

KAROLINA ŁOBODA

TORONTO / GLOBAL / 25 YEARS

Branding for Hospitality, Culture & Lifestyle



KAROLINA LOBODA
CREATIVE DIRECTOR & BRAND STRATEGIST

I create brands that
work, grounded in strategy,
executed with strong
design, and built to last.

Blending design artistry with strategic insight, I partner with visionary startups and established icons to build brand identities that feel as good as they look. With deep experience across lifestyle, fashion and beauty, luxury, and hospitality, I bring intuition, storytelling, and intention to every project. My work goes beyond design. It's about creating a feeling, where every detail is crafted to inspire, evoke, and drive meaningful results.

Karolina Loboda is a Creative Director, Brand Designer, and Strategist with 25 years of experience building brands with meaning and precision.

Born in Warsaw and based in Toronto, my work is rooted in cultural narrative, human psychology, and a deep respect for timeless beauty. I partner with forward-thinking founders and teams to translate vision into cohesive brand systems — across digital, print, and physical environments, designed to resonate emotionally and perform strategically.

EDUCATION

SHERIDAN COLLEGE
GRAPHIC DESIGN DIPLOMA

UNIVERSITY OF TORONTO
ART & ART HISTORY

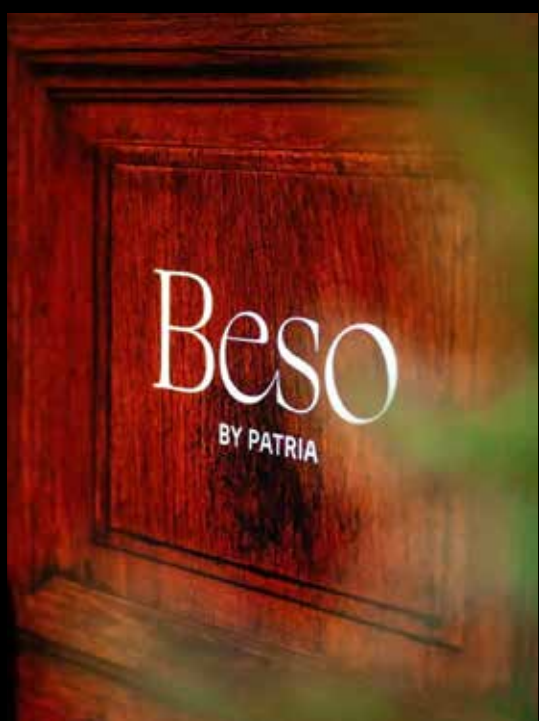
What I Offer

When you collaborate with me, you gain more than design; you gain a partner who sees the bigger picture. I help you:

- 1 DEFINE A CLEAR, STRATEGIC FOUNDATION FOR YOUR BRAND.
- 2 DESIGN TIMELESS VISUAL IDENTITIES AND SYSTEMS.
- 3 DIRECT PHOTOGRAPHY, CAMPAIGNS, AND EXPERIENCES THAT BRING YOUR BRAND TO LIFE.
- 4 ONE-TO-ONE CREATIVE LEADERSHIP.

Over the years, I've designed for global brands and innovators, including INK Entertainment Group, Tishman Speyer, Lululemon, Canada Goose, Balderton Capital, Nudestix, One of a Kind Show, LCBO, Minto Communities, Mila Yudina Design, Julie Charbonneau Design and more. My work has been recognized by Communication Arts, Graphis, Applied Arts, Mindsparkle and The Dieline, and I've served as a judge for leading design competitions.

Portfolio: Hospitality



Vinny Restaurant + Vinyl Bar

INK ENTERTAINMENT GROUP

HOSPITALITY

Vinny is a late-night restaurant and vinyl bar on trendy King Street in Toronto where shared plates and spinning records set the tone for unforgettable nights. I created the name, brand strategy, and visual identity, rooted in flow, flavour, and connection. The word mark blends retro soul with modern sophistication, while the icon echoes the soft spin of a record, clean, tactile, and effortlessly cool. Come for the food, stay for the vibe.

480 KING ST WEST TORONTO ON M5V 1L7 CANADA
YOUR NIGHT STARTS AND ENDS HERE → [VINNYTORONTO.COM](https://vinnytoronto.com)

DELIVERABLES

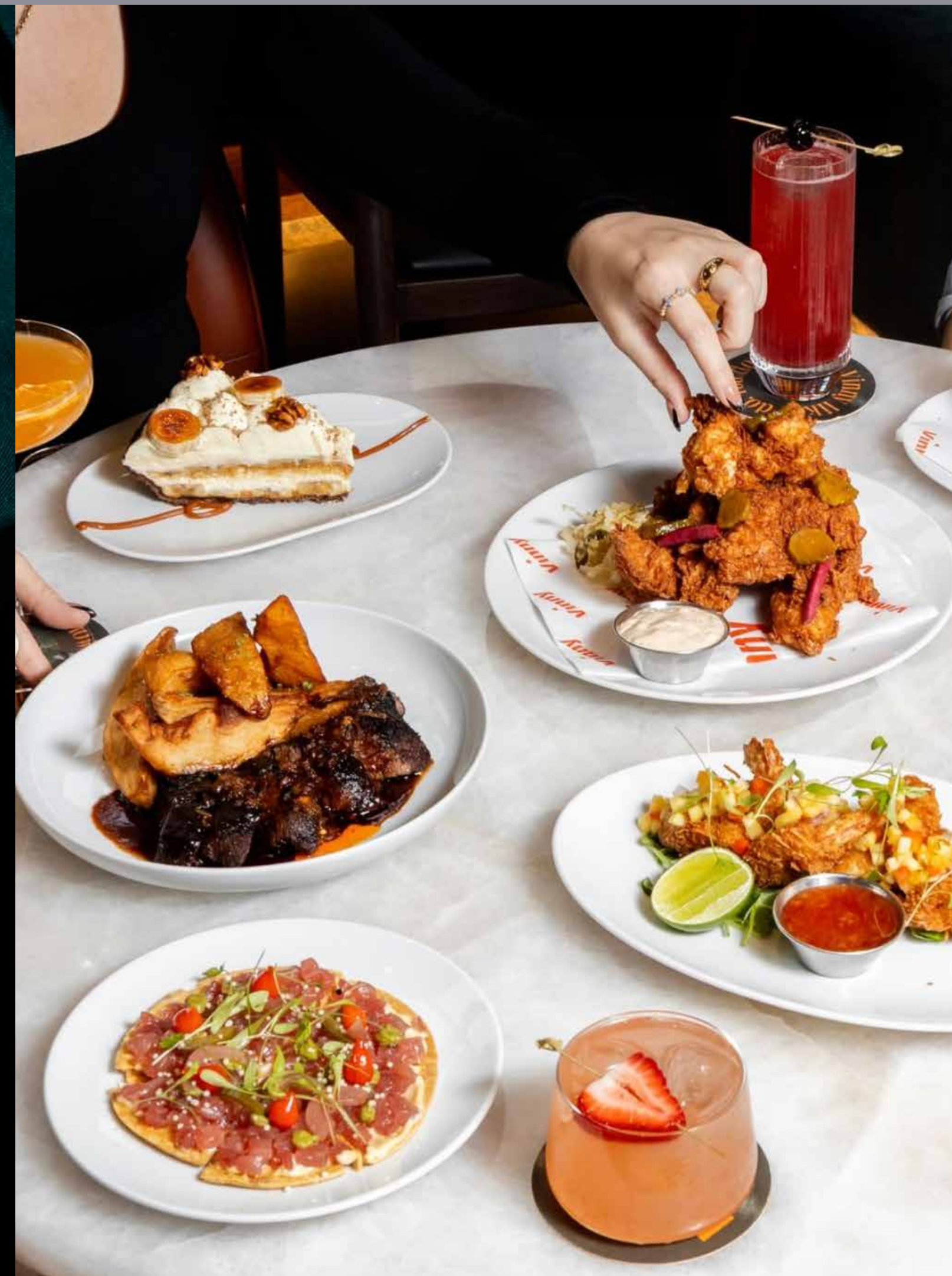
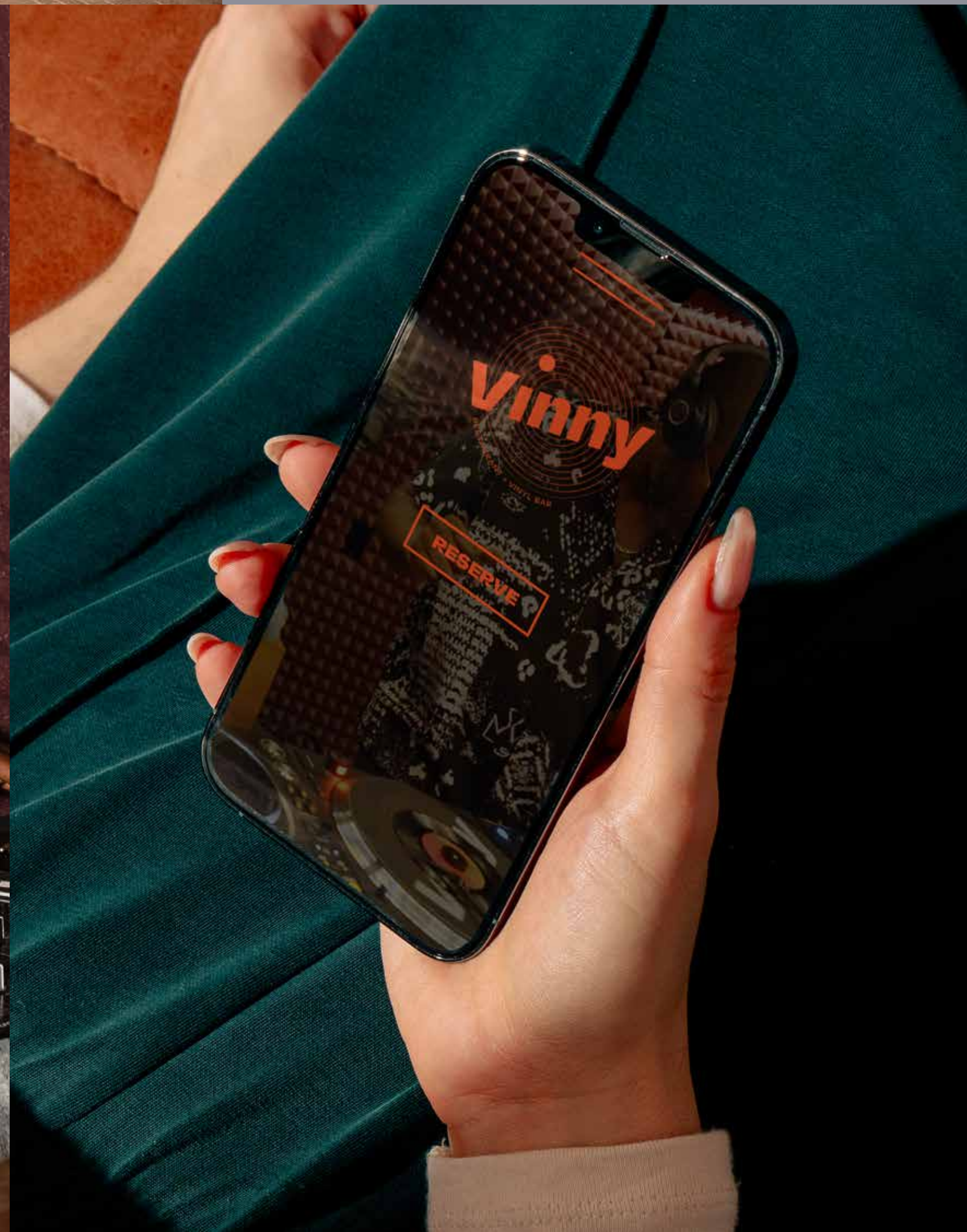
NAMING
VISUAL IDENTITY
SIGNAGE & POSTER
SOCIAL TEMPLATES
BUSINESS CARDS & COASTERS
MENU
WEBSITE DESIGN
AI PHOTOGRAPHY
COPYWRITING
STANDARD GUIDE





Your night starts
And ends here.
nm





Beso by Patria

INK ENTERTAINMENT GROUP

HOSPITALITY

Beso, meaning “kiss” in Spanish, is a sultry Toronto restaurant by INK Entertainment Group infused with Latin spirit and modern sensuality. I created the name, brand strategy, and visual identity, rooted in passion, rhythm, and emotion. A soft blush pink was chosen as the signature colour to signal warmth, human connection, and intimacy, a visual shorthand for the feeling of being drawn in, staying longer, and sharing. The word mark transforms each letter into a metaphor for the dining experience, while the heart icon captures the magnetic pause before a kiss.

478 KING ST W TORONTO ON M5V 1L7 CANADA
A KISS OF SPAIN IN EVERY BITE

DELIVERABLES

NAMING
STRATEGY
VISUAL IDENTITY
OUTDOOR POSTER
STANDARD GUIDE
COPYWRITING
AI PHOTOGRAPHY





Dzô Việt Eatery

VIETNAMESE STREET FOOD

HOSPITALITY

Dzo Viet Eatery is an authentic Vietnamese street food restaurant in the heart of Toronto, and across from the Art Gallery of Ontario. The brand identity was inspired by the busy streets of Vietnam. The typography mimics the busy roads, and the diamond-shape echoes the classic Vietnamese lantern. Colours such as the teal blue and yellow remind us of the French colonial influence in the food recipes present to this day. The overall concept was to bring the street vibe of Vietnam to the inside of the 3,000 square foot restaurant.

308 DUNDAS ST W TORONTO ON M5T 1G5 CANADA

DELIVERABLES

STRATEGY

VISUAL IDENTITY

MENU

BUSINESS CARDS

SIGNAGE

INTERIOR DESIGN COLLABORATION

STICKERS

COASTERS





Archive

EVENT COMPANY

HOSPITALITY

KAROLINALOBODA.COM

Archive is an emerging Toronto-based event company that curates immersive experiences rooted in nostalgia and storytelling. I created the brand strategy and visual identity, designed to feel timeless, intentional, and quietly bold. The wordmark features custom typography, and the photo treatment reflects the duality of past and present, evoking memory, meaning, and emotion.

CURATING MOMENTS WORTH PRESERVING → [ARCHIVEEVENTS.COM](https://archiveevents.com)

DELIVERABLES

NAMING

VISUAL IDENTITY

STRATEGY

WEBSITE DESIGN / DEVELOPMENT

STATIONERY

PROMOTIONAL

SOCIAL MEDIA TEMPLATES

COPYWRITING

ARCHIVE



Amuse

ARTFUL TABLESCAPES

HOSPITALITY

Amuse Catering is a boutique Toronto-based catering brand that transforms eating into an artful experience. Rooted in the belief that food should delight every sense, Amuse creates bespoke menus and artful tablescapes that merge culinary craftsmanship with elegant design. The typographic word mark, with its extended spacing, evokes a long table, while the letter forms convey quality and luxury. The icon symbolizes an abstract tablescape, capturing the artistry and harmony at the heart of the Amuse experience.

