ARTWORK
EXHIBITIONS
STORYTELLING
CONTENT CREATION
SOCIAL MEDIA STRATEGY
CAMPAIGN DESIGN
GRAPHIC DESIGN
BRAND DESIGN
PHOTOGRAPHY
VIDEOGRAPHY

OVERVIEW

@bartosz_pawel_lewicki

linkedin.com/in/bartosz-lewicki-tgp

Me as the person responsible for Marketing, Content & Design at Wild Pharma since 2017

https://wild-pharma.com

@wildpharma

Me as founder of the Bitcoin brand "thegreatprint" since 2022

https://thegreatprint.net

https://www.thegreatprint.net/exhibitions

https://www.thegreatprint.net/orangeelite

@thegreatprint

@thegreatprint

https://www.youtube.com/@thegreatprint



Since joining Wild Pharma in 2017, I have taken on a broad range of responsibilities, including: Social media marketing, content creation & development, brand design experience, I've honed a keen sense for visual aesthetics. milestone in my journey at the intersection of art and decentraliand product design, corporate identity & design, campaign strategy and execution, exhibition planning and coordination, as well In my free time, I pursue my passion for art and Bitcoin, actively as communication with our international export partners.

Throughout my career, I've had the opportunity to contribute to a diverse range of campaigns within agencies. With 15 years of

presenting my work and projects at trade fairs and supporting companies in developing their brand within this space.

This year, I have the honor of curating my first gallery exhibition at Germany's largest Bitcoin trade fair in Ingolstadt -an exciting zed technology.

One of my upcoming projects is a documentary exploring the world of Bitcoin artists, highlighting their creative processes and the evolving cultural landscape around the technology.



CURRENT WORK AT WILD PHARMA

Since 2017, in my role as Marketing Responsible Designer at Wild Pharma, I have led and contributed to numerous projects, including a comprehensive redesign of the company's visual identity and all brands within its portfolio.

The new corporate identity I introduced made a significant contribution to the positive repositioning and further development of the company. When redesigning the product brands, I carefully followed Swissmedic's regulatory guidelines and took into account the market-specific dynamics. This ensured that each brand fits seamlessly into the company's new strategic direction while preserving the company's unique identity and heritage.

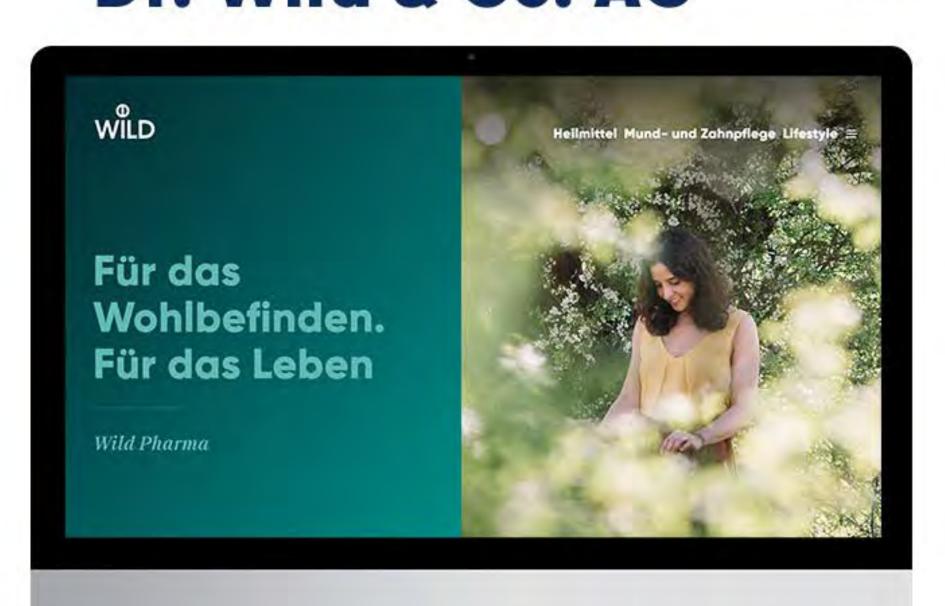


Collaborating with Swissmedic has positively shaped my perspective as a designer, teaching me how to create impactful design within clearly defined regulatory frameworks. It has deepened my appreciation for precision and contextual relevance in every detail.

My experience spans diverse environments - from pharmaceutical marketing to social media campaigns for cosmetic brands - allowing me to adapt creative strategies to a wide range of audiences and objectives.

Corporate Identity **Product Portolio**

Redesign Dr. Wild & Co. AG

























CURRENT WORK AT WILD PHARMA

Advertising/ Marketing Redesign Dr. Wild & Co. AG

WILD

jeden Lebensabschnitt

500 IE/Tropfen

Vitamin

D3 Wild

Cholecalciferolum



Witamin D3 Wild Öli wird angewendet zur Vorbeugung Witamin D3 Wild Öli st ein zugel assenes Arzneim tiel. und auf Behandung von Vitamin-D-Plangelekronkungen

(b.B. Osteorroloxie).

Bittle lesen Sie die Pooluu gebeilige und lossen Sie sich von einer Foch peschungsbeilige und lossen Sie sich von einer Foch peschungsbeilige.

Ehältlich in der Schweiz in jeder Apotheke und jeder Droge is. Do Millio Co. All | Hafreston of come 5 | C.D.Hatters | In the detect | come add-phosphosycon.com



























CERALBA'







Acidum acetylsalicylicum, Coffein









CURRENT WORK AT WILD PHARMA

As Marketing Manager reporting directly to the CEOs, I worked closely with executive leadership to develop and present strategic concepts. This collaboration enabled the successful entry into new markets - such as China - and the execution of product launches supported by market-specific design solutions.

Communication Campaigns, Conventions, Social Media, Image Videos, Photos

Redesign
Dr. Wild & Co. AG















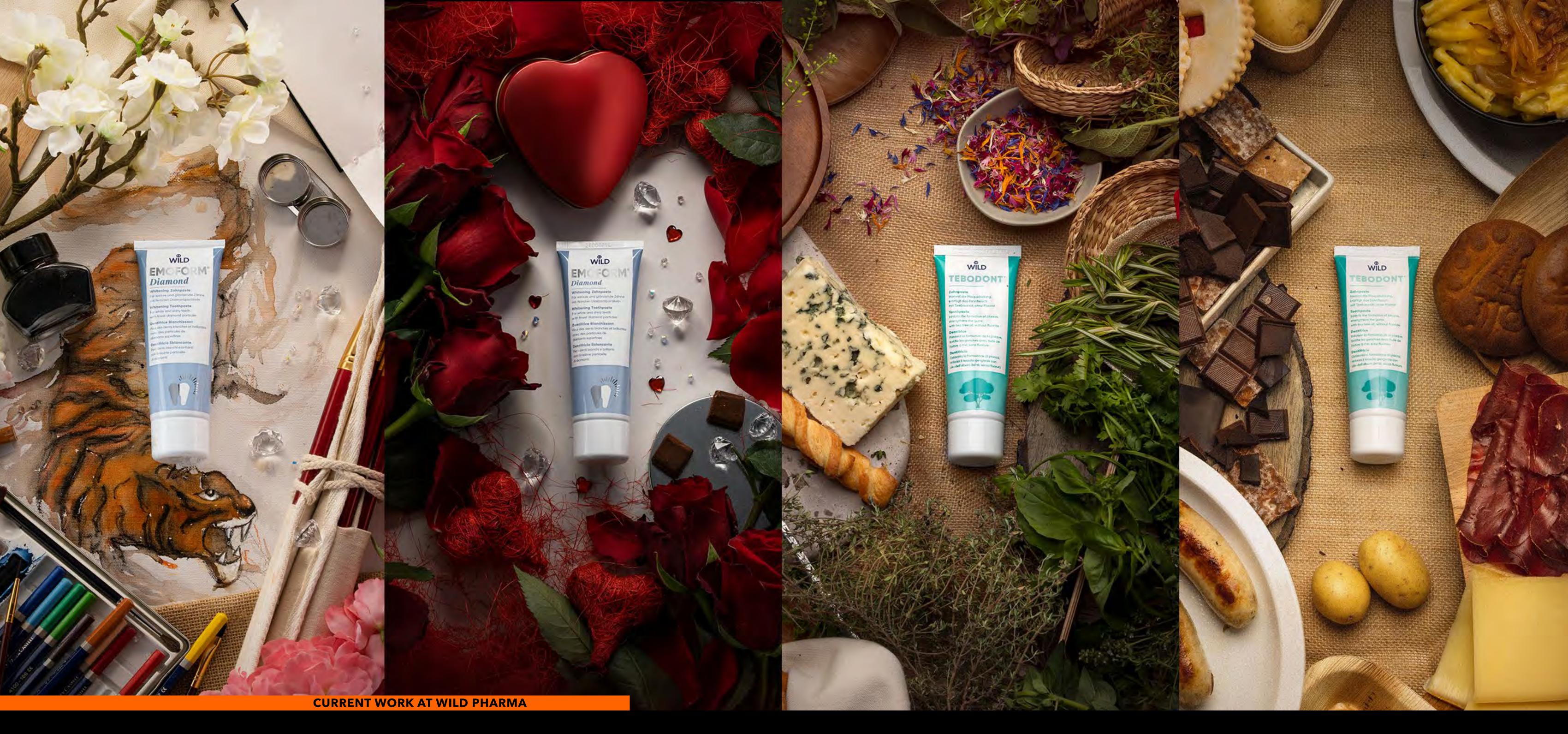






CURRENT WORK AT WILD PHARMA

In collaboration with our partners, I coordinate our trade fair appearances and actively take part in them. Over time, I've developed a strong instinct for creating effective, budget-conscious, and impactful exhibition concepts. I've further refined this skill in my personal time through my work as a Bitcoin artist, where I design and present engaging booth experiences independently.

