Instagram expectation | Eating well whilst home-working | Ways to effectively work from home | People think I made up my mental illness | Interactive IG story templates & more!

[OPEN MAGAZINE](#)

*Photograph by Jackie Stern*

Photograph by Jackie Sterna

## OUR STORY



# SYLK

# DIGITAL MAGAZINE

FOR FEMALE CREATIVES



JUNE ISSUE

Cover by Jackie Sterns  
Model: Carina Cormier  
Make-up: Grace Meyer

FROM \$4.99 A MONTH

Sophie Hughes  
talks confidence

I failed at my body  
scrub business -  
Once upon a time, I created a  
Coffee Body Scrub... and let  
me tell you, it did not last  
long.

Access a classic  
black Brand Kit  
Template!

Inspirational women from all around the world  
who inspired us this month | Expecting setbacks  
and challenges as a business owner | 'How, Why  
& When you should be meditating' by  
Kayla. | How to recover from a long quarantine  
| Women in business - Kay Hillman on how to  
start a business with no money & much more!

# SYLK

Cover by Jackie Stern  
Model: Galina Cormio  
Make-Up: Grace Meyer

**I failed at my body scrub business -**  
Once upon a time, I created a Coffee Body Scrub, and let me tell you, it did not last long.

Inspirational women from all around the world who inspired us this month | Expecting setbacks and challenges as a business owner | 'How, Why & When you should be meditating' by Kayla | How to recover from a long quarantine | Women in business-Kay Hillman on how to start a business with no money & much more!

SYLK

SYLK, WOMENS DIGITAL MAGAZINE



OVER THE YEARS OF OPERATION, WE  
HAVE MADE SURE THAT HEALTH AND  
WELL-BEING REQUIRE A HOLISTIC  
APPROACH - **FROM THE INSIDE.**



HARNESS  
THE POWER  
OF NATURE  
WITH  
**CALIVITA.**

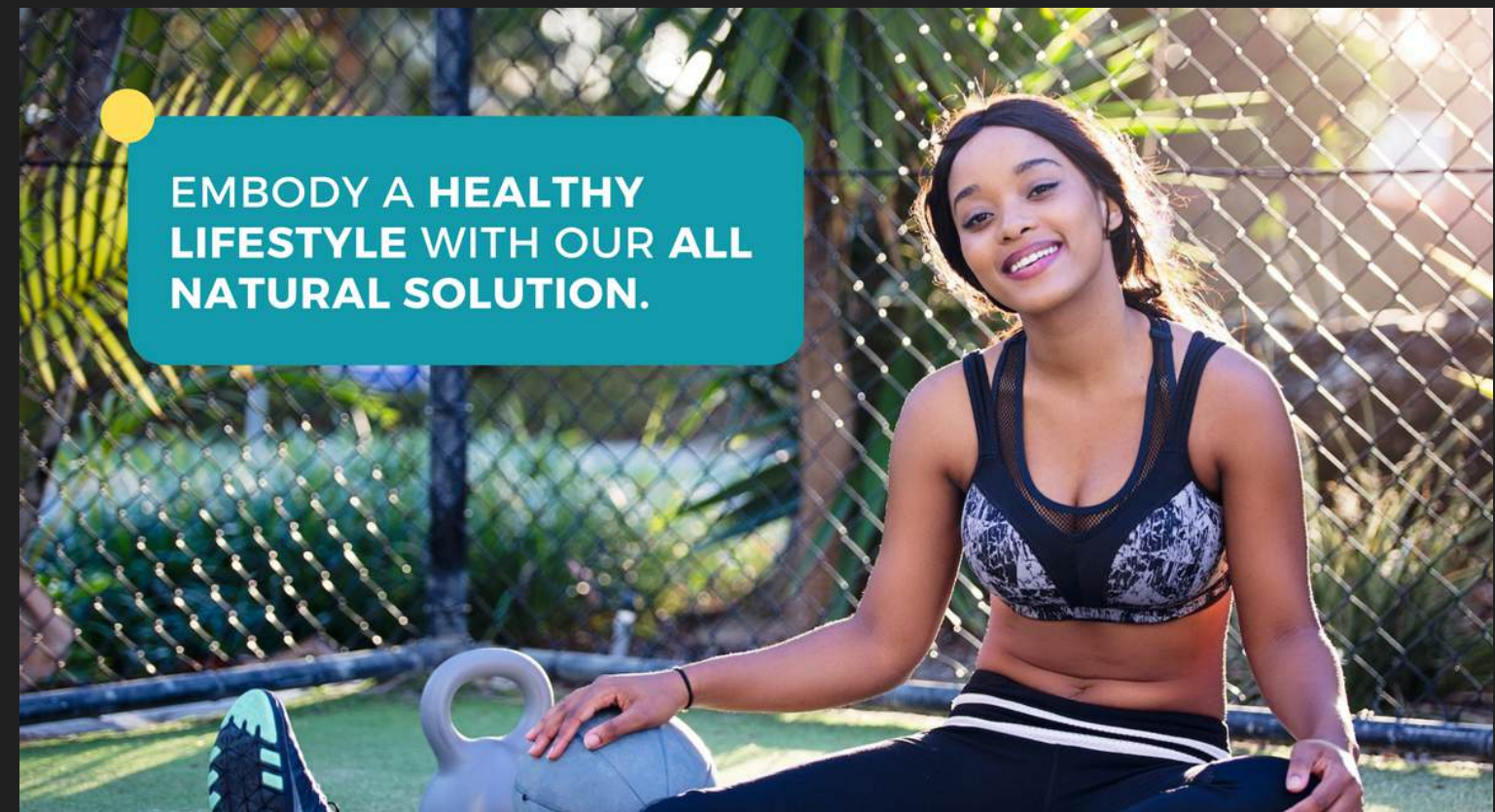


## 500 HIGH- QUALITY ACTIVE INGREDIENTS

FOR THE PRODUCTION OF OUR PRODUCTS,  
RANGING FROM UNIQUE, COMPREHENSIVE  
HERBAL PREPARATIONS TO A WIDE RANGE  
OF VITAMINS AND MINERALS, WE USE THE  
BEST, SPECIALLY SELECTED, RAW  
MATERIALS OF NATURAL ORIGIN.