EAT BEAUTIFULLY → [AMUSECATERING.CA](https://amusecatering.ca)

DELIVERABLES

STRATEGY

VISUAL IDENTITY

WEBSITE DESIGN / DEVELOPMENT

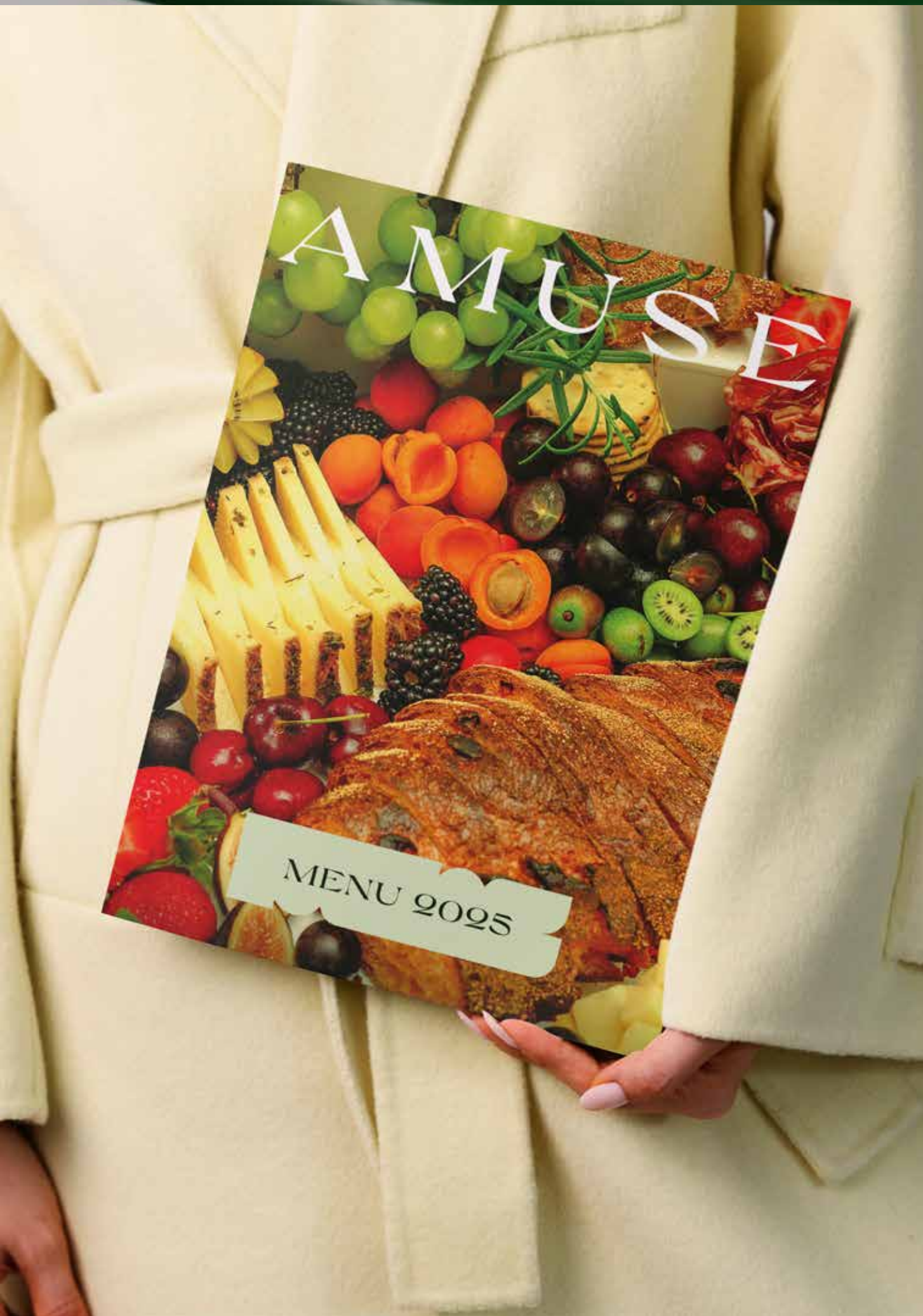
BROCHURE

SIGNAGE

SOCIAL MEDIA TEMPLATES

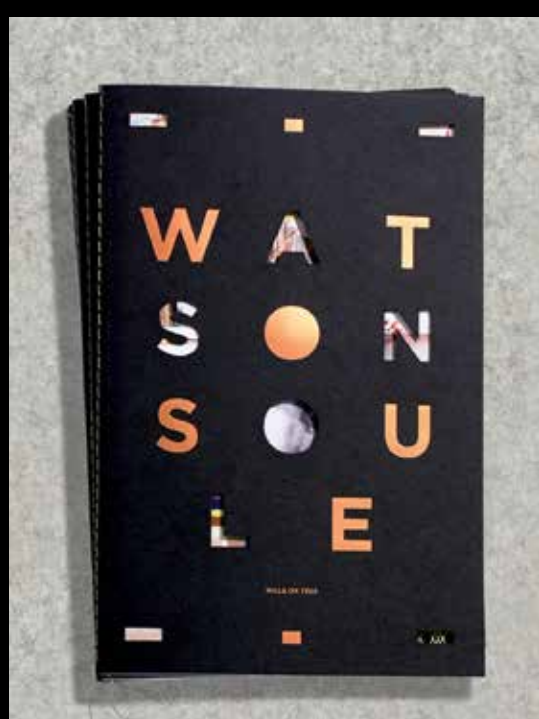
SWAG





Portfolio: Lifestyle

KAROLINALOBODA.COM



Mila Yudina Design

RESIDENTIAL & COMMERCIAL

INTERIOR DESIGN

International interior designer Mila Yudina engaged me to create a new brand identity that reflects her philosophy of interiors as **Functional Sculpture**. With offices in Toronto and Miami, Mila's practice spans residential, commercial, and product design, and her vision called for a brand that could embody exclusivity, tactility, and sculptural restraint. The challenge was to create a visual language as timeless and elevated as her interiors, while ensuring it could flex across both client-facing platforms and a future collection of furniture and tiles.

FUNCTIONAL SCULPTURE → [MILAYUDINADESIGN.COM](https://milayudinadesign.com)