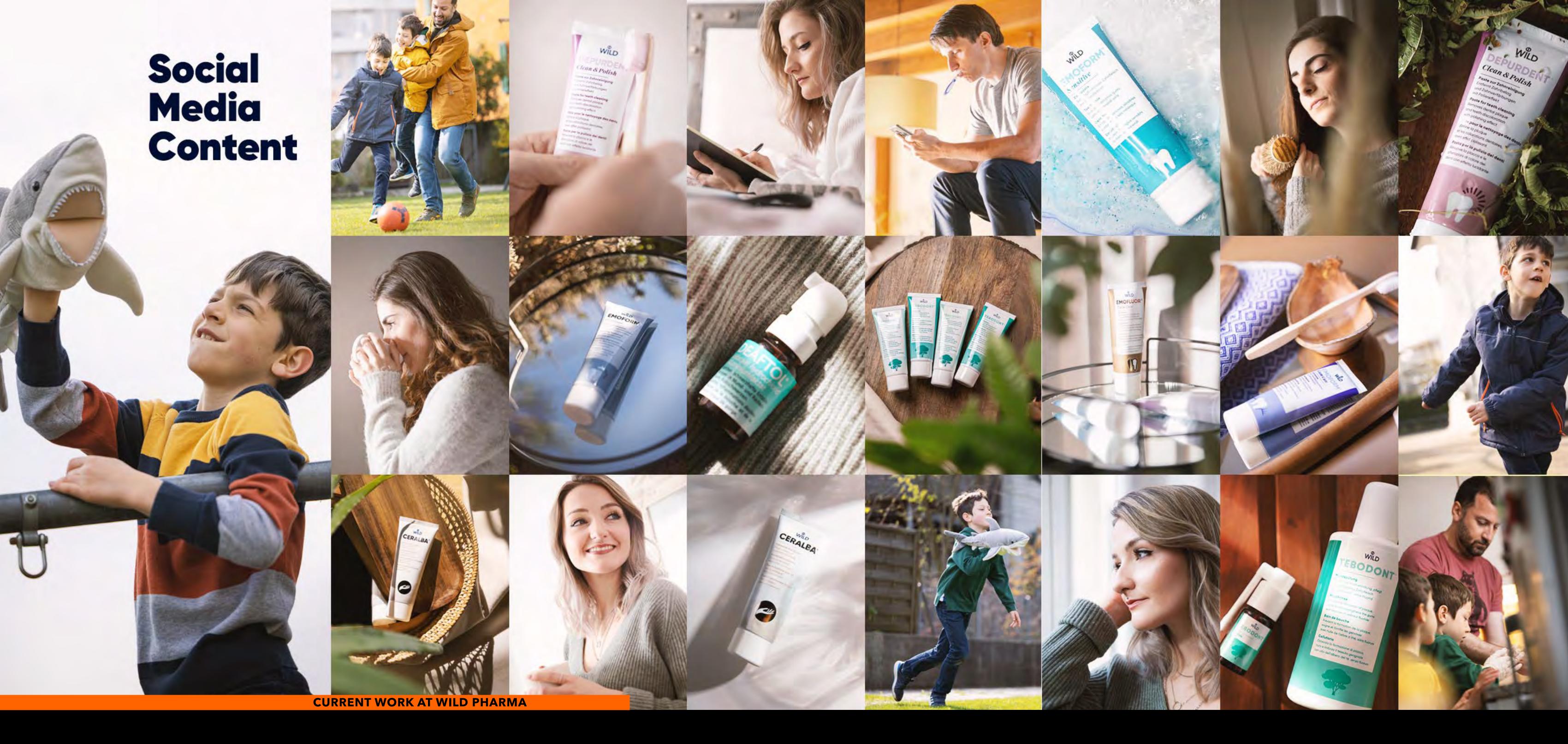


I have successfully delivered numerous marketing campaigns for Wild Pharma, covering everything from social media and point-of-sale activities to B2B initiatives. Throughout each project, I maintained a strong focus on meeting defined KPIs and ensuring measurable results.





I especially enjoy working on location and collaborating directly with people. Over the years, I've led numerous photo and video shoot campaigns for Wild Pharma, building an extensive and valuable archive of high-quality visual content that continues to support the company's brand and marketing efforts.

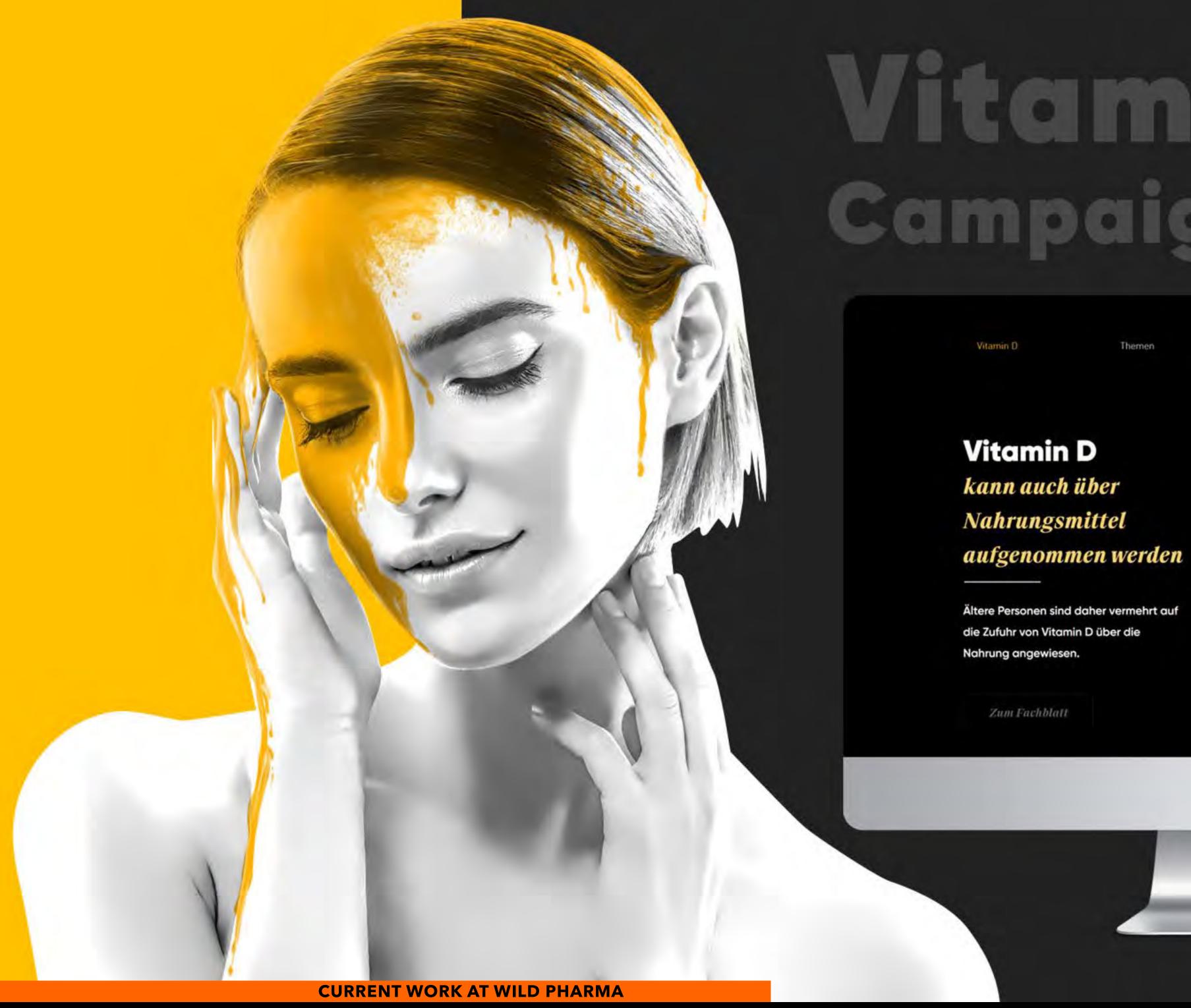




The Kids Club campaign, developed in collaboration with FC Basel, is just one example of the many projects I've successfully managed for Wild Pharma.

For this initiative, I was responsible for the full creative development-from designing the key visuals to producing a range of marketing materials, including shirts, exhibition stands, banners, and creative exchange that comes from working within and video clips. I also participated on-site at the event, capturing larger teams. photos and generating visual content for ongoing company use.

I thrive when managing campaigns from concept to completion, but I also greatly value the dynamic energy



Vitamin D Campaign

Vitamin D Dr. Wild - Marktführer bei Vitansin D

Ein Mangel wird mit Herz-Kreislauf Erkrankungen assoziiert

Vitamin D

und Krebs
-aktuelle Studien überraschen selbst Experten

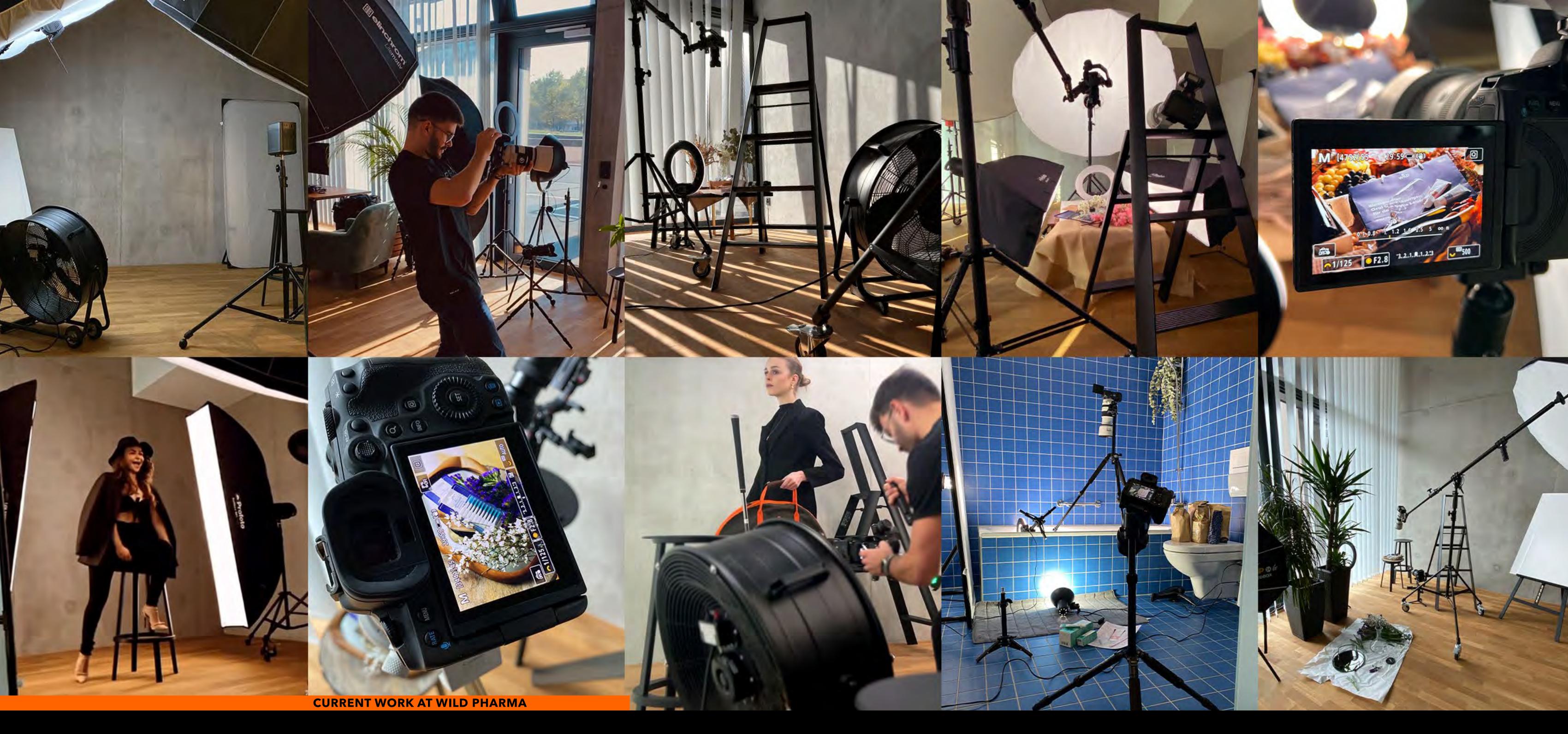


Ein Mangel erhöht das Risiko grippaler Infekte und Atemwegsinfektionen



3:1 Chance dass Sie an einem Vitamin D-Mangel leiden!