EMBODY A HEALTHY  
LIFESTYLE WITH OUR ALL  
NATURAL SOLUTION.



STORE AND SOCIAL MEDIA  
CONTENT FOR CALIVITA





CITY  
GARDEN  
EST — 2022



BRAND  
IDENTITY FOR A  
LONDON BASED  
DECKING  
COMPANY,  
CITYGARDEN

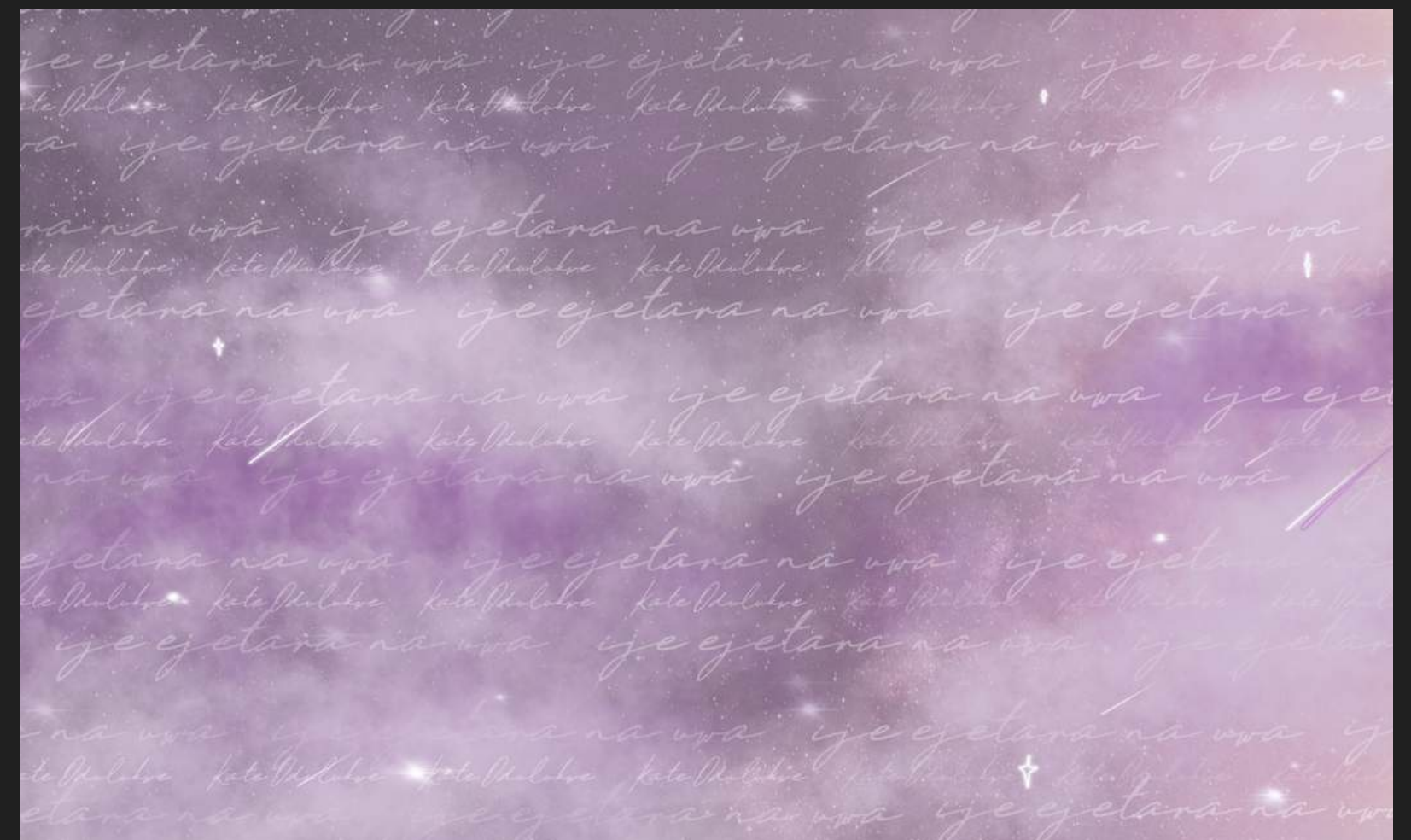




# KATE ODULUKWE



# Kate ODULUKWE



BRANDING FOR KATE ODULUKWE, SINGER/SONGWRITER





# CONTACT

If there is a project you would like to collaborate on, Let's do it! Simply contact me via Email or the contact form on my site and I will get back to you asap to discuss your project!

[SONIAVEESPHERE@GMAIL.COM](mailto:SONIAVEESPHERE@GMAIL.COM)

[SONIAVEE.COM](http://SONIAVEE.COM)