DELIVERABLES

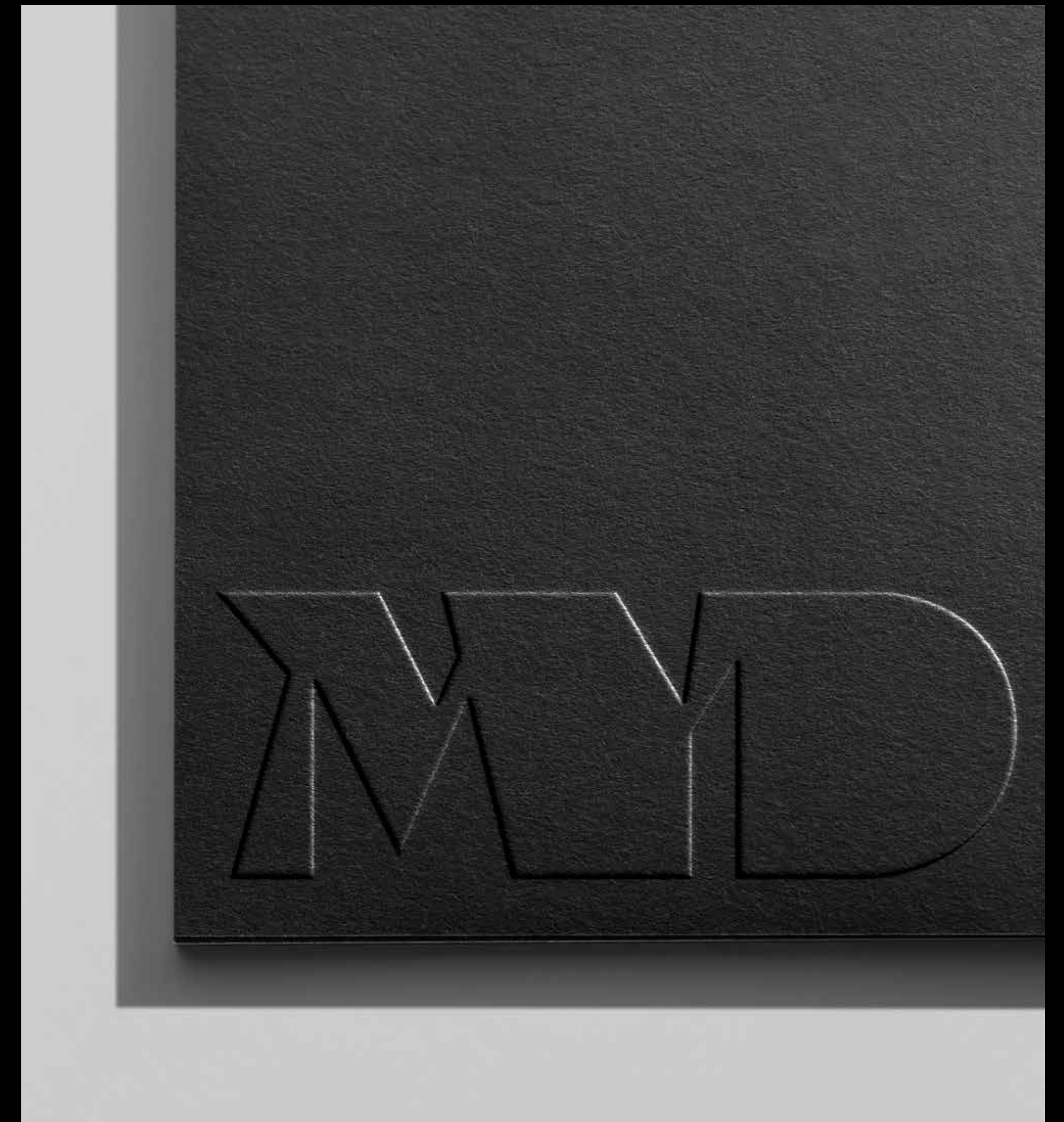
STRATEGY

LOGO DESIGN

WEBSITE DESIGN

BUSINESS CARDS

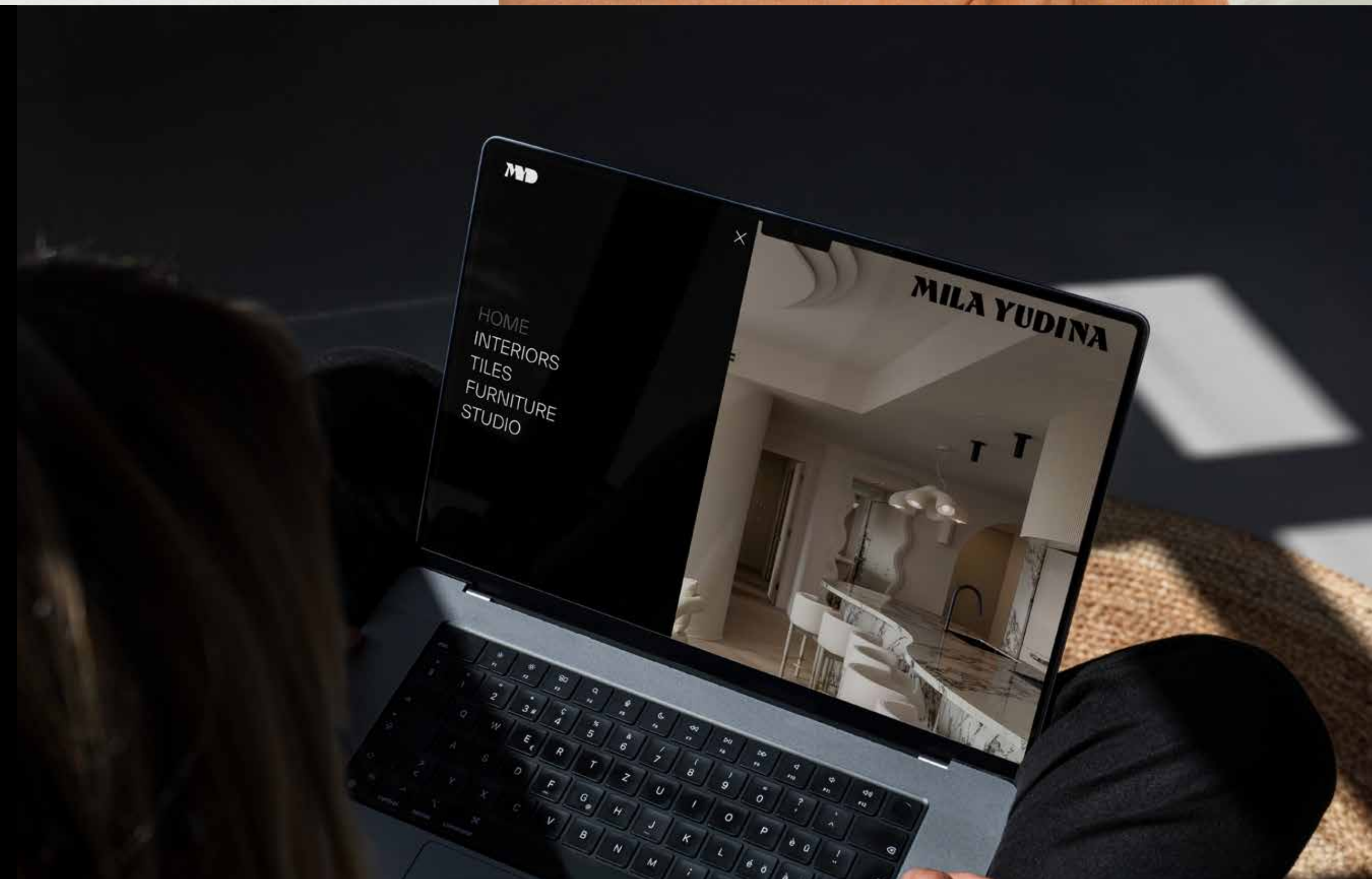
PROMOTIONAL







MILA YUDINA



Julie Charbonneau Design

LUXURY RESIDENTIAL

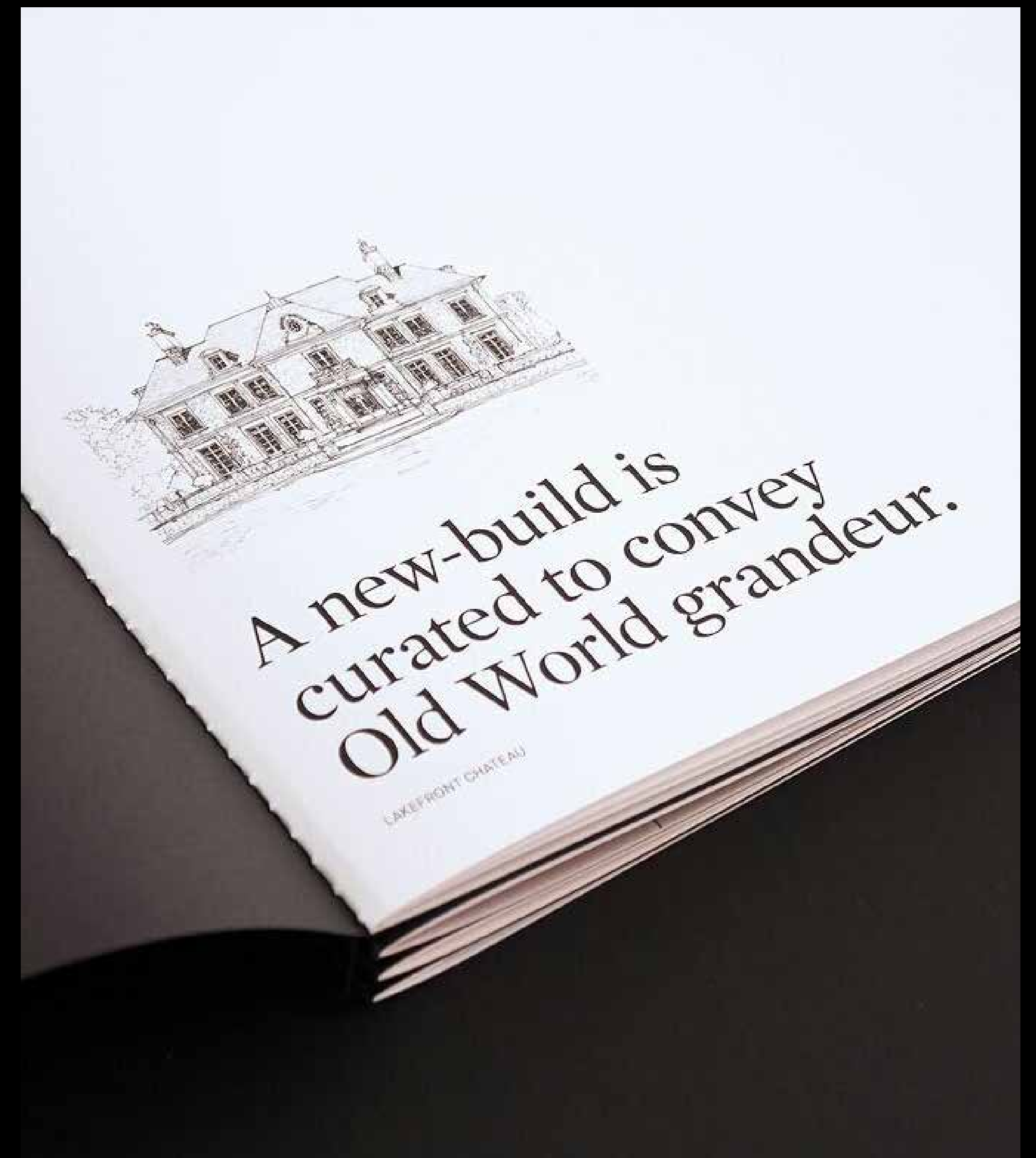
INTERIOR DESIGN

Toronto-based Julie Charbonneau Design (JCD) is a well-known luxury residential interior design studio with an impressive list of affluent and loyal clients. JCD needed a promotional package to attract new prospects. A high-end kit was designed which included various foils, sewn binding, various stock textures, custom pale pink-ribbon and eyelet closure on the folder flap. Also developed solid copywriting and custom creative photography to complete the package.

MAKE LIVING AN ART

DELIVERABLES

STRATEGY
ART DIRECTION
COPYWRITING
FOLDER DESIGN
COMPANY BROCHURE
10 PROJECT BROCHURES
PRINT MANAGEMENT





Watson Soule

RUG CATALOGUE

INTERIOR DESIGN

Watson Soule (now Studio Watson) needed a rug catalogue that would do justice to the expressive range of its rug collections and commissioned works while highlighting its artistic background, services, and processes. WALK ON THIS showcases the stunning handcrafted designs that embody the artistic vision of Canadian artist Janna Watson.

DELIVERABLES

STRATEGY
COPYWRITING
BROCHURE DESIGN
PRINT MANAGEMENT
PRESS APPROVALS





123 Portland

MINTO COMMUNITIES

REAL ESTATE DEVELOPER

123 Portland by Minto blends classical Parisian building traditions with Toronto's urban landscape in the midst of electric King West. Four luxury brochures were designed to promote the building's four Penthouses. Luxury printing finishes featuring foils and die cuts were used to complement the unit's luxury finishes. White brochure cover was used to identify the most expensive unit in the building.

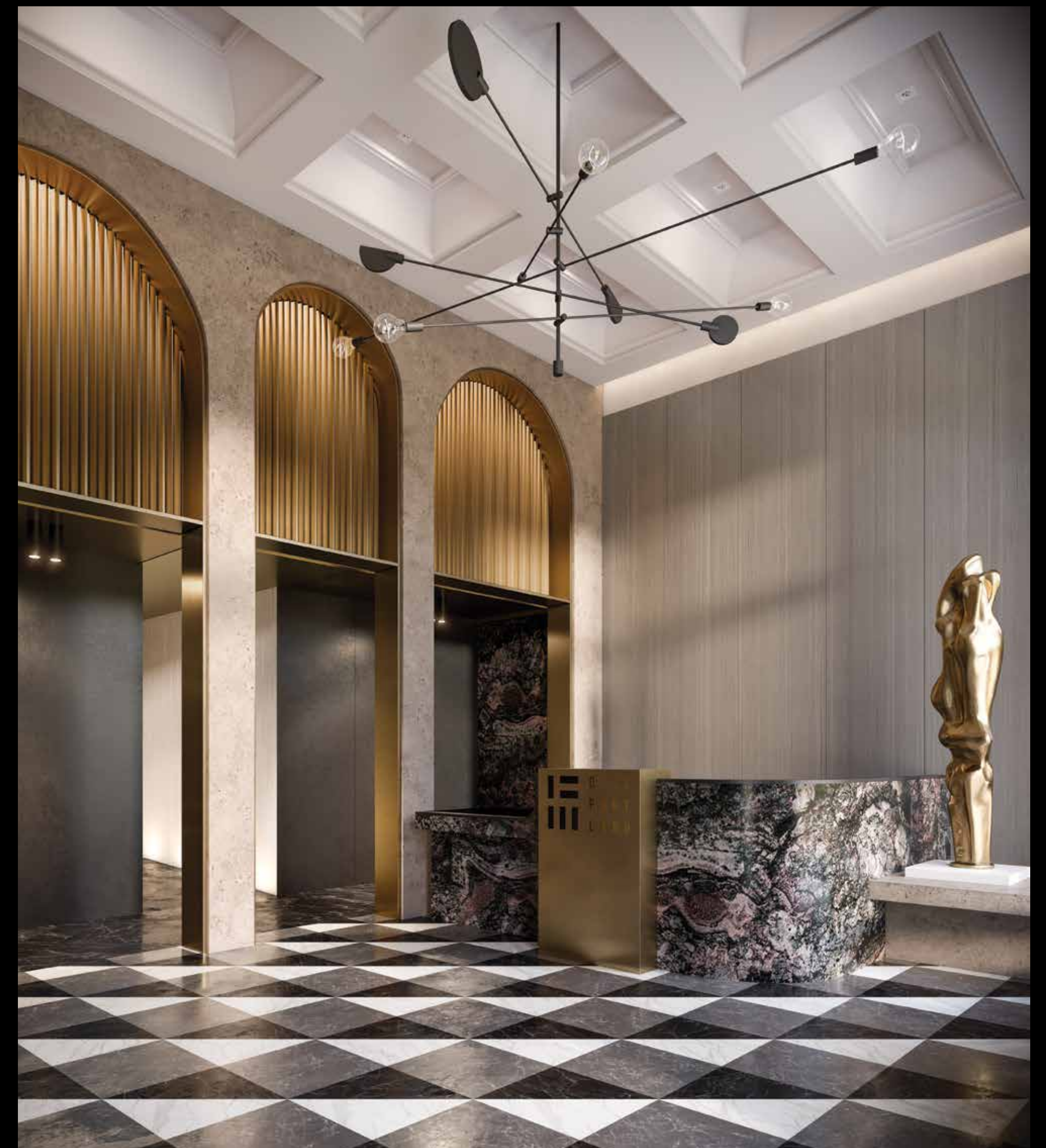
DELIVERABLES

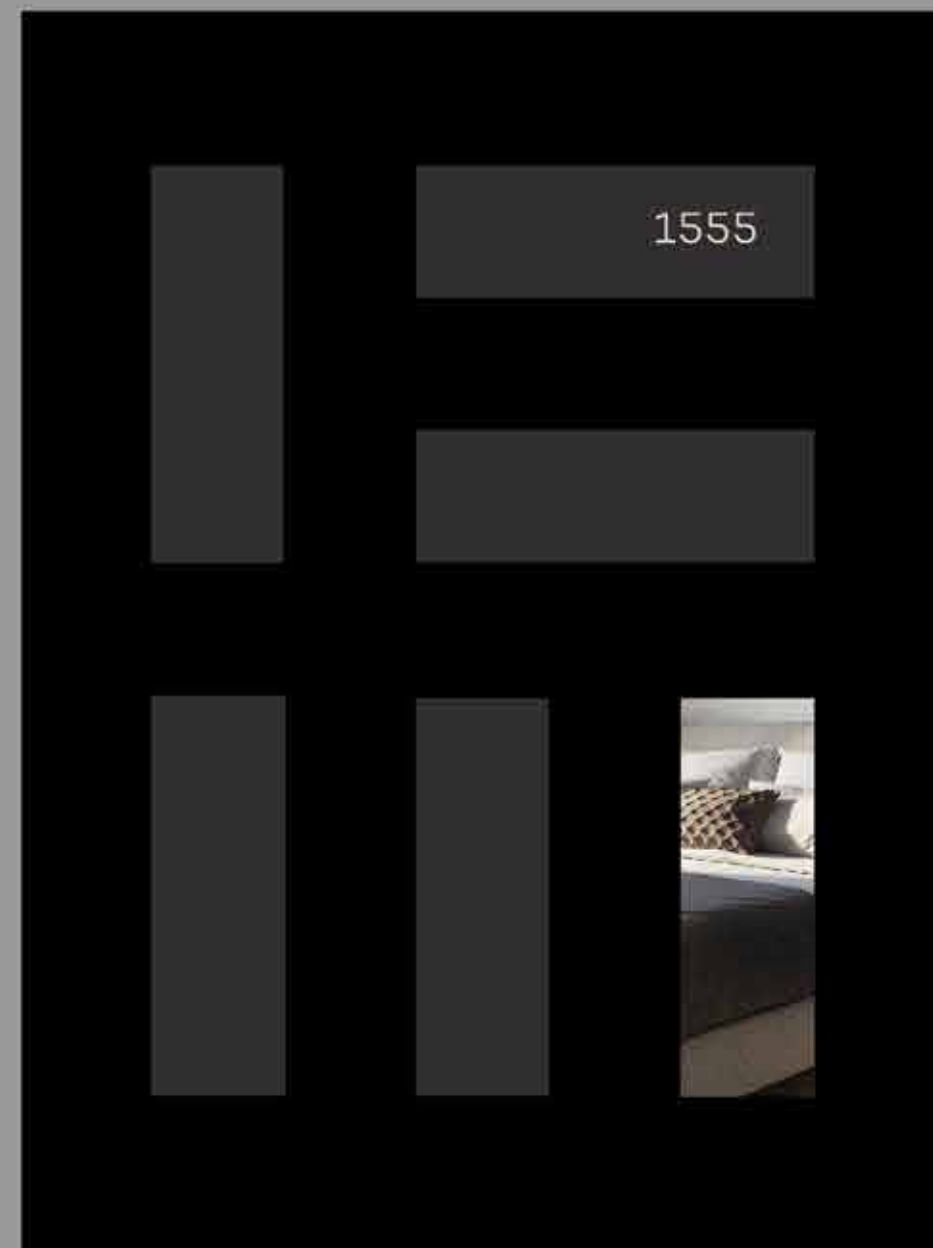
STRATEGY

4 BROCHURES

PRINT MANAGEMENT

PRESS APPROVAL





Morgan Clayhall

FURNITURE

ARTS & CULTURE

Since 2016, Morgan Clayhall has played with the intersection of art in furniture design creating a collection of work that has garnered attention from the world's most prestigious designers and graces curated homes worldwide. The play on the intersection is also found in the company name Morgan Clayhall. The founders, Duncan and Tabachnik, met in high school in Toronto. The name of their collaboration derives from the streets of their childhood homes, Morgan Ave and Clayhall Crescent, and emphasizes the designers' attachment to their native city.