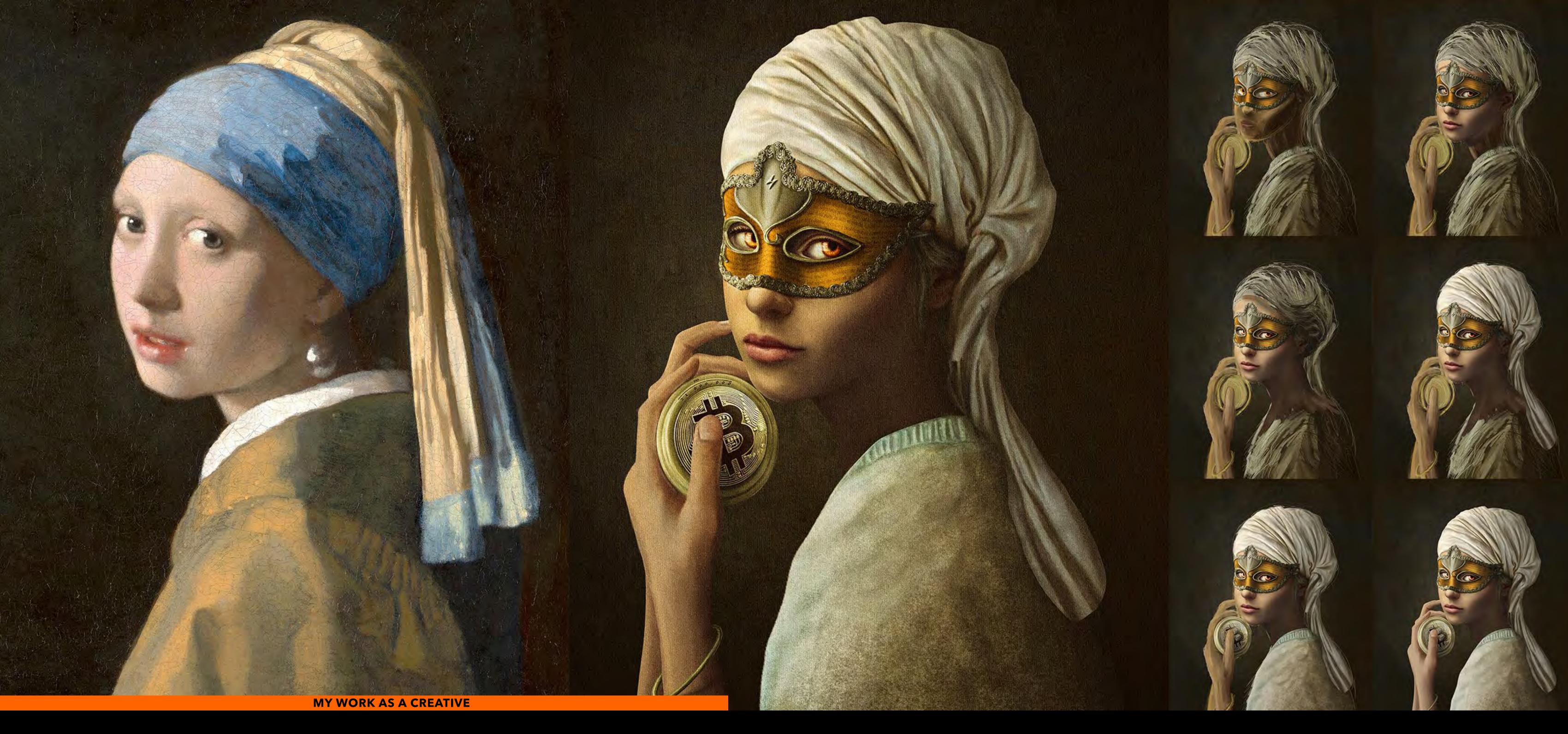
Dr. Wild - Markeführer bei Vitamin D



From my combined atelier-flat and studio in Basel, I produce a wide range of photo and video content for our campaigns. My deep involvement in this area creates a valuable synergy, allowing me to work with creativity and flexibility while responding quickly to evolving project needs.



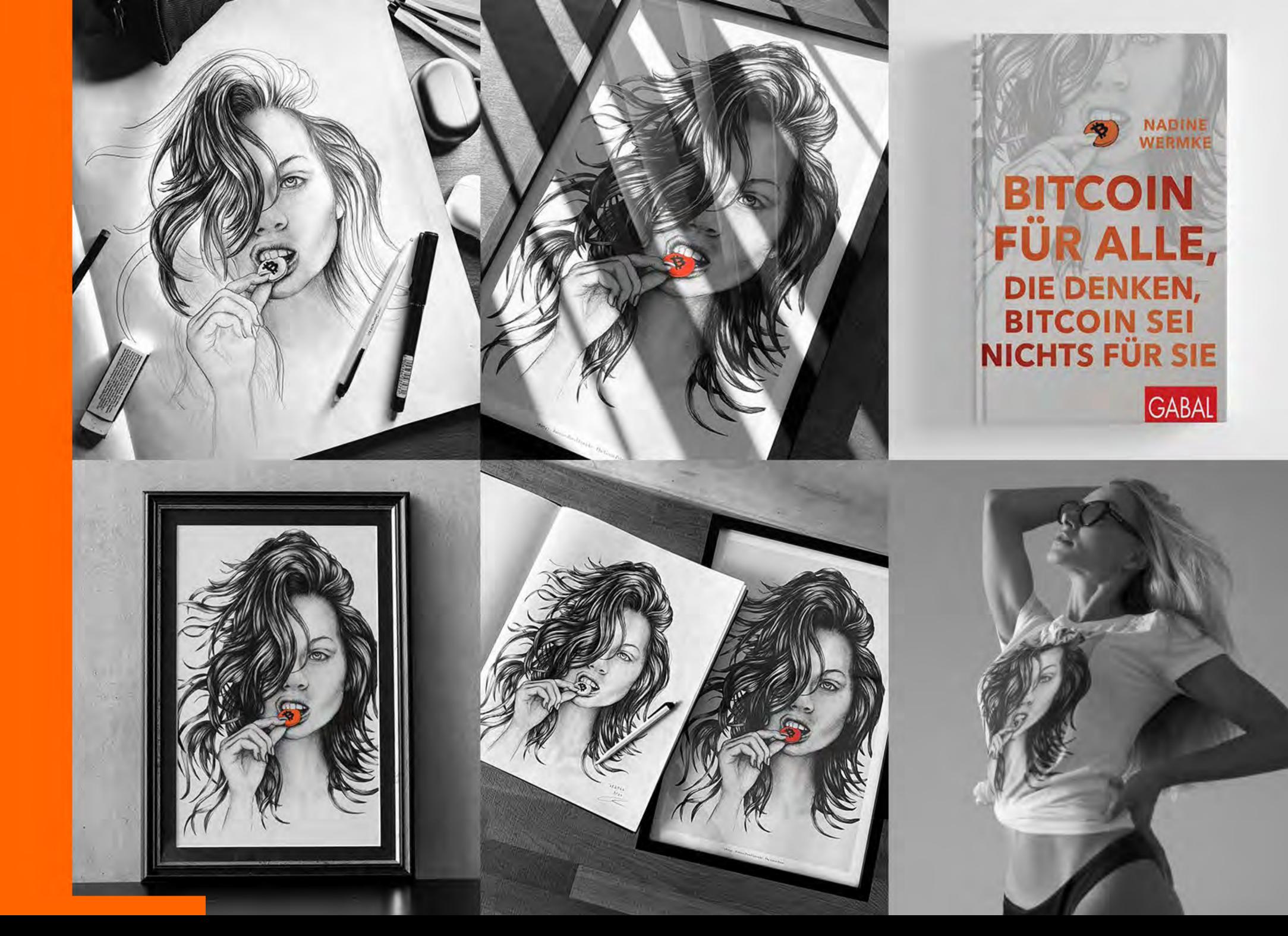
In 2019, I became fascinated by Bitcoin–not only from an investment and financial perspective, but also as a source of creative inspiration. This renewed my passion for art, much like in my youth, and led me to begin creating Bitcoin-themed artworks. What began as a personal hobby quickly gained momentum and evolved into a significant and recognized creative pursuit.



Initially, I focused on digital illustration, combining my renewed passion for art with my strong affinity for digital media. This fusion led to the creation of a series of digitally drawn artworks. in 2019 ere wo AI like today.

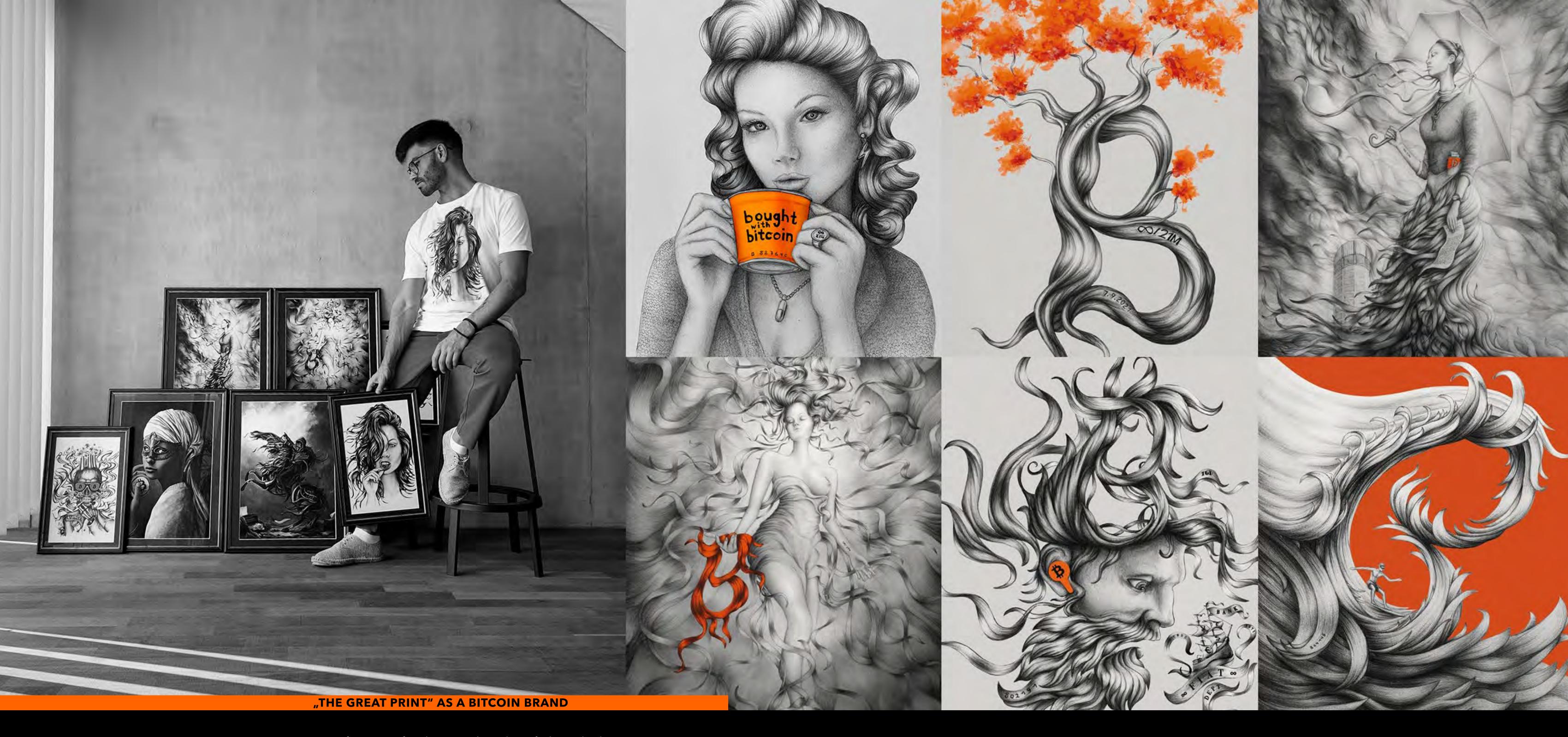
the great prints

bitcoin art & visuals



"THE GREAT PRINT" AS A BITCOIN BRAND

My illustrations have been applied across a variety of formats - from printed posters I produce myself to shirt graphics and book covers - demonstrating their versatility and appeal across different media.



Now, after a year of working in traditional art, I feel completely at home in the medium - particularly in creating large-scale drawings with ballpoint pens, which has become a signature aspect of my artistic expression.





What began as my artist name, The Great Print, is now evolving into a recognized brand within the Bitcoin universe. Companies like 21Million-Fashion have approached me to bring my distinctive style to new formats, including video production and other creative media.



In 2024, I began publicly exhibiting my artwork and have since showcased my pieces at around ten major events across the globe. Along the way, I've had the privilege of meeting influential figures such as Roman Reher, founder of the Blocktrainer brand; Stacy Herbert, who–together with her husband Max Keiser–advised President Nayib Bukele on Bitcoin policy; and Michael Saylor, whose company,

(Micro)Strategy, holds approximately 550,000 Bitcoin. These experiences and encounters have been deeply inspiring and transformative, profoundly enriching both my personal and professional journey.





Between 2010 and 2017, I produced a wide range of digital artworks using Photoshop and photography, efficient and potent working with highly complex compositions - some visual works. exceeding 10 GB in file size and comprising over 300 layers.

Today, advancements in AI have made it a more efficient and powerful tool for creating similarly intricate visual works.

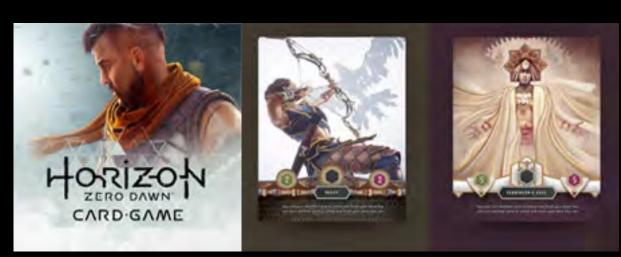


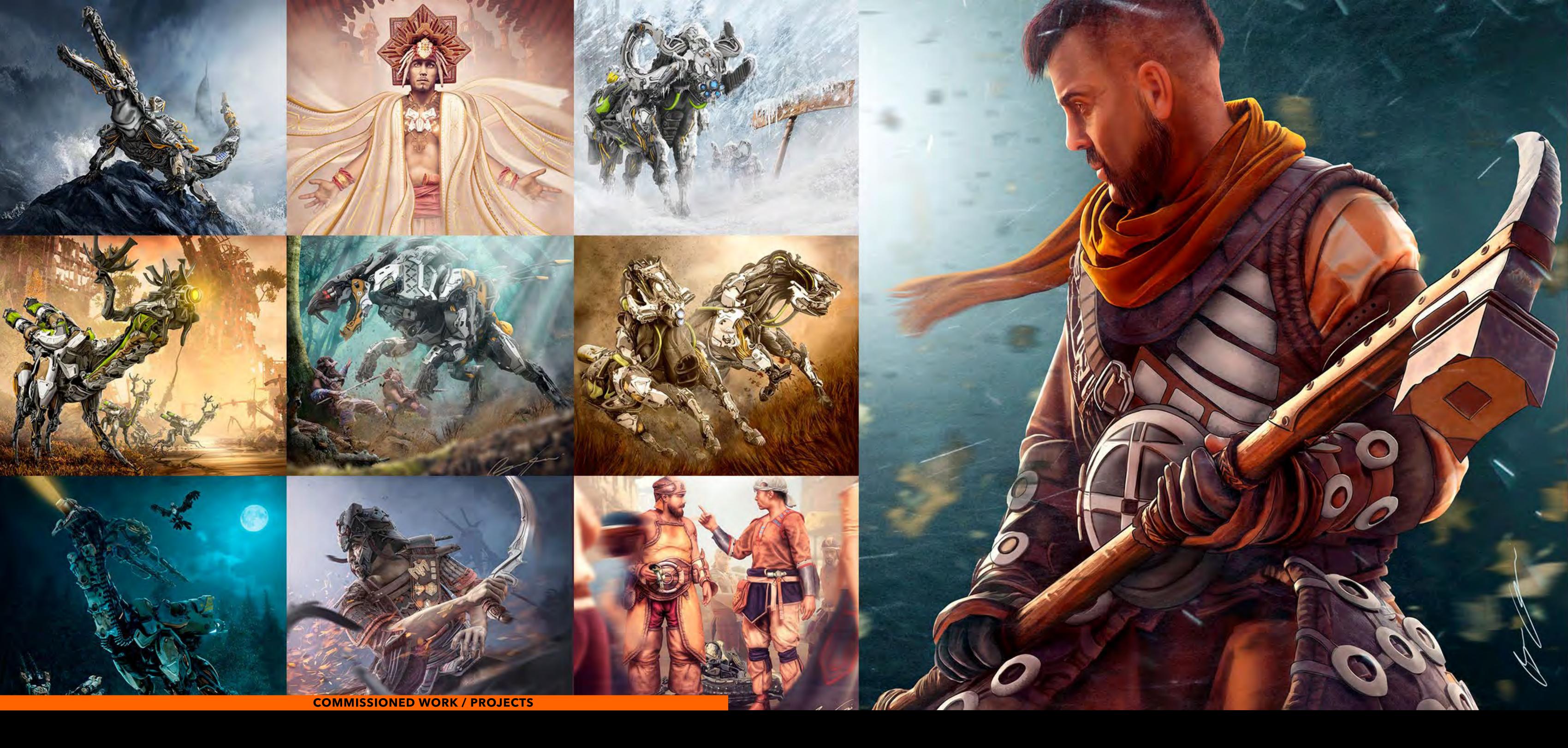




Horizon Zero Dawn Card Game - As a passionate fan of This enthusiasm led me to develop a concept for a card epic fantasy narratives, I was deeply inspired by the Horizon Zero Dawn franchise from the Dutch studio Guerrilla Games.

game as a pitch project in 2018. My goal was to secure a licensing agreement with Guerrilla Games and Sony Interactive Entertainment to bring this vision to life.





BASELWORLD CAMPAIGN KENNETH COLE



COMMISSIONED WORK / PROJECTS

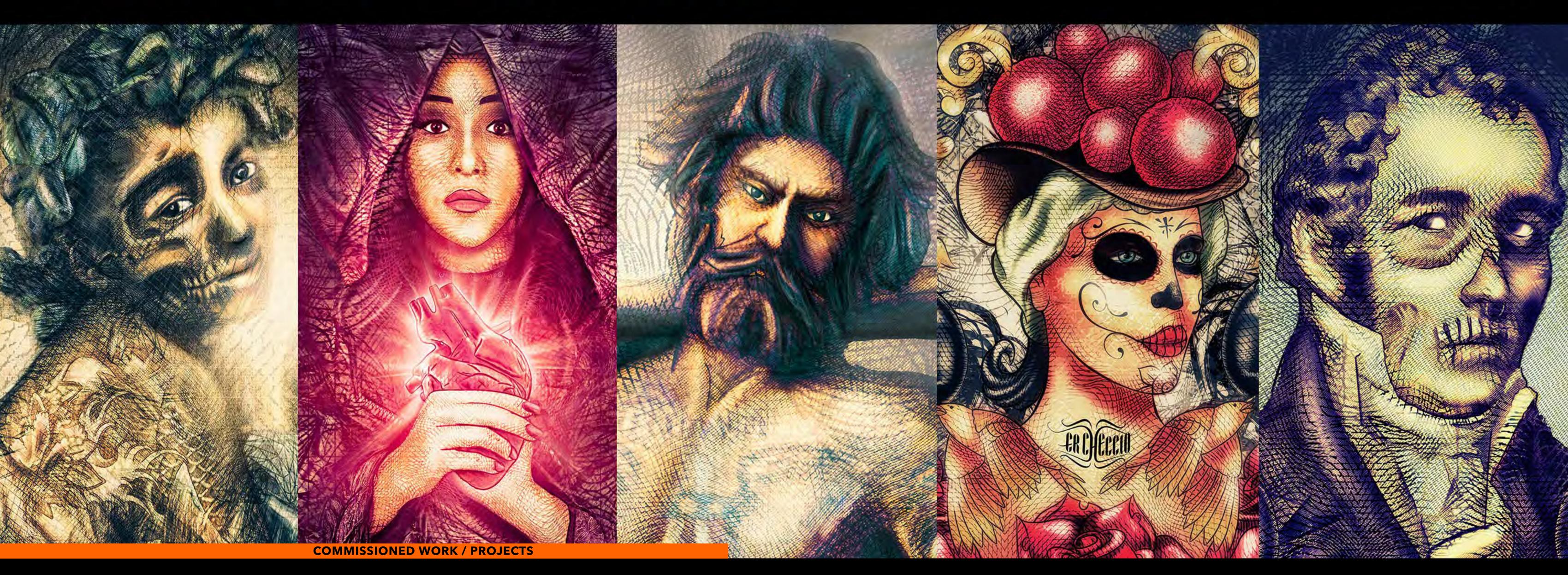
Baselworld Reaction Watches Campaign - For the 2018 Baselworld event, I collaborated with the Geneva Watch Group to create a series of artworks featuring the Reaction Watches line for the Kenneth Cole brand.