DELIVERABLES

STRATEGY

VISUAL IDENTITY

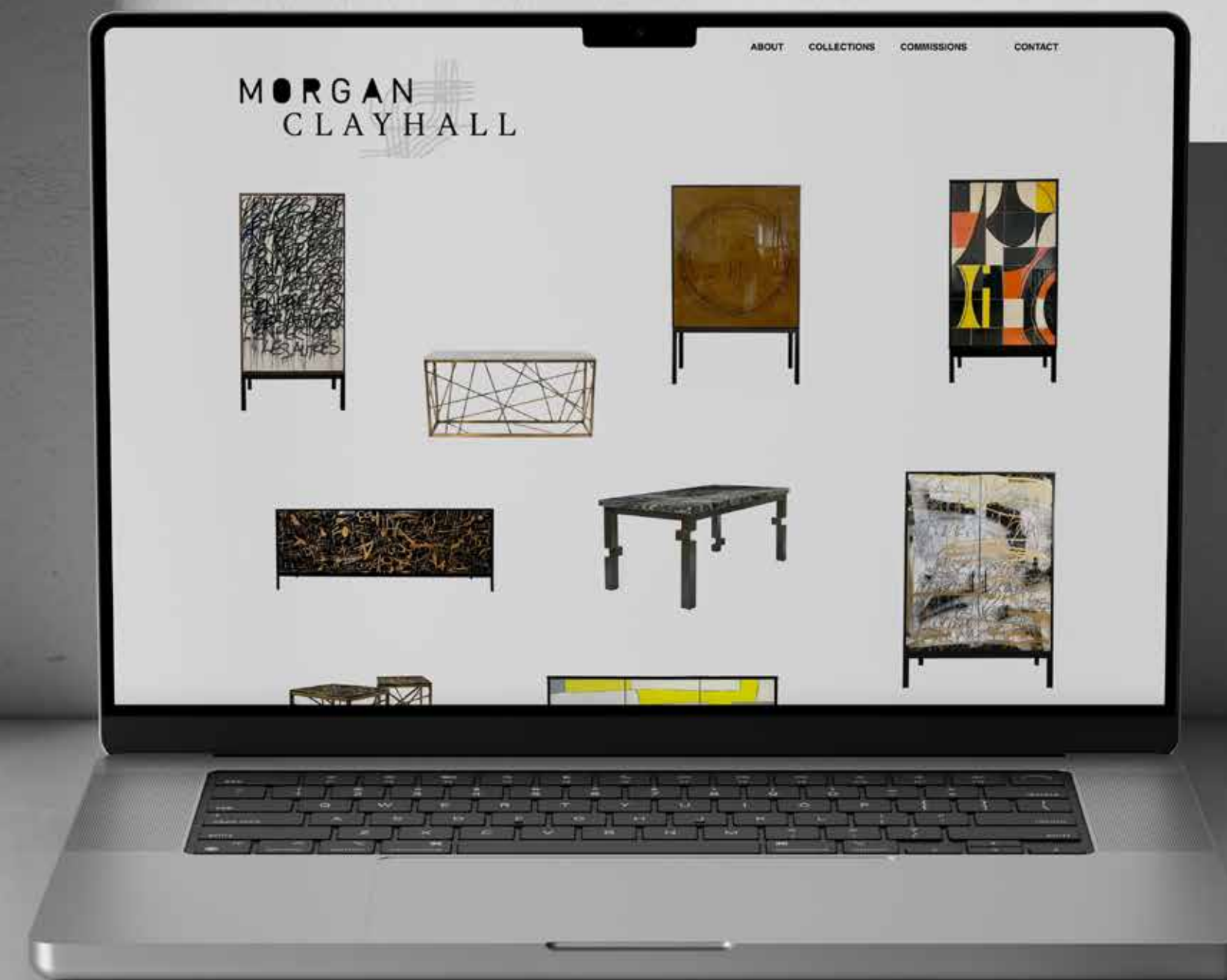
WEBSITE

SIGNAGE

SWAG



MORGAN
CLAYHALL



MORGAN
CLAYHALL



FURNITURE + ART — EST 2016

Studio Lekka

INTERIOR DESIGN

LIFESTYLE

A refined identity for a Toronto-based interior design studio rooted in art, architecture, and fashion.

The brand was designed to feel quiet, timeless, and architectural, with a custom wordmark inspired by ancient letterforms found in Italy and Greece. Subtle cuts and missing details give the typography a carved, sculptural quality, while the scattered letter icon reflects the interior design process — references, materials, textures, and ideas coming together to form something intentional. A restrained palette of charcoal grey and warm cream completes the identity with elegance, softness, and restraint.

STUDIO-LEKKA.CA

DELIVERABLES

STRATEGY

VISUAL IDENTITY

WEBSITE

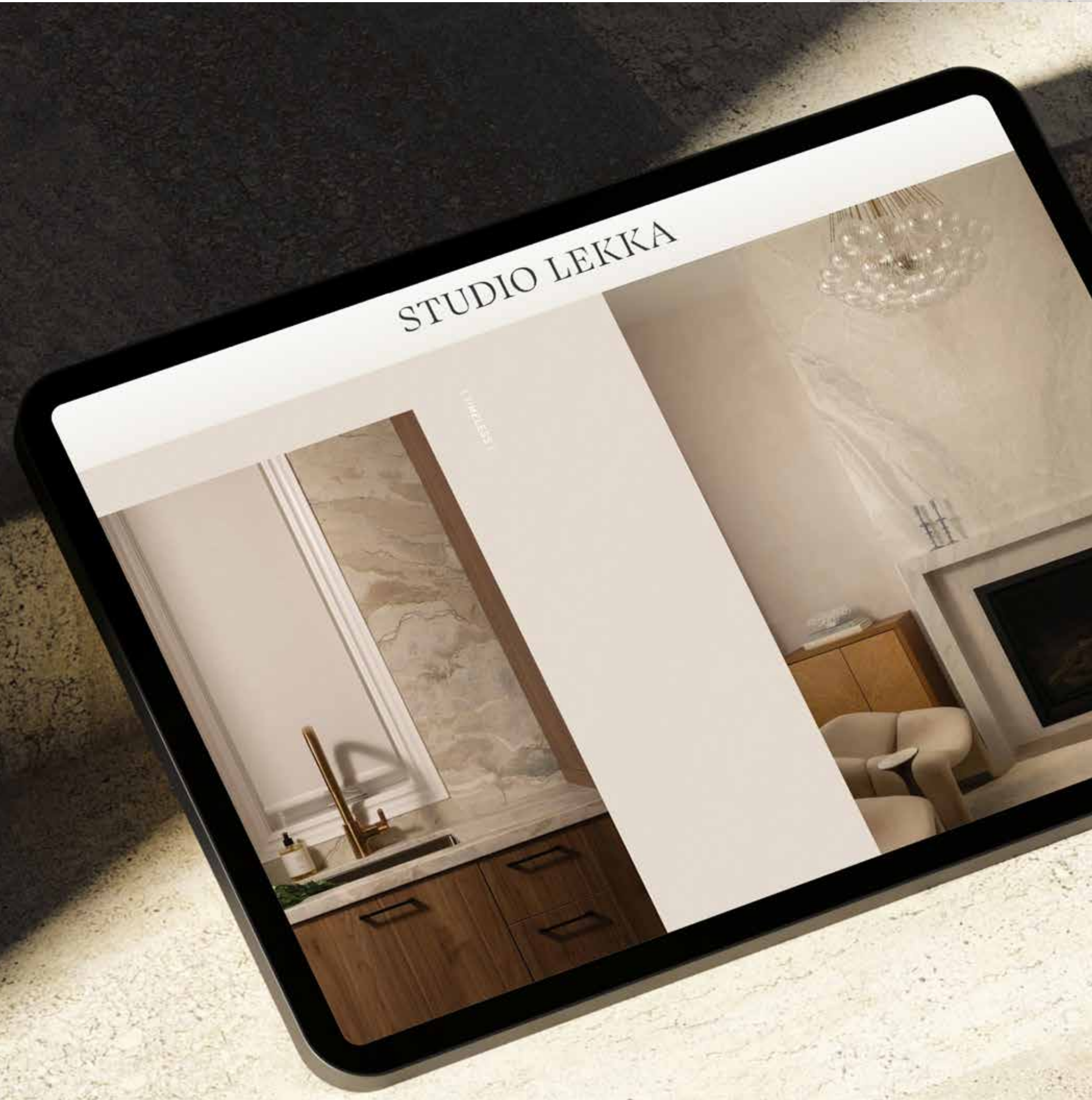
BUSINESS CARD

TOTE BAG

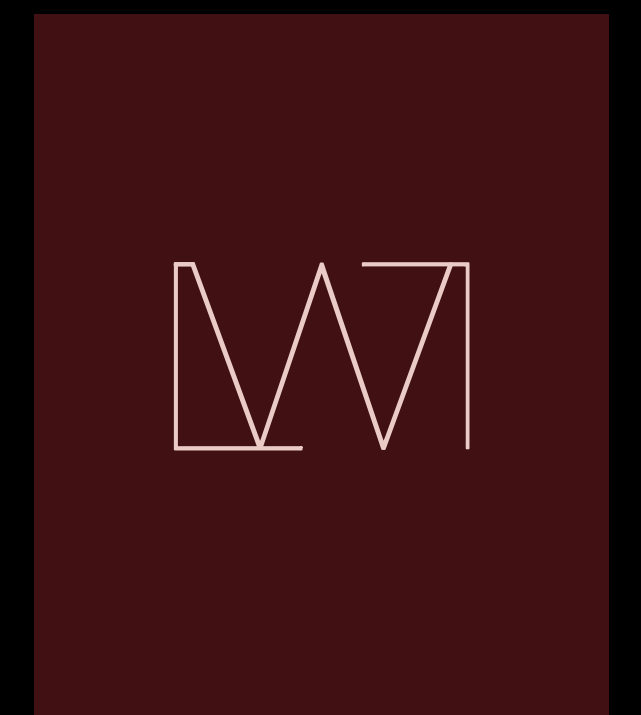
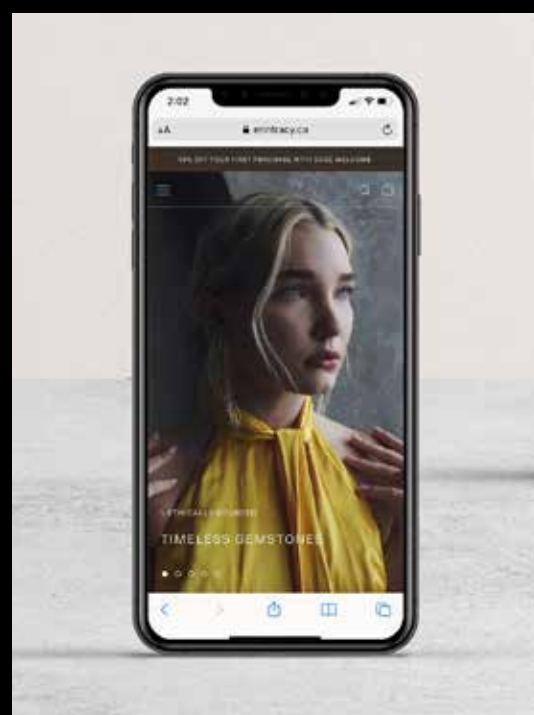
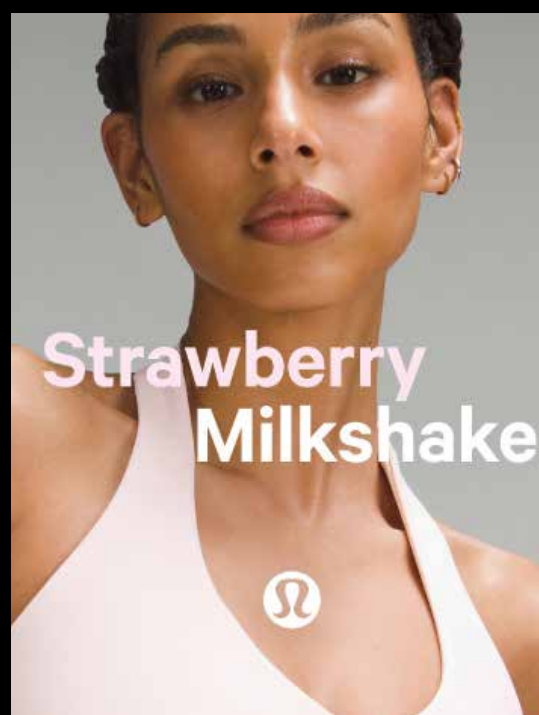