Tattoo & Art Show - Since 2014, I've been collaborating Now attracting several thousand visitors per day, the with Delavega GbR, the organizers of an annual tattoo event has grown into a prominent fixture in the regional convention in southern Germany. Together, we have de- tattoo and art community. veloped the Tattoo & Art Show into a strong and recognizable brand within a highly competitive scene.

TATTOO & ART 2014-2018





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ANIMATION DOCUMENTARY FILM





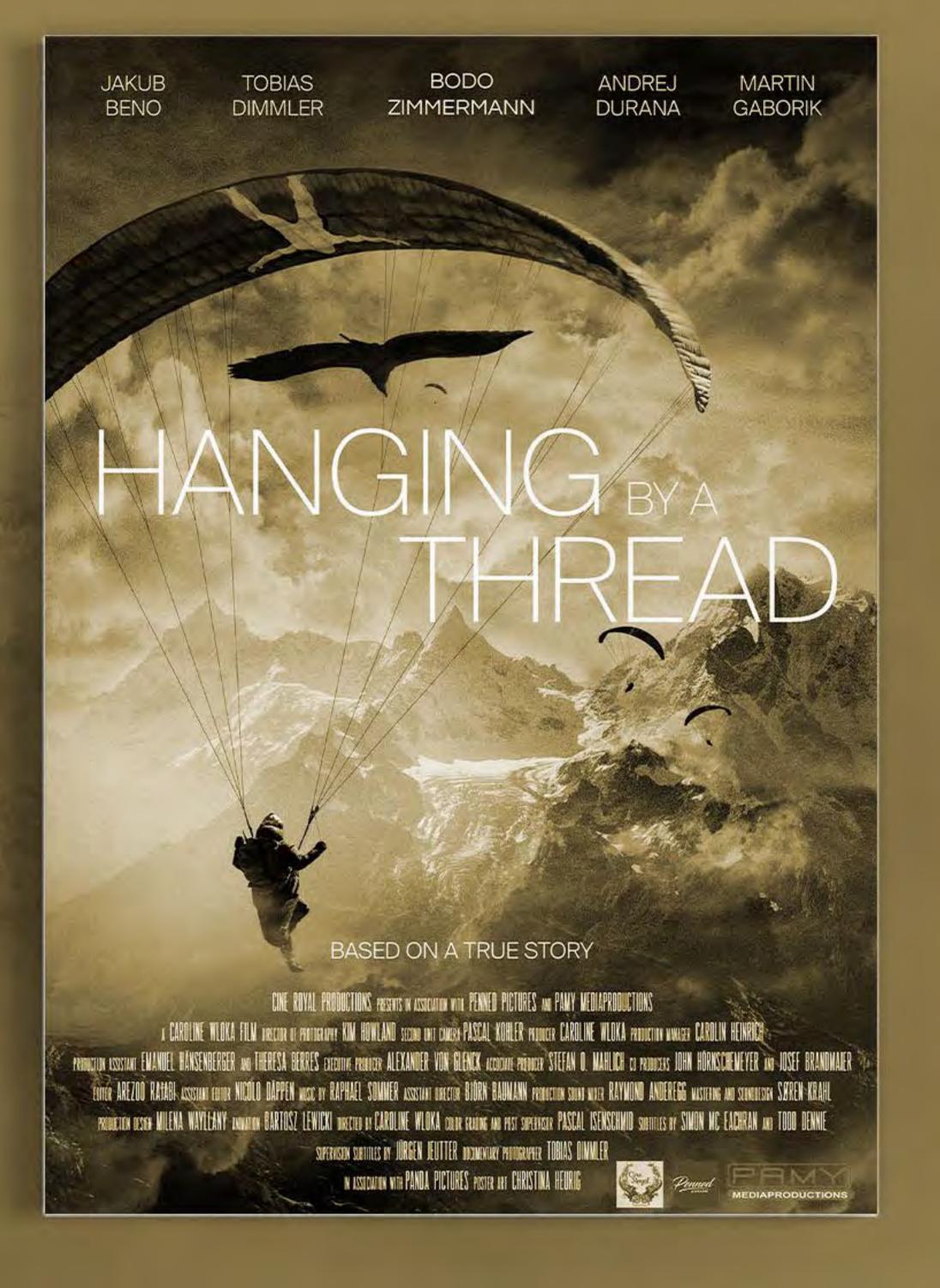












COMMISSIONED WORK / PROJECTS

Animator for Award-Winning Documentary
The emotional documentary HANGING BY A THREAD,
based on a true story, was produced by Cine Royal Productions GmbH. I contributed to the film by creating
several animated scenes, helping to visually enhance
and support the storytelling. The premiere took place in
2019 at the Frame cinema in Zurich.







CUSTOMIZED INSTRUMENTS AND TOOLS FOR TESTING AND MANIPULATION

INDENTATION, COMPRESSION, TENSION
LOAD RANGES FROM MN TO N
SUB-NM SAMPLE POSITIONING
PLUG-AND-PLAY INSTALLATION
INDIVIDUALLY DESIGNED

ALEMNIS GMBH • SWITZERLAND • WWW.ALEMNIS.CH 🦠





IN-SITU INDENTER

CUSTOMIZED INSTRUMENTS AND TOOLS FOR TESTING AN MANIPULATION

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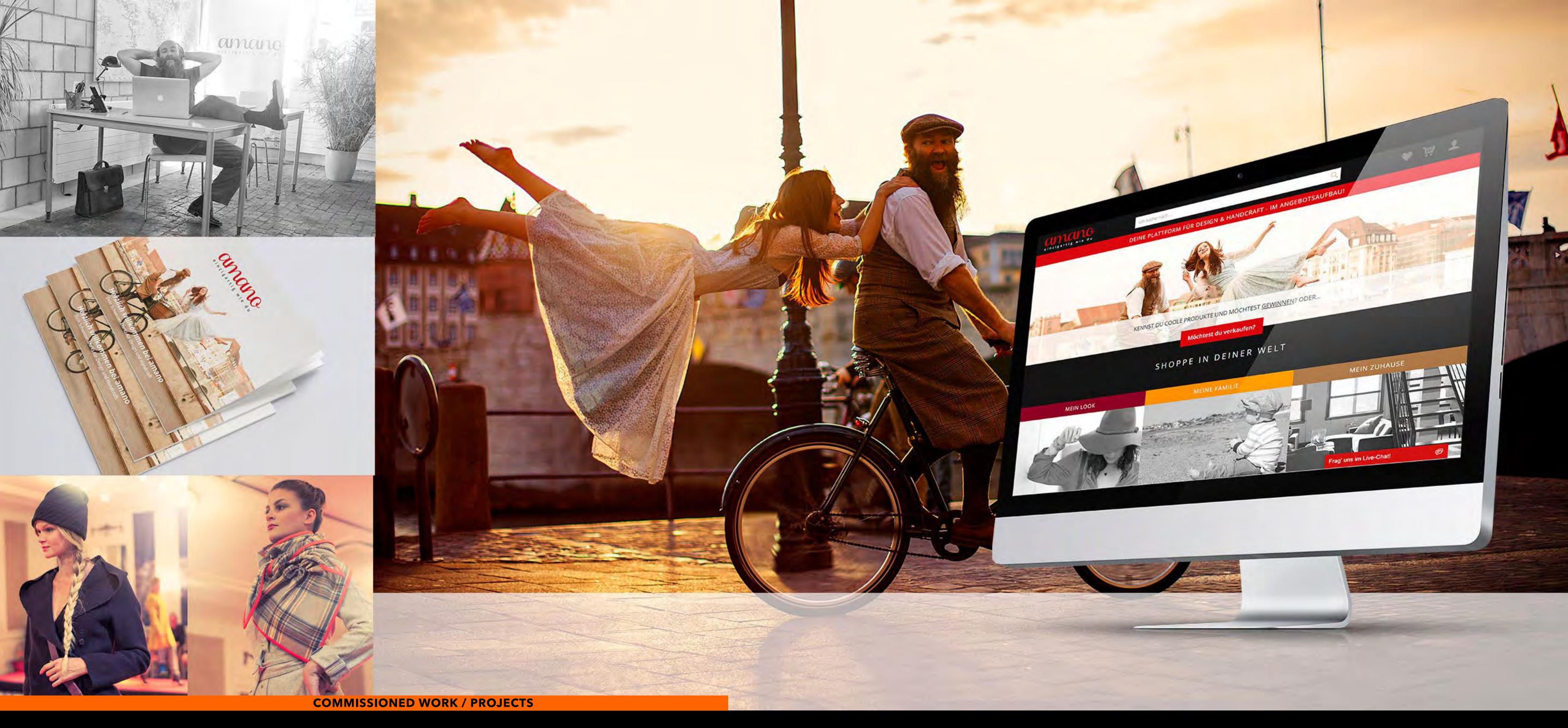
alemnis

COMMISSIONED WORK / PROJECTS

Alemnis AG specializes in the development and distribution of high-precision instruments for mechanical testing at the micro and nano scale - serving cutting-edge research institutions and advanced industrial applications worldwide.

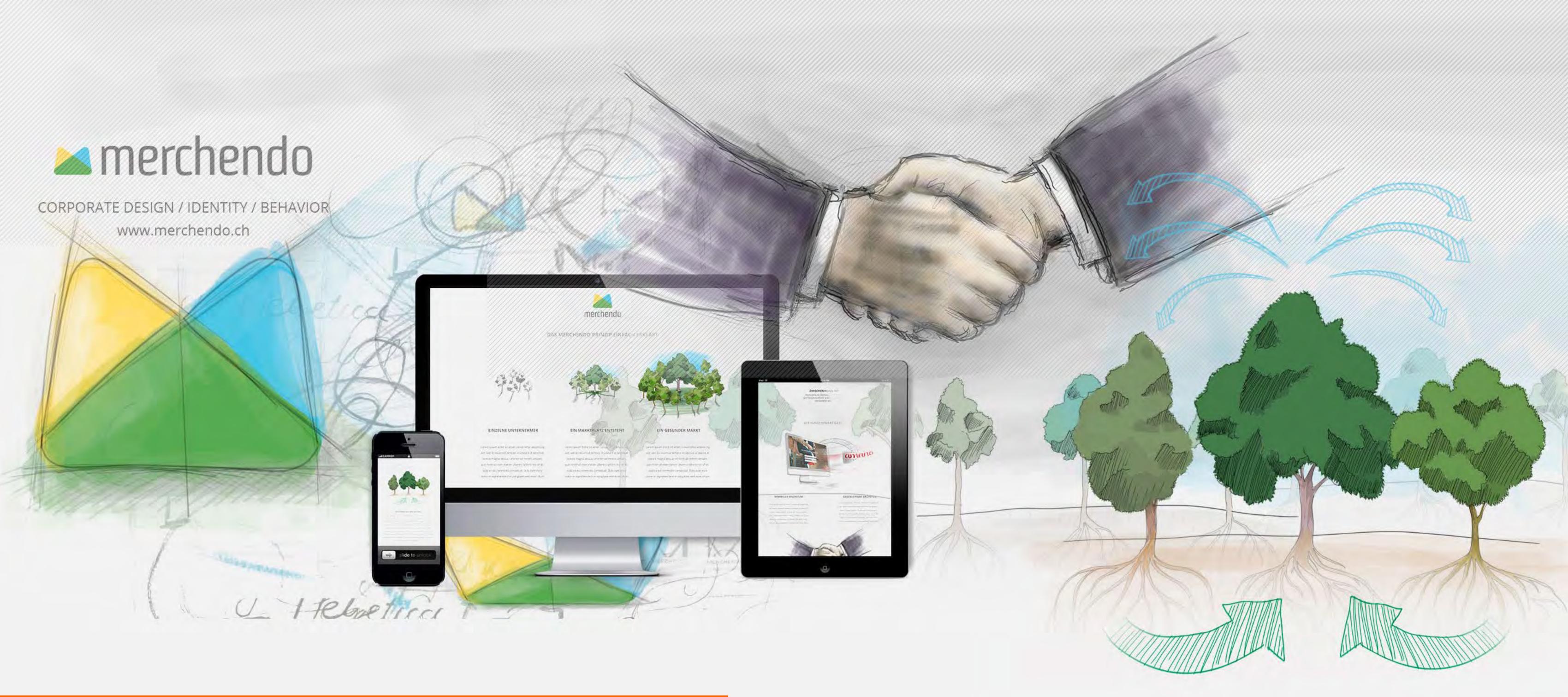
As part of a brand refresh initiative, I was responsible for the redesign and creation of various advertising materials. This included modernizing existing assets and developing new promotional products tailored to Alemnis' highly specialized market.

My work aimed to align the company's visual identity with its innovative technological focus, ensuring consistency, clarity, and a strong professional presence across all communication channels.



Amano is a curated marketplace showcasing Swiss craftsmanship and design. Working closely with the founders, I contributed to shaping the Amano brand across multiple touchpoints. My role spanned a wide range of creative outputs, including print design, animation, photography, and the execution of several advertising campaigns.





COMMISSIONED WORK / PROJECTS

Merchendo AG is an emerging startup specializing in innovative marketplace solutions. I was responsible for shaping the visual identity of this young brand. Through the design of pitch decks, microsites, and display panels, I helped establish a cohesive and enduring corporate design that strengthens Merchendo's presence and communicates its vision with clarity.



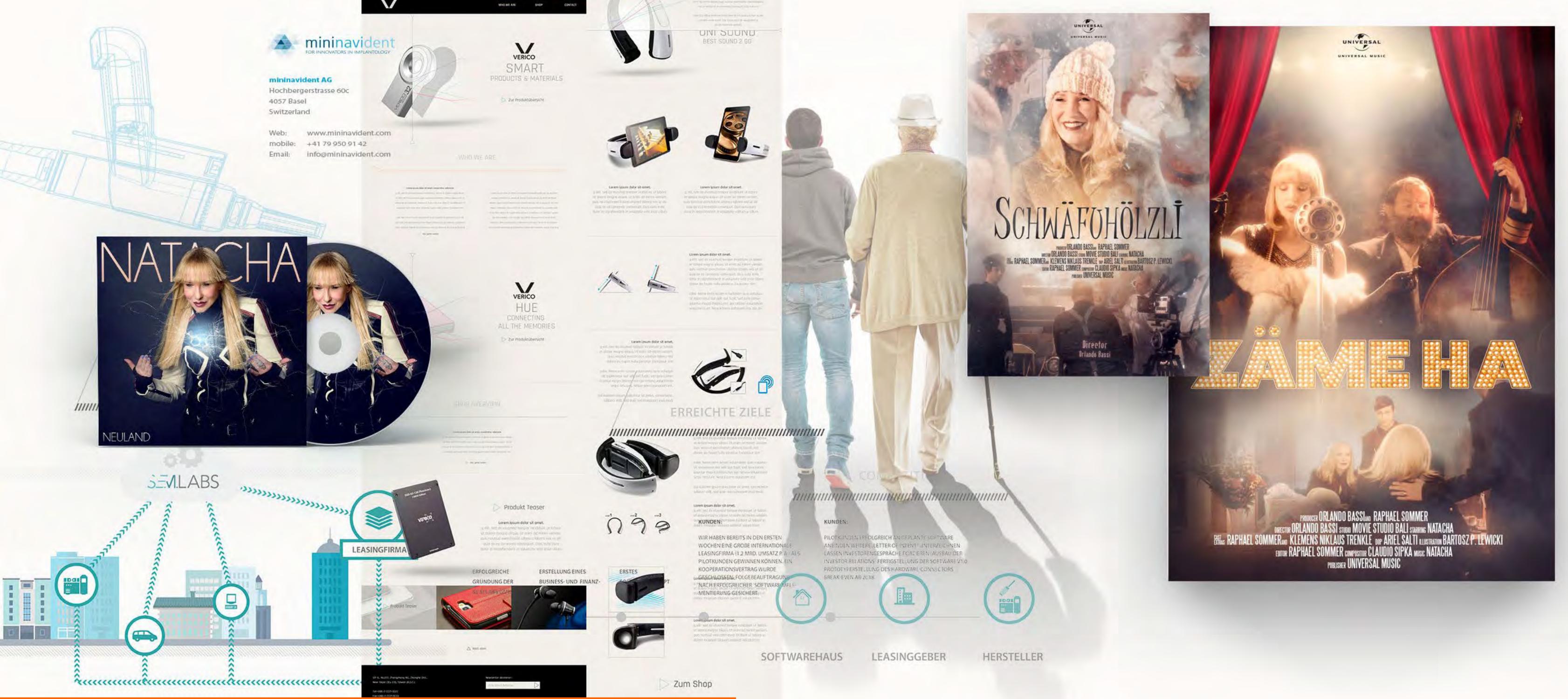




COMMISSIONED WORK / PROJECTS

"Wir Gewinnt" is one of several corporate identity concepts I've developed for early-stage startups. Even in smaller-scale projects, I place great value on creating visual presence that resonates with its audience and lays a distinctive and cohesive visual language that captures the essence of the brand. With "Wir Gewinnt," the goal was to craft a bold and memorable graphic style that conveys clarity, energy, and a strong sense of identity - proving that limited

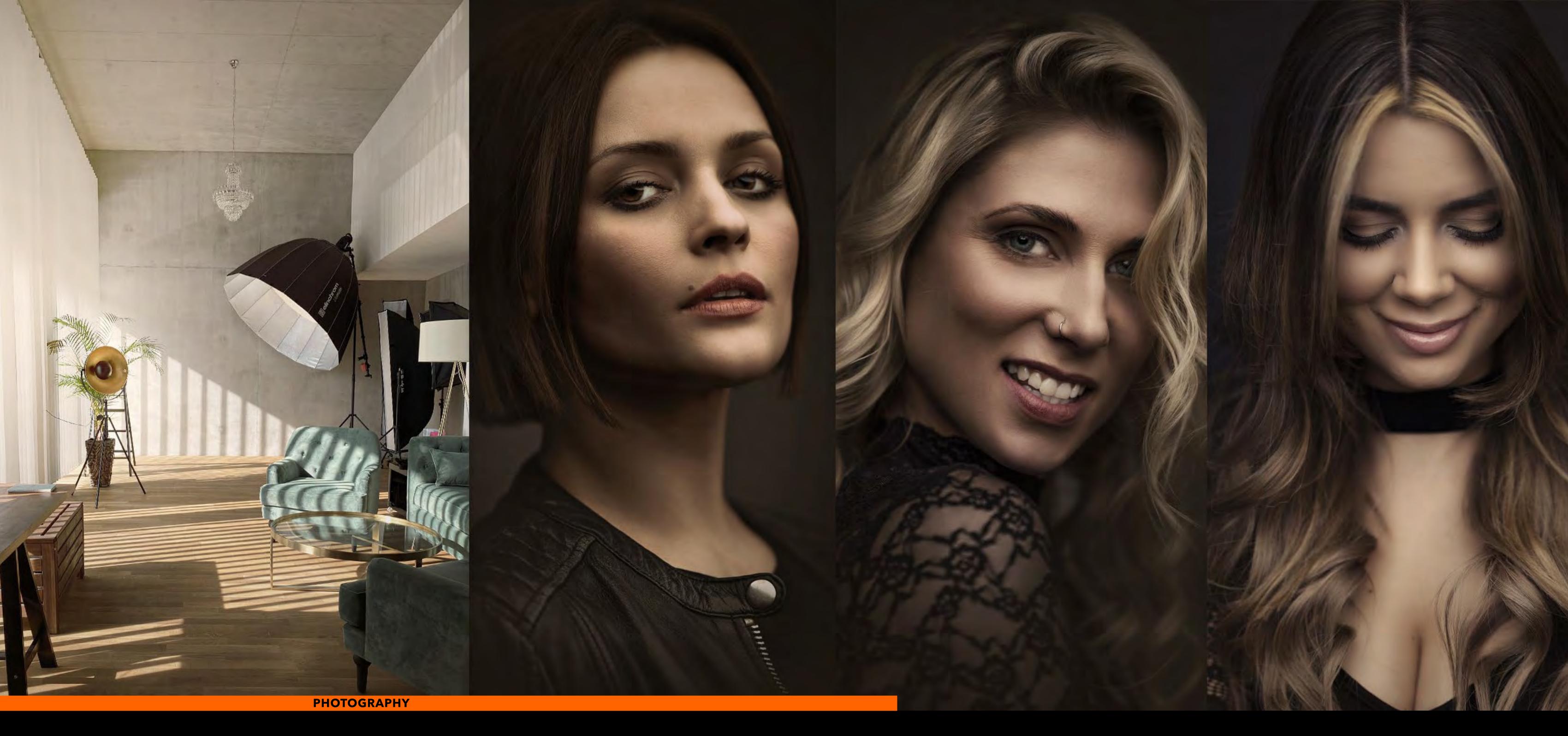
resources should never limit creative ambition. I believe that every brand, no matter its size, deserves a compelling a solid foundation for growth.