STUDIO LEKKA

D
T I
S U O
E K
L A
K



Portfolio: Fashion



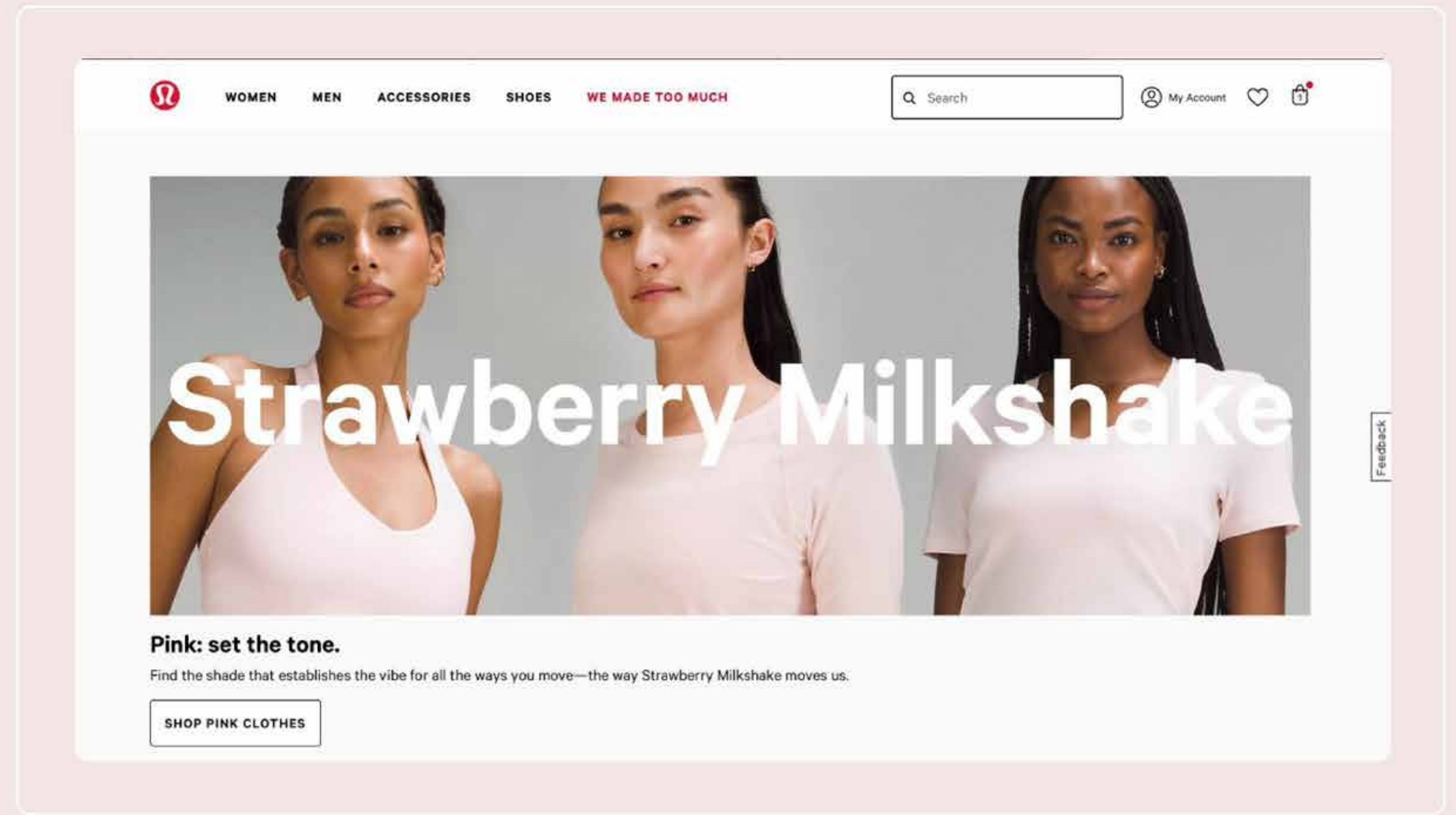
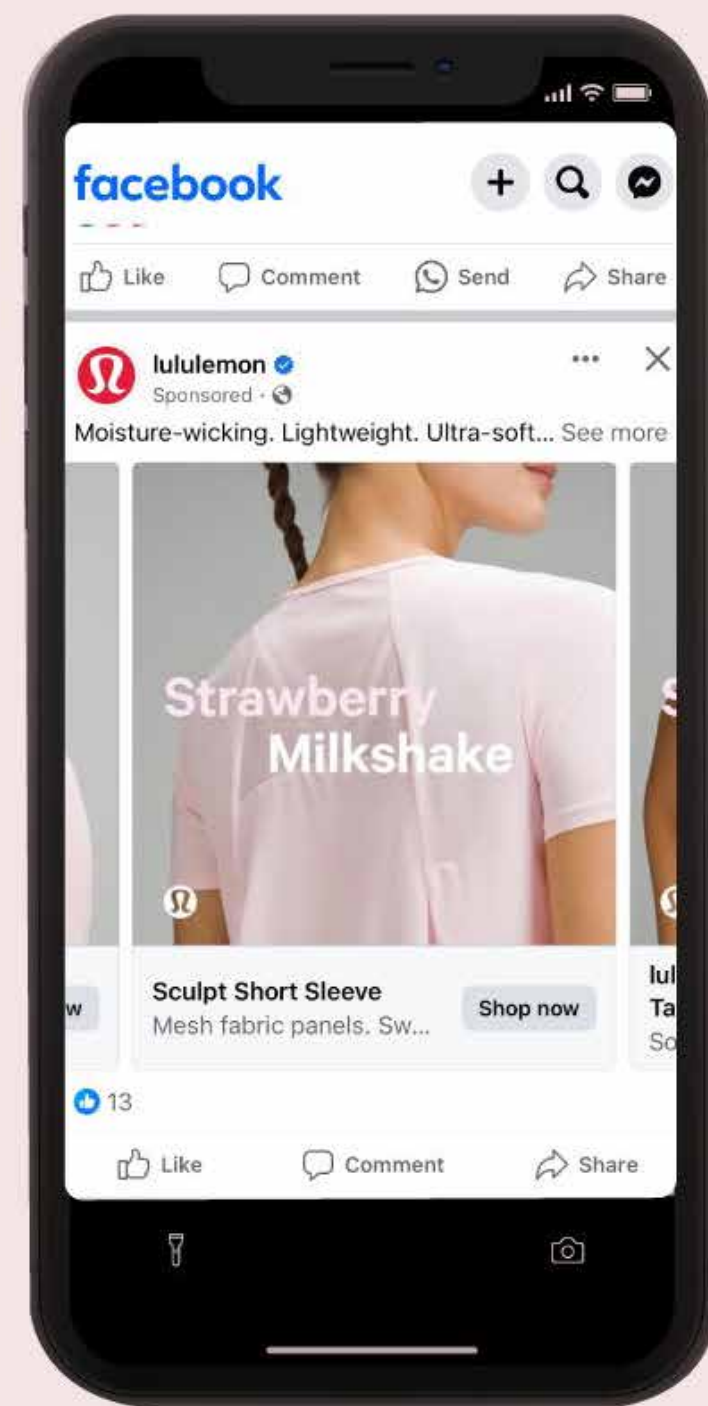
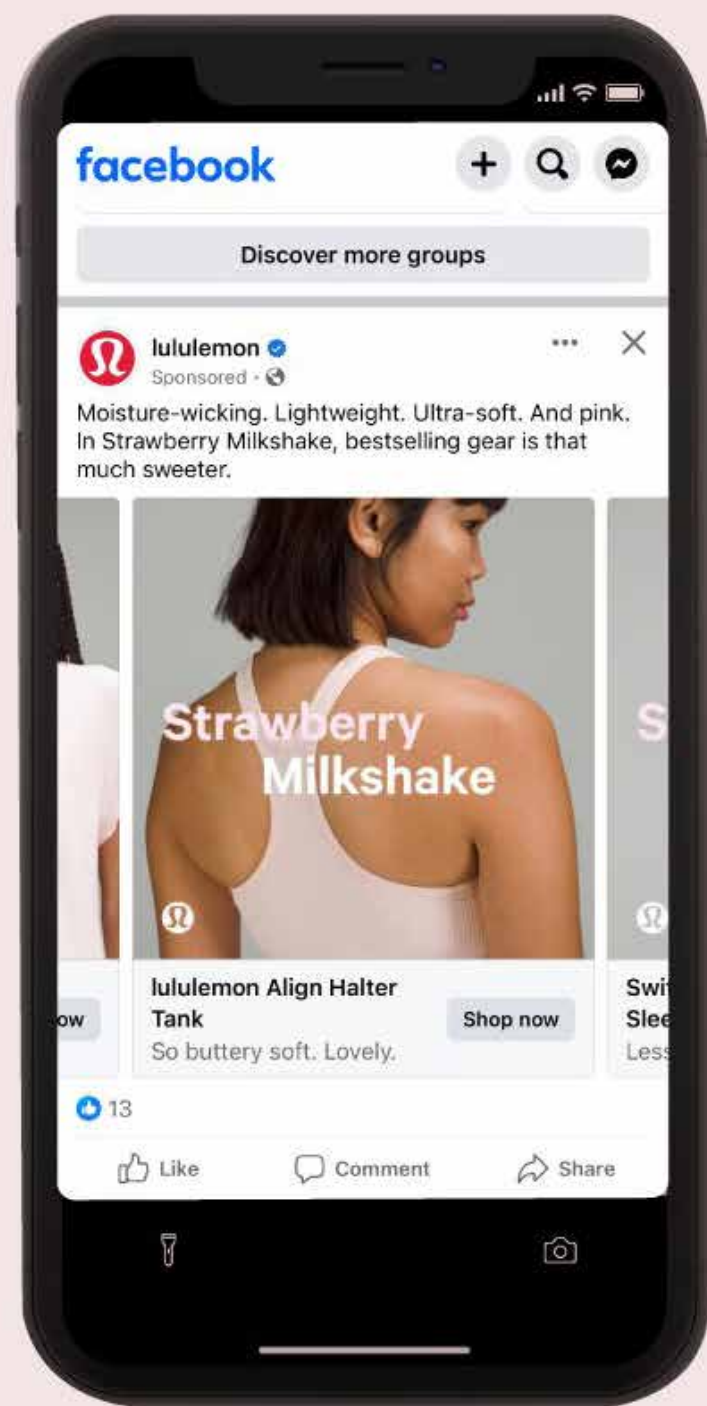
Lululemon Strawberry Milkshake SOCIAL MEDIA CAMPAIGN

FASHION

Launched in Q4, Lululemon wanted to promote all the pink styles they have available, and best-selling styles now available in Strawberry Milkshake. Working with the corporate typeface Calibre, the paid social creative celebrated this with a playful typeface alignment and subtle use of the Strawberry Milkshake hue in the type treatment. The creative was used across various e-commerce and paid social media channels to drive sales of Strawberry Milkshake and other pink styles. The e-commerce design was modified to match the look of the online brand aesthetic with the text in white only and a bolder use on imagery.

DELIVERABLES
CAMPAIGN DESIGN





Erin Tracy

BRIDAL & FINE JEWELRY

FASHION

A luxury designer Erin Tracy makes Bridal and Fine Jewelry in a broad range of styles. Some pieces are opulent, some classic and some modern. The challenge was to capture her formidable range in a brand that reflects her unifying sensibility. A series of slashes was created to invoke diamonds, gems and stones and subtle pastel inks to represent the natural world from which gems derive. The slash in the word mark mimics the pattern and cut of gemstones, particularly diamonds.

MODERN HEIRLOOMS → [ERINTRACY.CA](https://erintracy.ca)

DELIVERABLES

STRATEGY

VISUAL IDENTITY

E-COMMERCE SHOPIFY WEBSITE

STATIONERY

PACKAGING

SIGNAGE

ART DIRECTION

CRM

CAMPAIGNS

ADVERTISING

ER\N TRACY



Canada Goose Generations

CANADA GOOSE

FASHION

Designed with purpose and informed by the rugged demands of the Arctic, Canada Goose products are made with the highest quality materials and craftsmanship, to protect you in some of the most extreme weather conditions. Launching in 2023 Canada Goose Generations allows customers to shop pre-loved pieces that deserve to continue their journey. I was hired to design the heritage pattern re-imagining the old and making it new.

DELIVERABLES

STRATEGY

ILLUSTRATION

PATTERN DESIGN

PACKAGING



CANADA GOOSE

GENERATIONS

Every Canada Goose product is made with the highest quality materials. Through Canada Goose Generations, we keep quality pieces in circulation and extend their lifetime - bringing our commitment to sustainability and uncompromising craftsmanship right to your closet.

Opelle

LUXURY HANDBAGS

FASHION

Opelle Creative was founded in 2010 by designer Amy Malcolm with an emphasis on function and authenticity, every Opelle bag is thoughtful, responsible, and unique. The Opelle word mark employs a completely modernized traditional serif typeface reflecting an accessory line trifecta of intrinsic elements that are most important in a luxury item: quality, style, and functionality each balanced in perfect harmony. The identity positions Opelle as a meaningful, thoughtful maker with the quality and creativity to compete at the highest levels. Each handbag is made by hand in small batches in Toronto using leather from ethically sourced manufacturers in Europe.

→ [OPELLECREATIVE.COM](https://opellecreative.com)

DELIVERABLES

STRATEGY

VISUAL IDENTITY

BUSINESS CARDS & HANG TAGS

INTERIOR BAG LABELS

SIGNAGE

SHOPIFY WEBSITE DESIGN





Pratima

RESORT WEAR

FASHION

Pratima embodies a bohemian sensibility that is sleek, sensual, and sun-soaked. Designed in Toronto by Pratima, a world traveler shaped by the beaches of her youth, the collection blends the sultry ease of South America and Miami with a refined, modern edge. Each look balances influences from the exotic East and the tropical West. A turquoise blue palette evokes the ocean, while the typography curves into a subtle sunset silhouette; that same wave rhythm is echoed in the icon, creating a cohesive logo that feels fluid and coastal. Our campaign was photographed at the Aga Khan Museum gardens in Toronto.

→ [PRATIMARESORTWEAR.COM](https://pratimaresortwear.com)

DELIVERABLES

STRATEGY

VISUAL IDENTITY

STATIONERY & HANGTAGS

SHOPIFY WEBSITE

ART DIRECTION

TISSUE PAPER / TAPE / STICKERS

COPYWRITING





Valentine Rouge

JEWELRY

FASHION

Old-world inspired Neo-Baroque jewelry designed to transport you to another time and place, Valentine Rouge blends the decadent luxury of a golden age with modern femininity. The brand identity was crafted to balance extravagance with elegance and prestige, anchored by a hummingbird motif drawn from Baroque iconography. Baroque-era patterning, an ornate custom typeface, and gold and metallic ink finishes complete the world, designed deliberately for Valentine Rouge's core mid-40s clientele.

DELIVERABLES

STRATEGY

VISUAL IDENTITY

SHOPIFY WEBSITE DESIGN

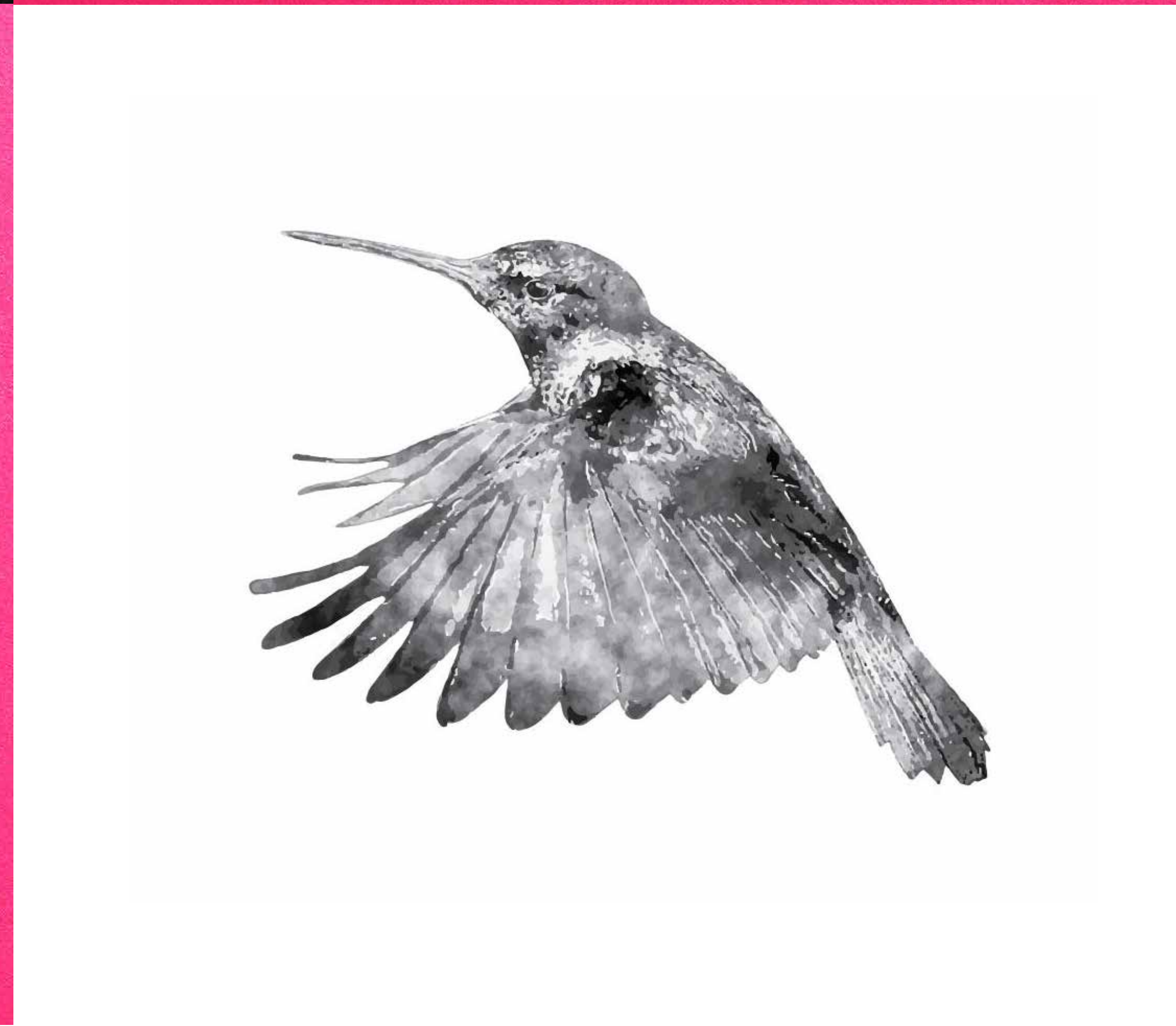
STATIONERY

HANG TAGS

BAGS

ART DIRECTION







Biko

JEWELRY

FASHION

KAROLINALOBODA.COM

Biko Jewelry is a modern jewelry brand rooted in vintage soul. I created the brand identity and visual world, from the website and look books to packaging collateral and the tagline, to balance two truths at once: timeless nostalgia and bold contemporary confidence. The system pairs refined typography and editorial restraint with rich texture, creating a cohesive experience across print and digital. The result is a brand that feels collected, elevated, and unmistakably Biko.

MODERN NOSTALGIA → [ILOVEBIKO.COM](https://ilovebiko.com)

DELIVERABLES

STRATEGY

VISUAL IDENTITY

STATIONERY

SIGNAGE

PACKAGING

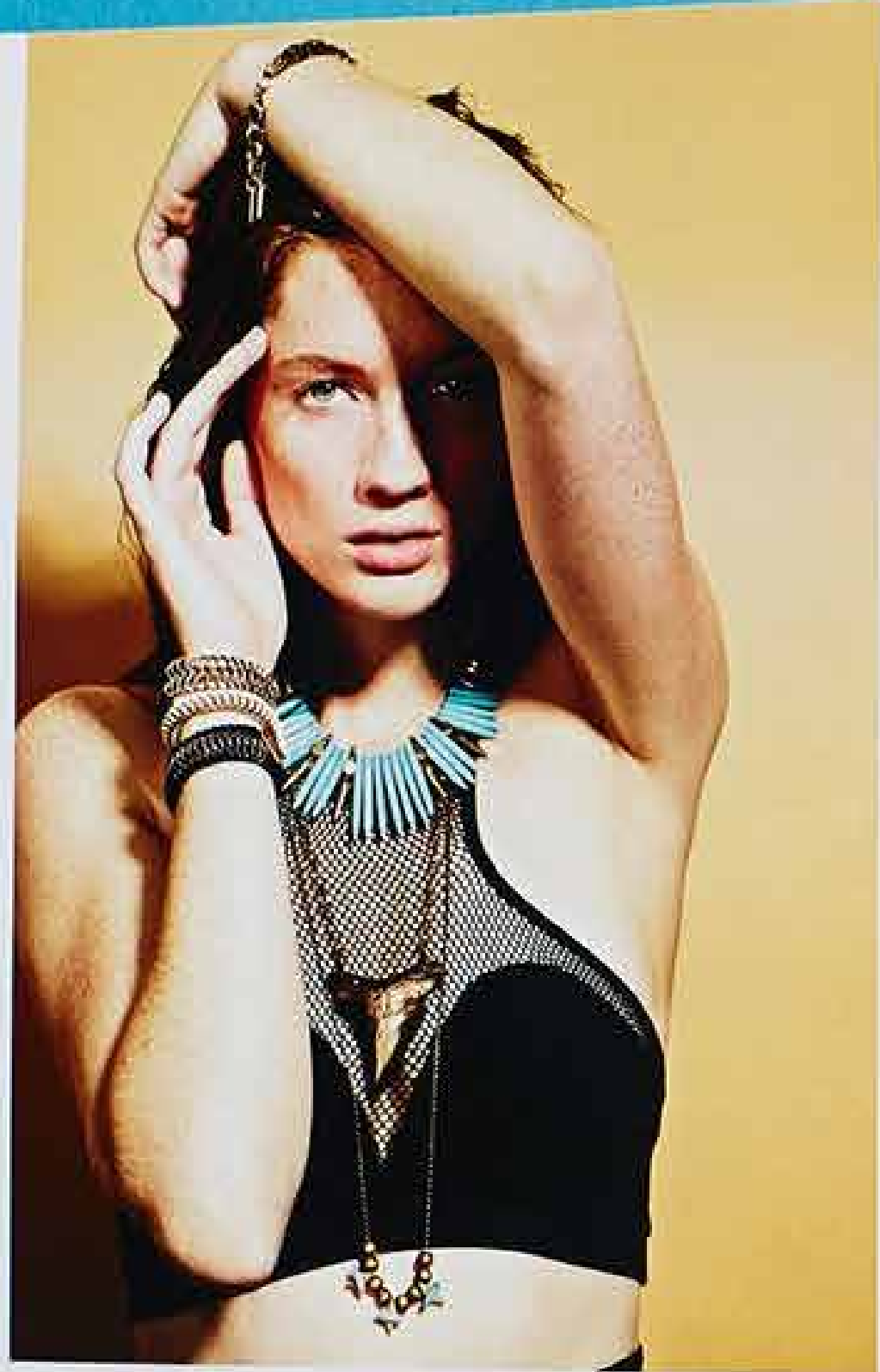
SHOPIFY WEBSITE

LOOK BOOKS

ART DIRECTION

Biko





Biko

Lauren Walker Lee

PERSONAL STYLIST

FASHION

KAROLINALOBODA.COM

Lauren Walker Lee (LWL) is a personal stylist with a sharp, editorial point of view, curating wardrobes with intention, confidence, and ease. The identity is designed to feel fashion-forward yet timeless. A bold, high-contrast wordmark makes her name the hero, clean, commanding, and immediately credible. The LWL monogram functions like a designer stamp: built from her initials, the repetition of the L creates a refined symmetry in a crisp, geometric form, minimal, memorable, and unmistakably hers.

LAURENWALKERLEE.COM

DELIVERABLES

STRATEGY

VISUAL IDENTITY

WEBSITE DESIGN

TOTE BAG

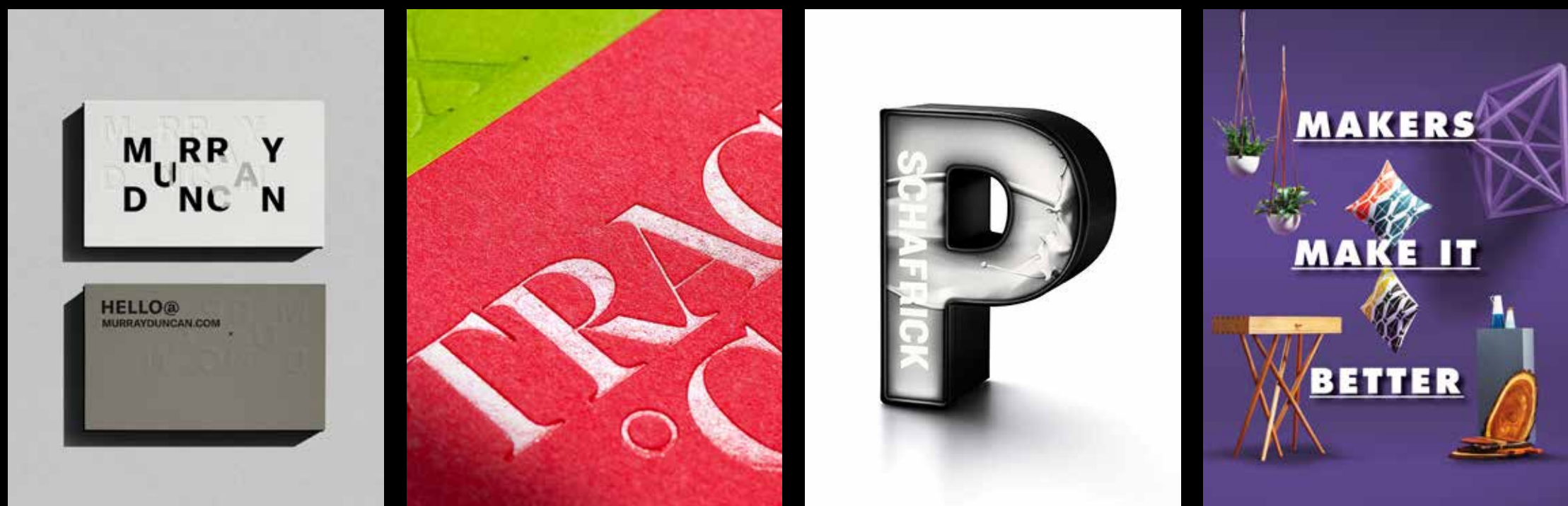
BUSINESS CARD

LABEL

LAUREN WALKER LEE



Portfolio: Arts & Culture



Murray Duncan

ABSTRACT ARTIST

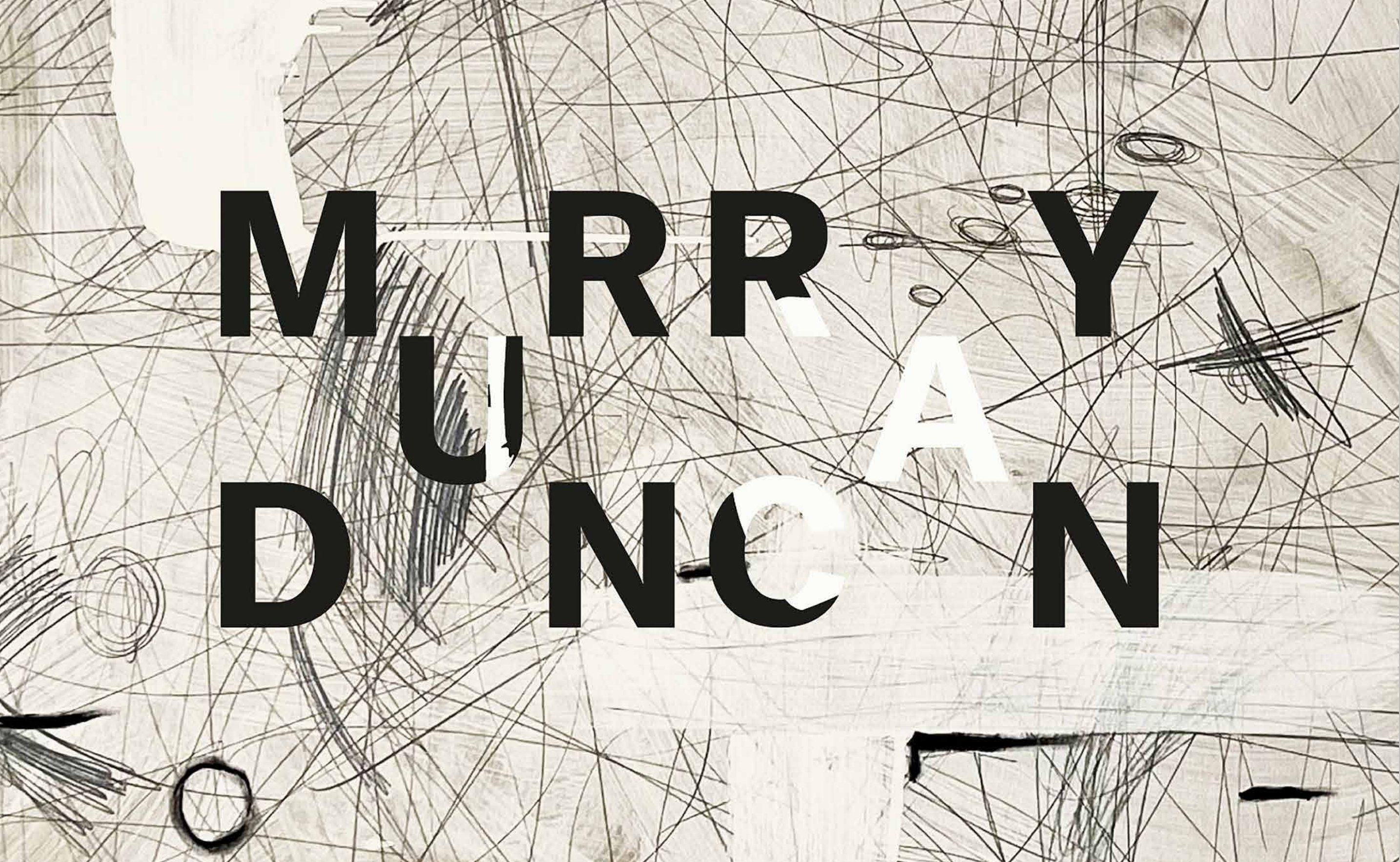
ART & CULTURE

The identity of Murray Duncan was created to reflect his unique artistic style and approach. His works are the result of years of experimentation and personal aesthetic, and the brand captures the expressive emotions and contemporary style he is renowned for. The typography plays on the repetition of the vowels in his name and mirrors the repetition of his brush strokes and line work found in his artwork.

DELIVERABLES

STRATEGY
VISUAL IDENTITY
WEBSITE DESIGN / DEVELOPMENT
BUSINESS CARD
TAPE
COLLAGE
SIGNAGE
POSTERS





Tracy Cox

FOOD PHOTOGRAPHY

ARTS & CULTURE

Award-winning photographer Tracy Cox rebrand included a new identity, print collateral, and three promotional direct-mail brochures. Cox specializes in food photography Tracy Cox shoots for grocery retailers and advertising agencies in Canada and the U.S. Her clients include Loblaws, Pepsi, Enroute magazine, the Globe & Mail, and Kraft among others. Typography is chosen to reflect credibility and passion. Colour palette is inspired by food, tomatoes, lettuce, eggplant, and lemons.

DELIVERABLES

STRATEGY

VISUAL IDENTITY

PROMOTIONAL BROCHURES

STATIONERY

COPYWRITING





Tracy Cox
Photographer
647.234.8845 Mobile
tracy@tracycoxphoto.com
15 Adrian Avenue / Studio 154
Toronto ON Canada M6N 5G4
416.656.8845 Studio
tracycoxphoto.com

Peter Schafrick

PHOTOGRAPHY

ARTS & CULTURE

KAROLINALOBODA.COM

Peter Schafrick requested a unique, memorable brand identity targeting his niche market, advertising agencies. The solution, a custom light box, with seven interchangeable faces allowing for diversity and flexibility in application. This allowed us to switch faces on-set while capturing his various specialties inside the face itself. The identity echoes the three-dimensional effect of his still life work, which remains his primary genre. The letter P stands for photography as well as Peter. Just as his work looks, but isn't, CGI-generated, we want this identity to keep people guessing about its own status — real or unreal?”

DELIVERABLES

STRATEGY
VISUAL IDENTITY
WEBSITE
ART DIRECTION
STATIONERY
MAGAZINE AD





One of a Kind Show

EXHIBITION SHOW

450 – 850 ARTISANS

ARTS & CULTURE

Held twice a year, One of a Kind is North America's largest exhibition to shop all things handmade in Canada. From 2009 - 2018, I designed and art directed the creative direction for the show held twice a year. Each season a new theme was created and advertising creative was designed across print, digital and spatial including Out-of-home advertising. In total I art directed and designed over 18 campaigns for the One of a Kind Show.