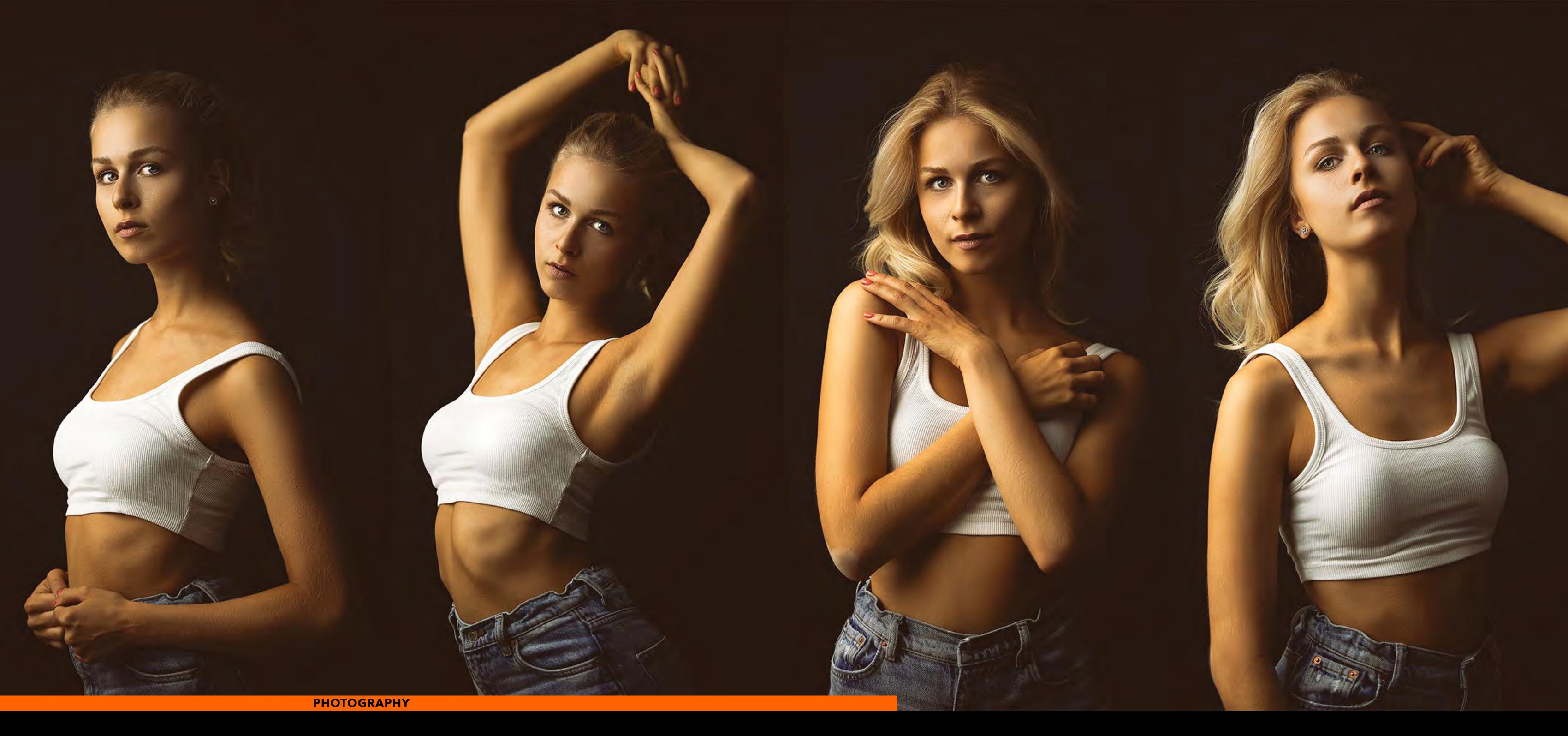
COMMISSIONED WORK / PROJECTS

A curated selection of diverse projects I've realized as a free- I also produce custom illustrations, digital graphics, and pholance graphic designer. Over the years, I've had the opportunity to bring a wide range of creative ideas to life across various industries and formats. My freelance portfolio showcases clear communication, and a strong, consistent design lanthe breadth of my design expertise-from striking posters and guage. This collection is a testament to my versatility, creative eye-catching covers to thoughtfully crafted logos, brochures, problem-solving, and passion for translating ideas into imand fully responsive websites. In addition to visual design,

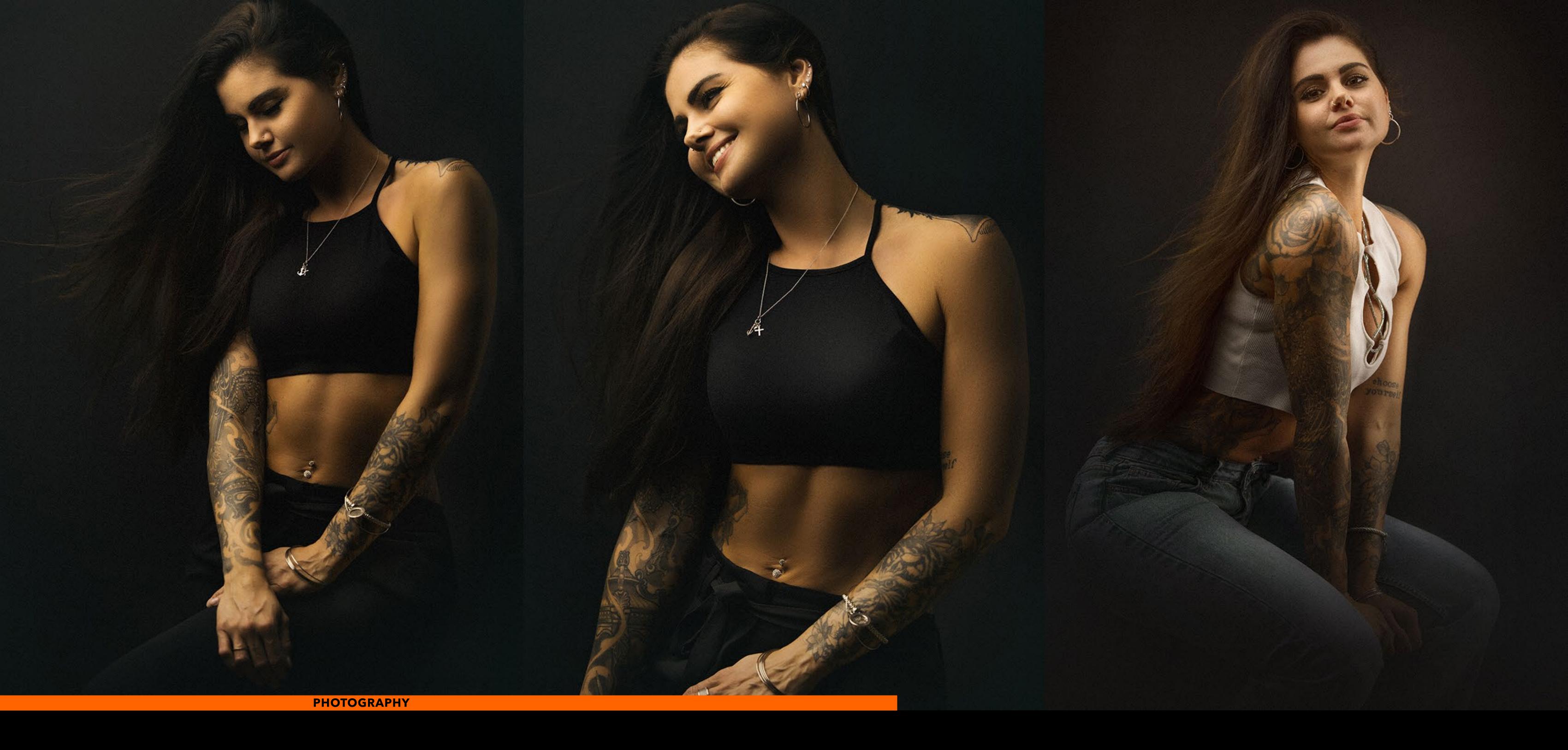
tography, all tailored to support each client's unique goals. Every project reflects my commitment to visual storytelling, pactful visual experiences.