DELIVERABLES

STRATEGY
VISUAL IDENTITY
ART DIRECTION
ADVERTISING
PRINT ADS
DIGITAL ADS
WEBSITE DESIGN
SIGNAGE
COPYWRITING

KAROLINA WORKED ON THE ONE OF KIND BRAND FROM 2009 TO 2018 AND PRESENTED CREATIVE SOLUTIONS TO OUR SHIFTING NEEDS. IT'S BEEN GREAT TO WORK WITH HER ON OVER 18 CAMPAIGNS. SHE ALSO SHARES OUR PASSION TO HELP SMALL BUSINESSES GROW AND FLOURISH. OVER THE YEARS, HER DEDICATION AND COMMITMENT TO GOOD DESIGN HAVE ENABLED ONE OF A KIND TO STAND OUT IN THE MARKETPLACE.

JANICE LEUNG, SHOW DIRECTOR
ONE OF A KIND SHOW / INFORMA CONNECTS





Portfolio: Beauty



Nudestix

LA ACTIVATION

BEAUTY

To celebrate the launch of Nudestix latest collection STAX, a playful PR activation was created in Los Angeles which we named THE BLUSH BUS. Nudestix Stax took over Santa Monica pier with the launch of their new cloud cushion blush balm Stax, spreading blush all around LA. Influencers received priority access and a special invite to the event. The Blush Bus offered a fun way to learn about the new product from Co-Founder Taylor Frankel who offered an overview of the brand and the Nudestix Stax from the roof of the double-decker bus. A goodie bag with samples of one shade from the 9 piece collection was gifted to attendees.

DELIVERABLES

BLUSH BUS DESIGN

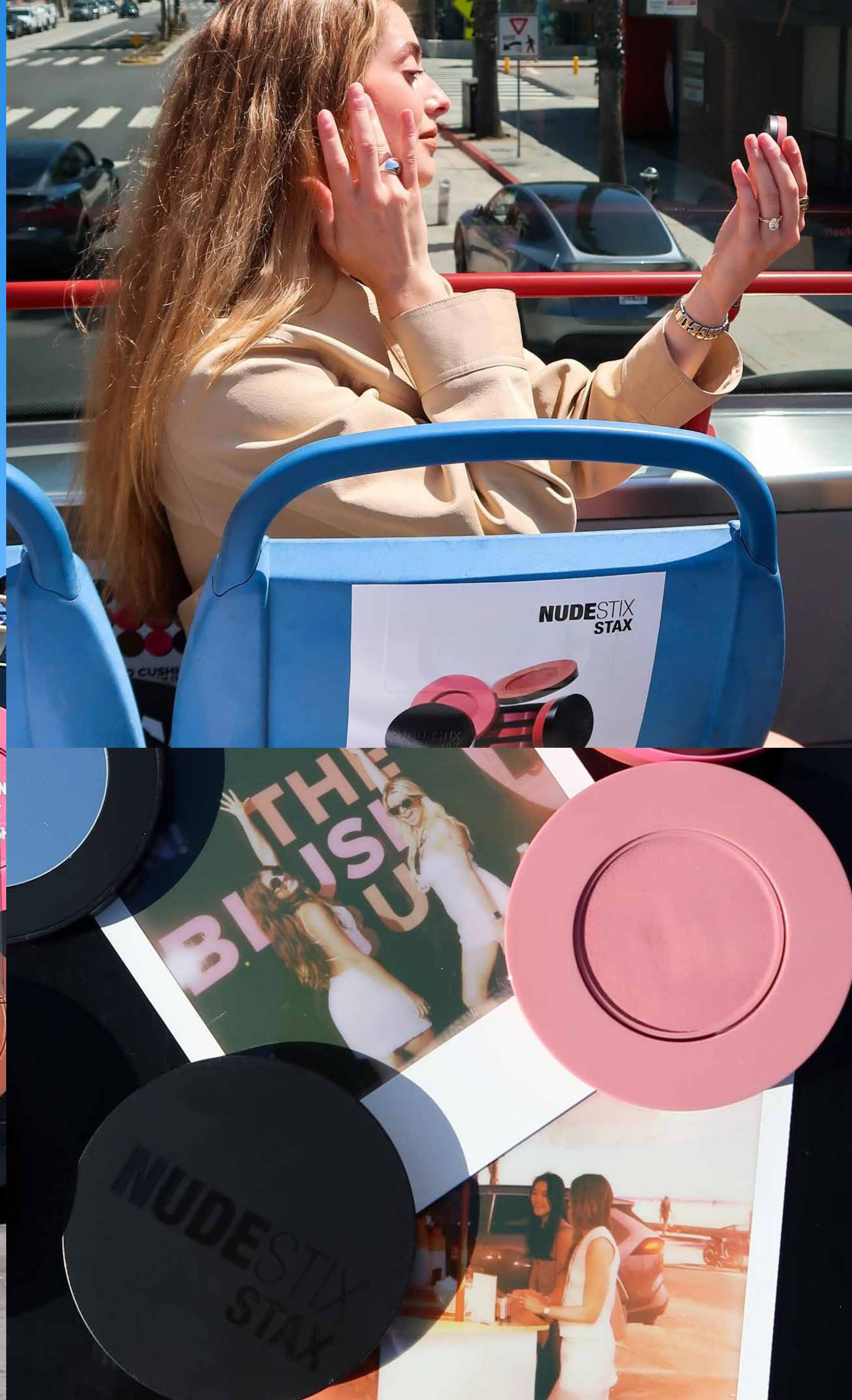
SIGNAGE

BUS INTERIOR

DIGITAL INVITATION

SWAG





Cupid Lips

BY DR TALEI

BEAUTY

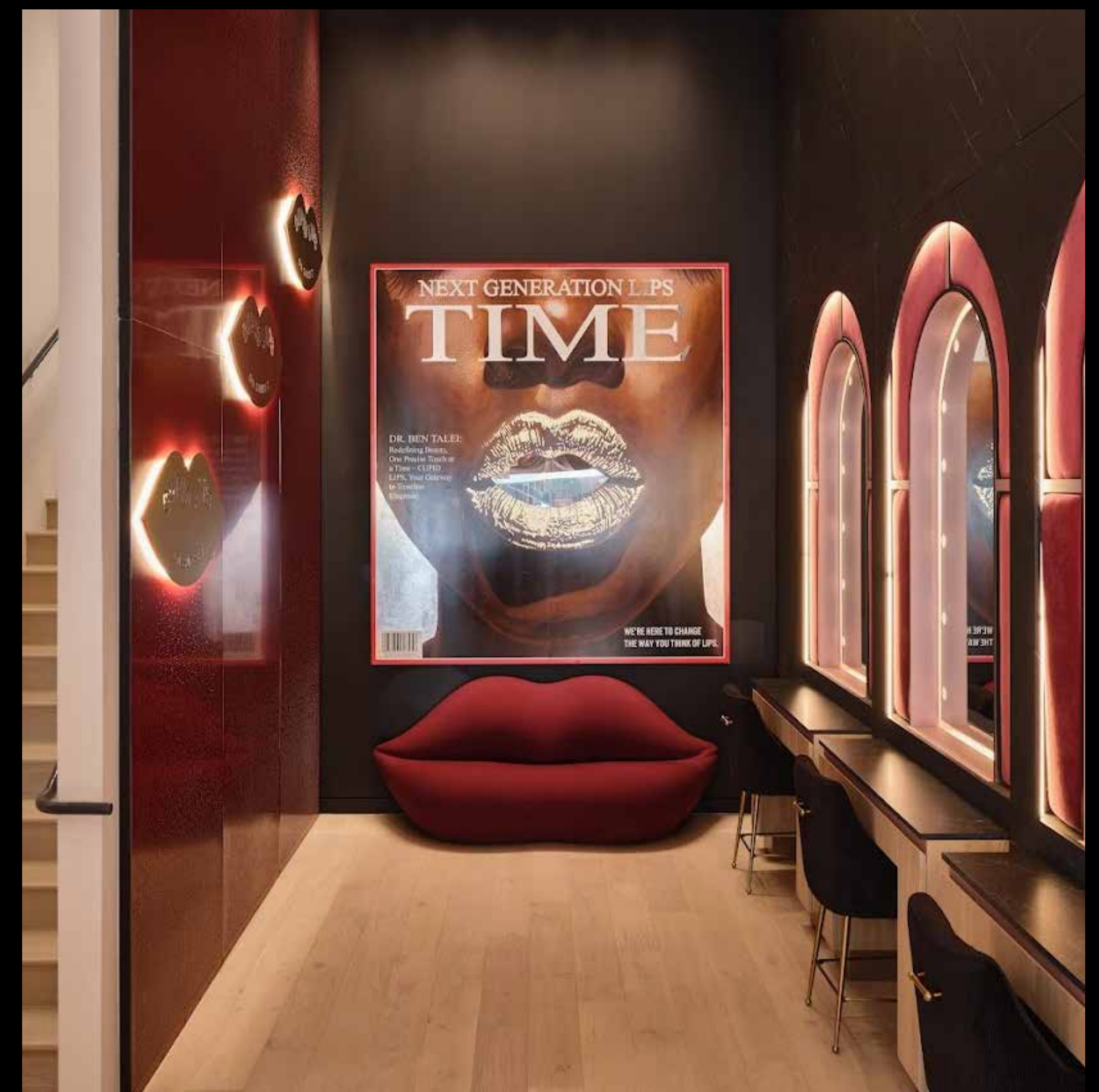
Cupid Lips of Beverly Hills is a beauty spa on Sunset Boulevard specializing in the signature “Cupid Lip” pout. Launched in 2023, the clinic is the brainchild of celebrity facial plastic surgeon Dr. Ben Talei. The identity was designed as an umbrella brand that can expand into multiple cities as the business grows toward franchising. In the future, the system can flex by location (city and street), while the primary product mark remains Cupid Lips Beverly Hills.

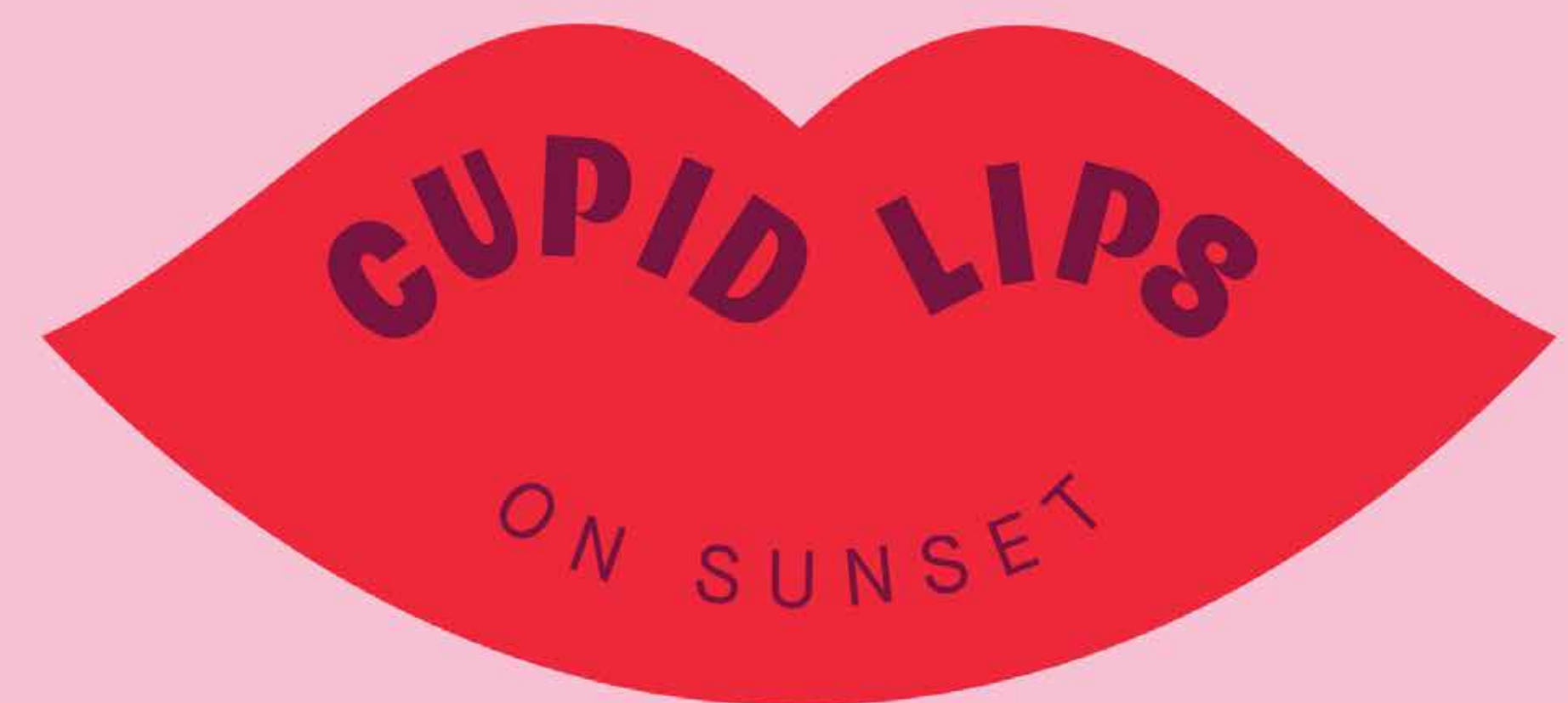
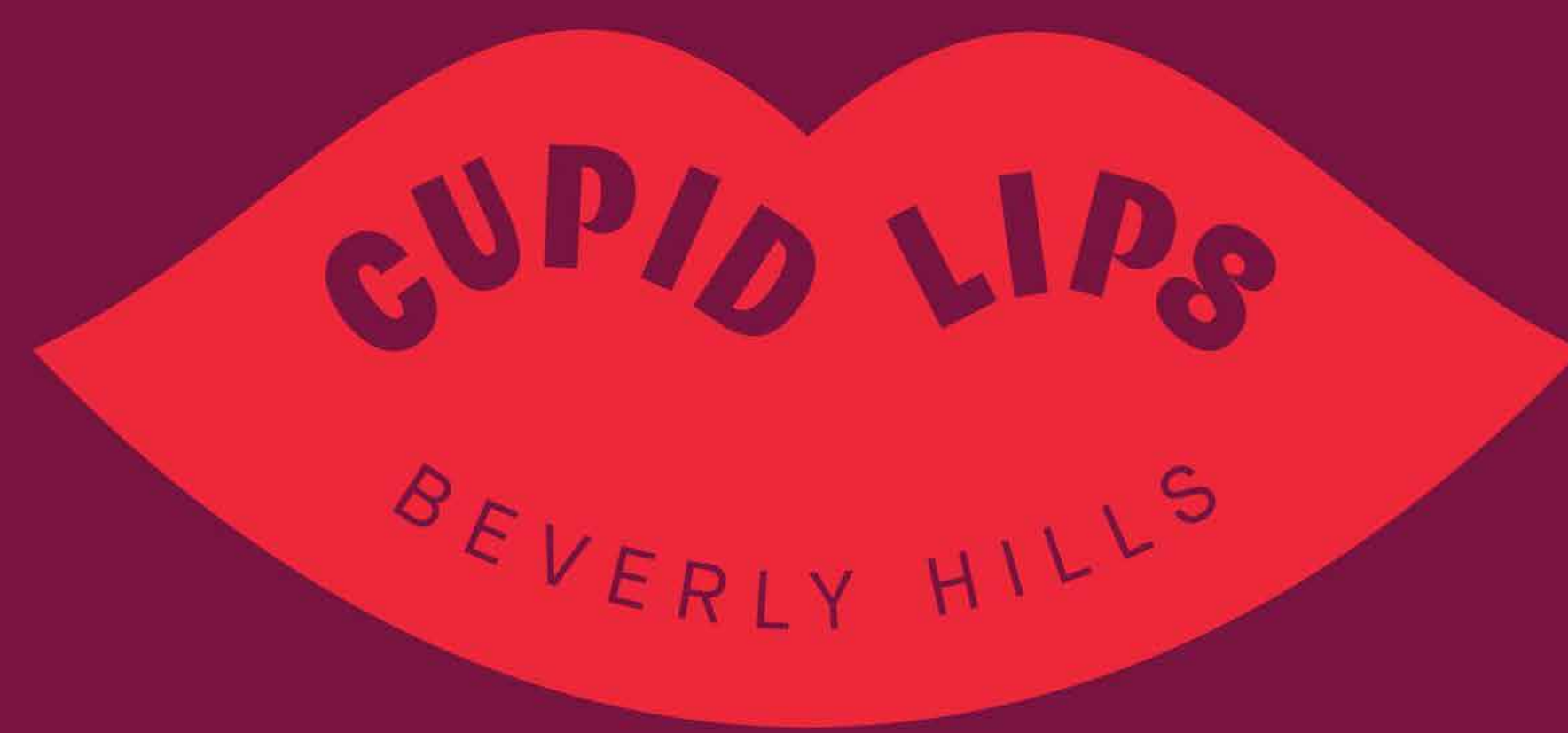
DELIVERABLES