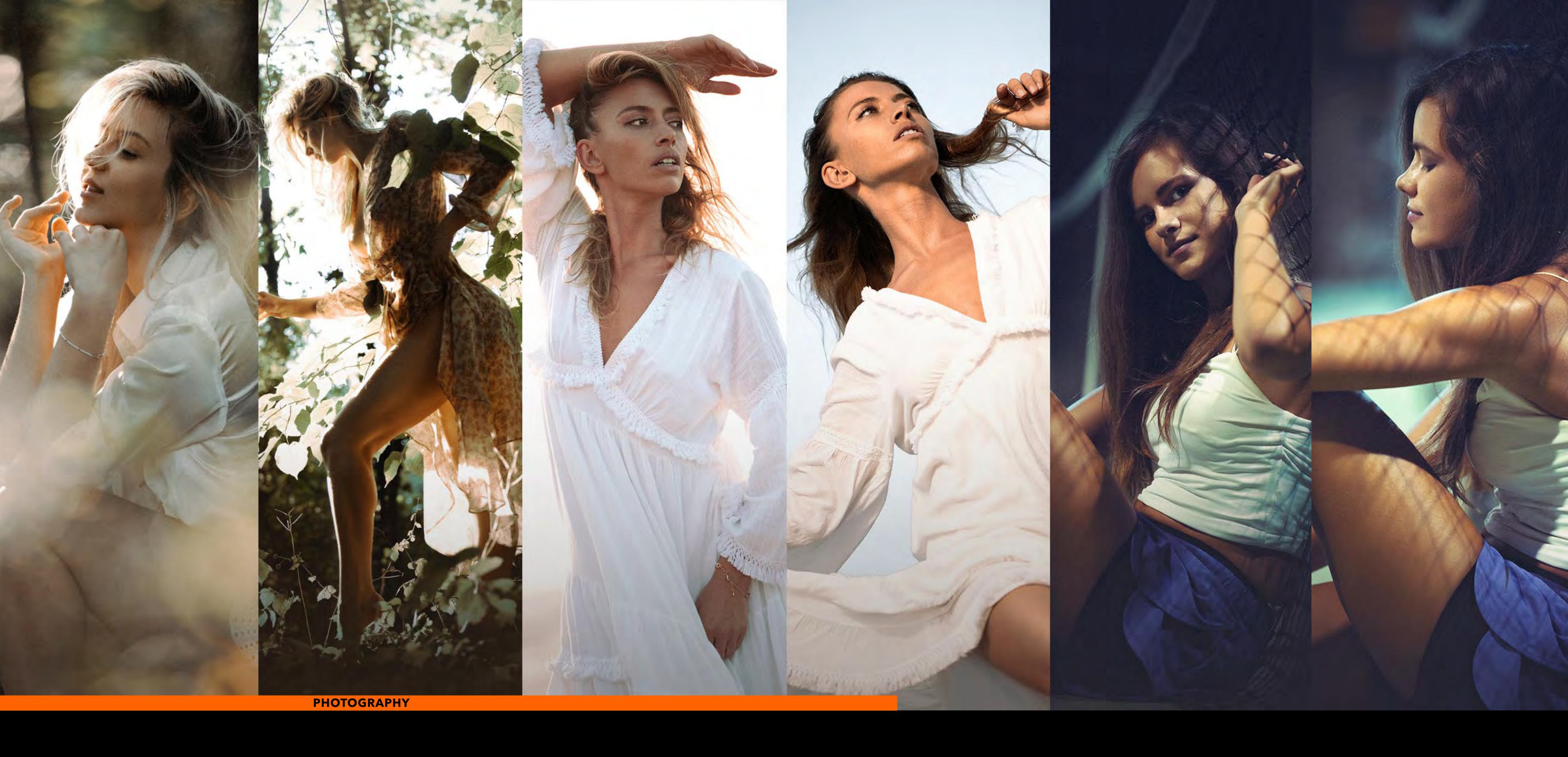
Since 2019, I have operated a fully equipped studio in Basel where I have brought numerous creative projects to life. With the rise of AI, photography has become less significant in my work, yet I continue to explore the interplay of various media and multimedia tools to expand the boundaries of visual storytelling



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For the magician and artist Daniel Kalman, based in the Basel The emerging possibilities of AI have made working with region, I created a series of artworks that he has used across a Photoshop and creating intricate collages significantly more wide range of applications, both in print and digital media.

efficient. Still, the sustained practice of developing visual concepts remains invaluable-it continues to sharpen the eye and deepen one's aesthetic sensibility.



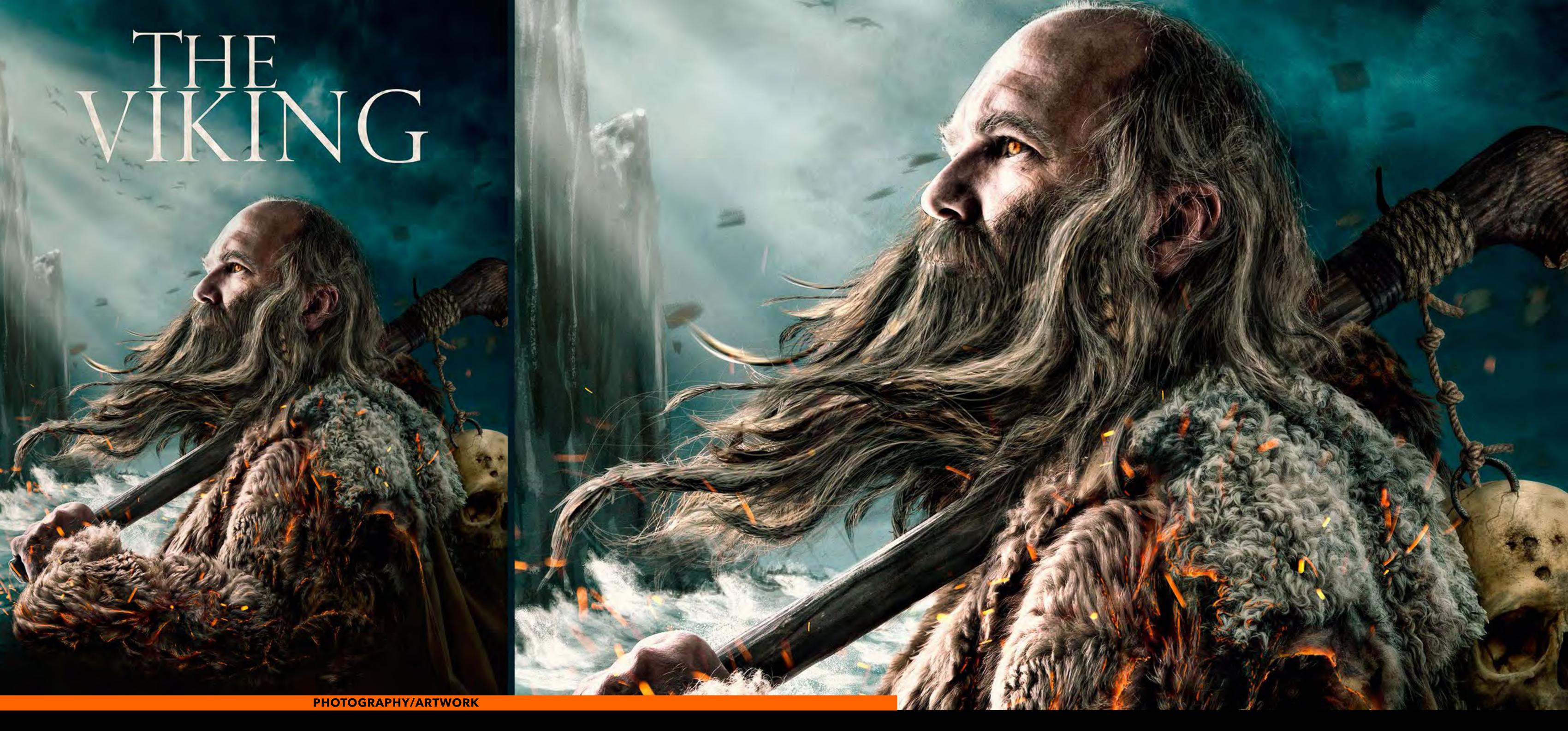




Raphael Sommer is establishing himself as a prominent film music composer, with a diverse portfolio ranging from classical concert works to his own film productions. I'm delighted to be collaborating with him on a variety of projects that continue to evolve and grow. Together, we've created album covers, posters, and a range of visual artworks.







I have had the pleasure of working on numerous projects with Klemens Niklaus Trenkle, an internationally renowned and respected actor. He is an exceptional talent, and collaborating with him is both inspiring and deeply enjoyable. I look forward to many more artwork and movie projects together.







In my freelance work, I have documented numerous weddings, family occasions such as baptisms, and other events—both as a filmmaker and photographer. While I still occasionally take on such commissions, they have become less frequent in recent years. It usually takes a particularly large or significant event for me to make the time.



IMAGE
VIDEO
LINEADANIELE





VIDEOGRAPHY/PHOTOGRAPHY







Heroes you will love

Eine Visualisierung einer Heldenfigur, die sich den täglichen Herausforderungen anderer Menschen stellt und Hilfe leistet, im Bezug auf Crypto, Streaming, News, Digitalisierung und allen weiteren Arbeitsbereichen der Heroes Group AG.







Heroworks larger

Der Superhold, der genauso wie jeder andere, mit den Herausforderungen des Altags zurechtkommen muss und dabei seine Menschlichkeit bewahrt.

Seamanni mondune polity oviv

grinning maydra Surrey like Trend/200 road.

S-Buckers Personstreamen





Key visual ideas

Problematiken im Alltag

- Superheld hält Kätzchen

- Superheld fängt Iphone und schupft Leute beiseite (Mann der Cola trinkt verschüttet sie, Frau - Superheld hält gesamten Vereren sich Leute, Katze springt andere fliegt im Hintergrund weg, im Vordergrund unscharf weg). fliegt etwas um).

- Ein junger Mann sitzt wie ein gezogen (Fronatel sicht). Junky und zerdrückt Luftpolsterfolie, Superheld bringt Nachschub - Superheld bringt Klopapier. auf einem Karren. (Auf einem

NFC Tags

und führt Hunde aus, die Frau läuft vor Ihm, telefoniert mit zweit Telefonen, gestikuliert

fliegt um, im Hintergrund beschw- kehr auf wegen einer Taube. (Eine - Superheld verbrennt Haare von Frau

Superheld wird von 3 Hunden

und grinst. (im Hintergrund sind Leute beschweren sich. kleine Kinder die weiterspielen

-Superheld schiebt Kinderwagen - Am Küchentisch, Froschperspektive. Held kommt angeflogen, um Toast das auf den Boden fliegt zu fangen.

Superheld hilft Schülern mit einem

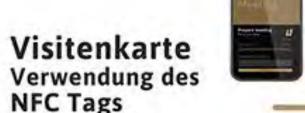
Schild bei einer Klausur.

mit Glätteisen (Dummer Blick)

enen nach Hause. Autofahrer flucht. - Steelworkers, Held bringt Brötchen

- Fast überfahren, Held fährt betrunk-

zweiten Bild zerdrückt er selber - Superheld hält einen Ball neben - Held hilft Frau (Oma) beim einparkeinem Zertrümmertem Fenster en, versperrt aber die Strasse und



Vor dem Meeting wild auf einer Interner Onepager Seite Entranetieine Wirehame Seite 'zusommongektokt" Dase Seite wird mit dem Leik zum NFC Tag verbunden.

Der NFC Tag auf der Visiten

vorbereitete Meddings-Seite.

karten Hüse, verwollt auf die zuvor-

Die Meetingseite ist eine Instanz, die

sich auf die MAC Adrosse des Geräts

Ansber ist liger Link wird milider MAC

besieht und zur mit diesem Getät

vereinberten linfes währlend und nech dem Meeting: Am Admin hat man Zugriff aut die Veeting-Onepager Seite und kann Punkté abhacken, lösichen oder produced, sowie Texto vertaisen

So hat der Meetingspartner aller

Ablauf eines Meetings

Modern Key Viusal Concept

Die Heldenfigur(en) könnten, wie beim bisherigen Konzept, on the Spezialgebiet "angepasst" sein, jedoch in einer fotorealitischeren Optik erscheinen

Die Helden Figurieri sollten auf Jodem Köy Visual eine für Ihr Tätigkeitsgebiet kohårente Tätigkeit ausüben.





Crypdog Viusal Concept



CONCEPTUAL PLANNING

From time to time, startups and small businesses approach me to help develop and refine their marketing strategies on a conceptual level.