STRATEGY

LOGO DESIGN

STANDARD GUIDE





8 Faces

BOTANICAL BIOTECH

BEAUTY

8 Faces Beauty, founded by Beth Shuman, is a luxury skincare line dedicated to clean beauty. Their meticulously crafted formulas harness the power of rare botanicals to reveal radiant skin, embodying nature's finest rituals. Through strategic storytelling, the new brand refresh forges a deeper emotional connection with skincare customers who prioritize ingredient transparency and sustainability.

→ 8FACESBEAUTY.COM

DELIVERABLES

STRATEGY

LOGO

SHOPIFY WEBSITE

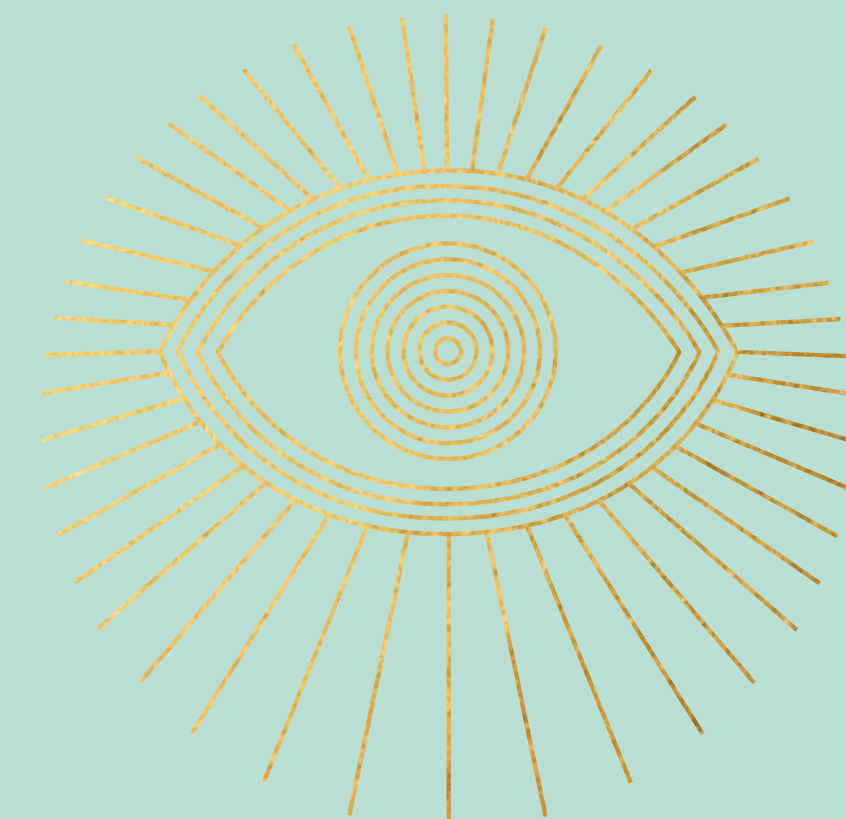
AI PHOTOGRAPHY

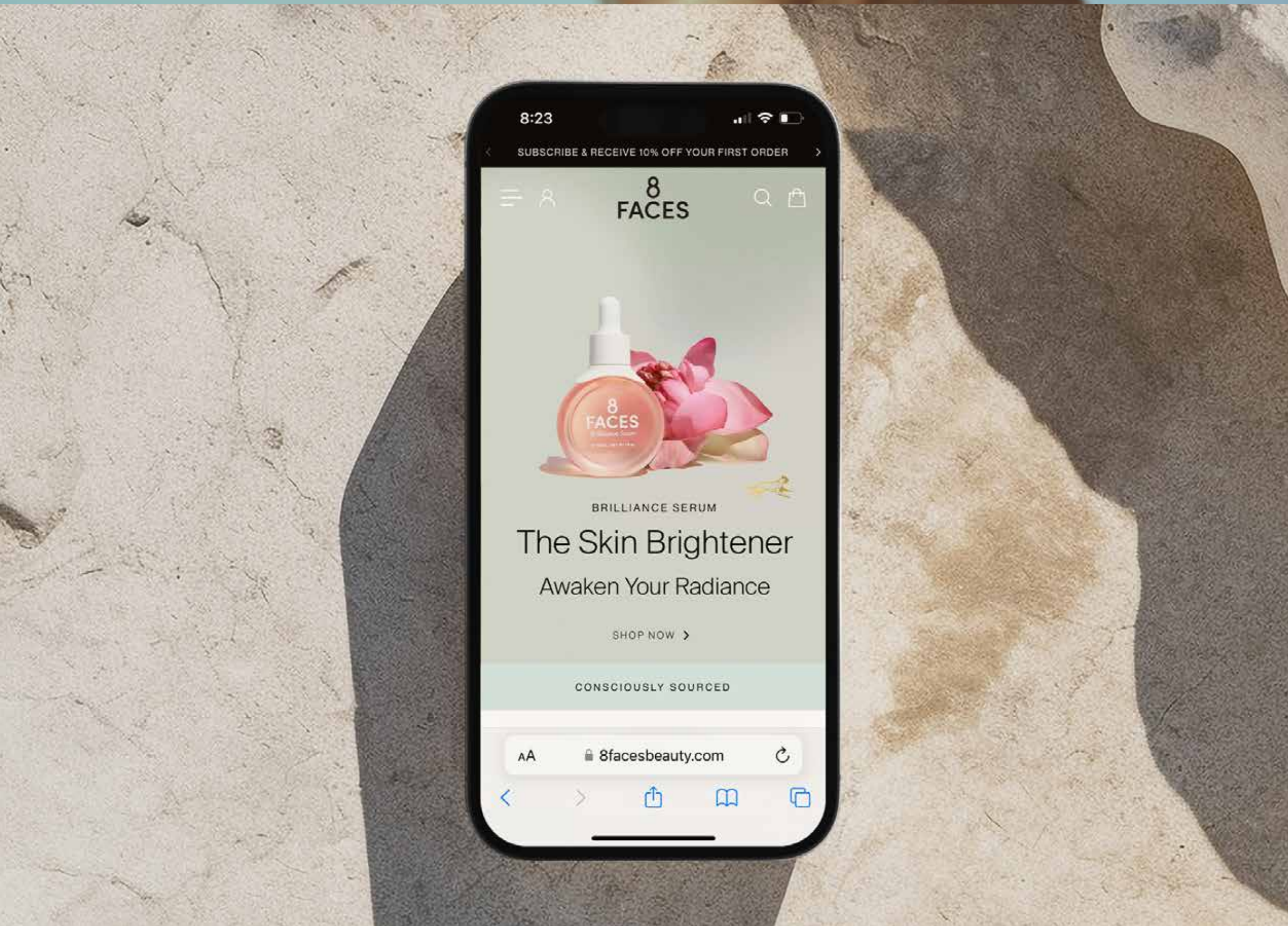
CRM MARKETING

INVESTOR DECK

PACKAGING

8 FACES





Dalish

ORGANIC COSMETICS

BEAUTY

Dalish Cosmetics is small-batch organic skincare line. Dalish uses all-natural ingredients with no harsh chemicals and is produced entirely in Toronto using local suppliers. The identity created uses a gentle make-up stroke in a peachy fluorescent to express a youthful, fun and feminine vibe while applying it to handmade cardboard packaging conveying a sense of earthy simplicity. We punctuated the look with a strong tag line, "Uncomplicated Beauty," that reaches out to women attracted to toxin-free cosmetics and make-up routines that are easy and natural.

SIMPLY PRETTY MAKEUP WITH NOTHING TO HIDE.
UNCOMPLICATED BEAUTY.

DELIVERABLES

STRATEGY

VISUAL IDENTITY

PACKAGE DESIGN

STATIONERY

ART DIRECTION

COPYWRITING





BRAND STRATEGY

- BRAND AUDIT
- BRAND POSITIONING
- NAMING & VERBAL IDENTITY
- CREATIVE DIRECTION
- MARKET + COMPETITOR INSIGHTS
- CAMPAIGN STRATEGY
- BRAND ARCHITECTURE

BRAND IDENTITY

- LOGO DESIGN
- VISUAL LANGUAGE & MOOD SYSTEMS
- CUSTOM TYPOGRAPHY
- ILLUSTRATION
- BRAND GUIDELINES
- SUB-BRANDS & EXTENSIONS

PRINT / MARKETING COLLATERAL

- STATIONERY
- BROCHURES
- LOOKBOOKS
- MEDIA & PRESS KITS
- MENUS & SIGNAGE ASSETS
- PRESENTATION TEMPLATES

ART DIRECTION & CAMPAIGNS

- CONCEPT DEVELOPMENT
- PHOTOSHOOT CREATIVE DIRECTION
- VIDEO DIRECTION
- KEY VISUALS & LAUNCH ASSETS
- SOCIAL CAMPAIGN TOOLKITS
- AI PHOTOGRAPHY
- VIDEO

PACKAGING

- PRIMARY & SECONDARY PACKAGING
- LABELS & PRODUCT WRAPS
- UNBOXING EXPERIENCES
- SUSTAINABLE PACKAGING SOLUTIONS
- PACKAGING SYSTEMS & LINE EXTENSIONS

ADVERTISING

- OUT-OF-HOME (OOH)
- PRINT & DIGITAL ADS
- SOCIAL AD TEMPLATES
- BILLBOARD & TRANSIT CAMPAIGNS
- INFLUENCER/PR COLLATERAL
- POSTERS

DIGITAL

- WEBSITE DESIGN
- E-COMMERCE DESIGN
- DIGITAL ADS & BANNERS
- EMAIL DESIGN
- SOCIAL MEDIA CONTENT & TEMPLATES
- MOTION DESIGN DIRECTION

ENVIRONMENTAL / SIGNAGE

- EXTERIOR & INTERIOR SIGNAGE
- WALL MURALS & GRAPHICS
- WAYFINDING SYSTEMS
- EVENT & POP-UP ENVIRONMENTS
- BRANDED INTERIORS

What I Do

ONLINE PRESS

COMMUNICATION ARTS MAGAZINE ISSUE 50,
FRESH FEATURE (US)
COMM ARTS EXHIBIT ONLINE (US)
COMM ARTS WEB PICKS (US)
GRAPHIS WEB PICKS (US)
ROCKPORT PUBLISHING (US)
GDUSA (US) BEHANCE BRANDING SERVED (US)
HOW MAGAZINE ONLINE FEATURE (US)
APPLIED ARTS MAGAZINE (CA)
COUPE MAGAZINE (CA)
DESIGN EDGE CANADA (CA)
HEYTHERE CANADIAN DESIGN BLOG (CA)
BP&O / FROM THE READERS NO.3 (UK)
THE DESIGN BLOG (CROATIA)
VSL JRNL (MEXICO)
MINDSPARKLE MAGAZINE (GERMANY)
PEOPLE OF PRINT (UK)
FIRST LOVE PROJECTS (AUSTRALIA)
WE LOVE BRANDING (NETHERLANDS)
GESTALTEN (GERMANY)
THE DIELINE (US)
INSPOFINDS WORLD PACKAGING DESIGN SOCIETY
WOMEN IN CANADIAN DESIGN

AWARDS

COUPE MAGAZINE
GRAPHIS
APPLIED ARTS MAGAZINE
PRINT MAGAZINE
GDUSA PACKAGING
ONTARIO HERITAGE TRUST AWARD
COMMUNICATION ARTS MAGAZINE
NEENAH PAPER
DESIGN EDGE CANADA NUARS
BRANDING SERVED
MOHAWK SHOW

INTERVIEWS

WOMEN IN CANADIAN DESIGN
HEYTHERE DESIGN BLOG (CA)
COMMUNICATION ARTS MAGAZINE ISSUE 50,
FRESH FEATURE (US)
VSL JRNL (MEXICO)
APPLIED ARTS MAGAZINE (CA)

JUDGE

2023 APPLIED ARTS MAGAZINE (CA)
PHOTOGRAPHY AWARDS ANNUAL

2022 DESIGN AGENCY OF THE YEAR (DAOY)
STRATEGY MAGAZINE

2018 APPLIED ARTS MAGAZINE (CA)
DESIGN AWARDS ANNUAL

2013 APPLIED ARTS MAGAZINE (CA)
DESIGN AWARDS ANNUAL

2016 CANADIAN DESIGN AWARDS

Awards + Press



KAROLINA ŁOBODA

I collaborate with visionary clients from global brands to growing businesses, who share my passion for thoughtful design and bold ideas.

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ONE OF A KIND SHOW

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VESPER POST
VINNY RESTAURANT