



PERSONAL BRAND



GOAL

The goal was to find a long-term strategy and concept for a personal brand, which reflects my creative journey, predicts future growth of my portfolio, communication, and is applicable in the creative industry market.

THEORETICAL PART

Strategy

- career goals
- values, mission and vision
- target audience
- positioning
- voice and tone
- storytelling

- visual identity
- logo
- colour palette
- typography
- mascot
- illustration
- art style

Marketing tools

- website
- portfolio
- social media
- print
- business cards

PRACTICAL PART

Strategy

- career goals
- values, mission and vision
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Marketing tools

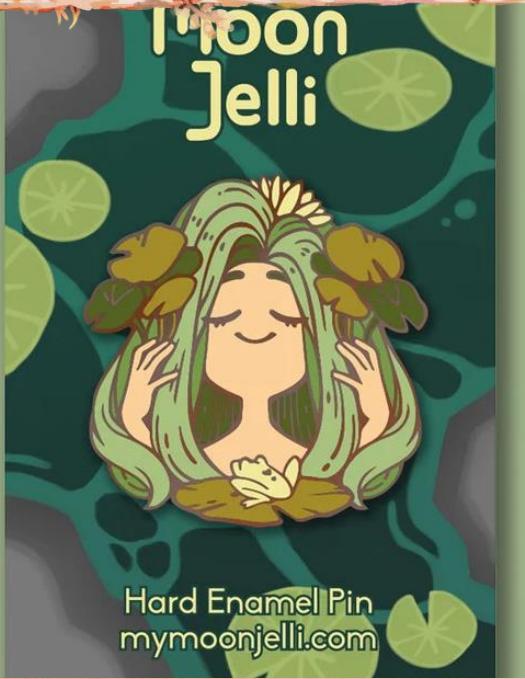
- website
- portfolio
- social media
- print
- business cards
- eshop



A landscape illustration featuring a large, rugged mountain in the background, its slopes covered in dense green and brown foliage. In the foreground, there are two small, colorful mushrooms with yellow caps and red spots. The ground is a mix of brown soil and fallen leaves. The overall style is painterly and somewhat abstract.

STRATEGY





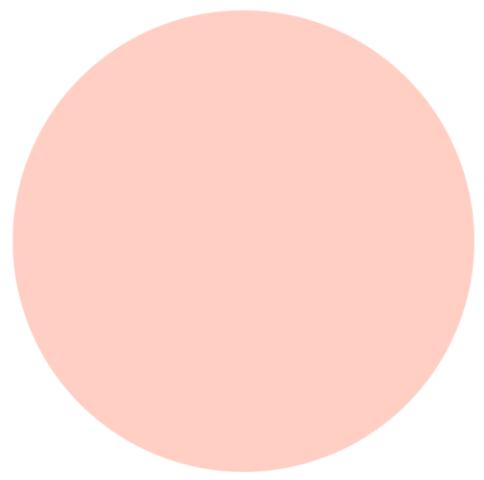
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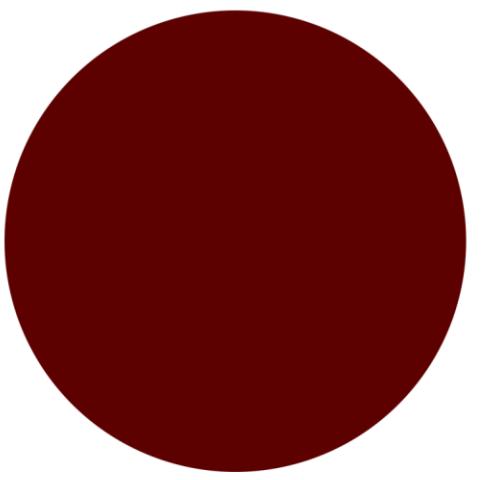
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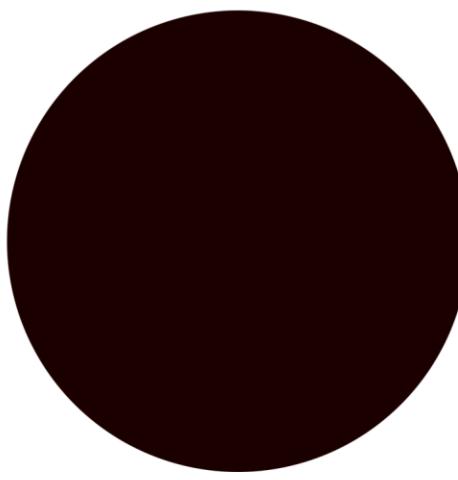




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ADÉLA HANÁKOVÁ

hanakovart@gmail.com

Sue Ellen Francisco

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ilustrace & design

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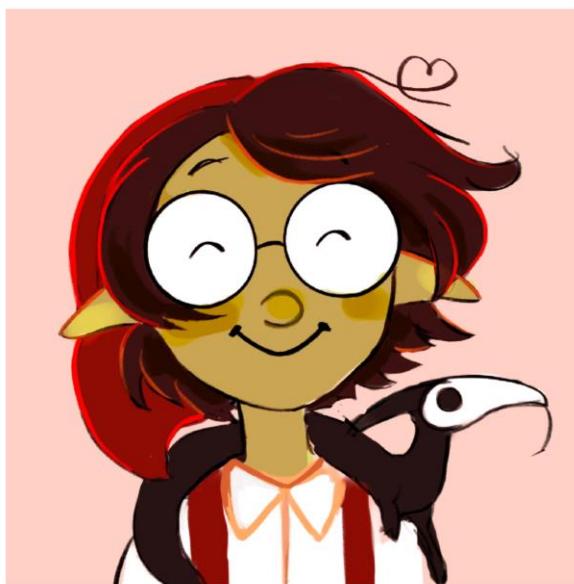
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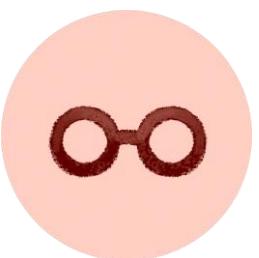
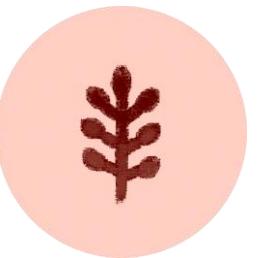
@moramlug





MARKETING TOOLS







moramlug_

Follow



78 posts

277 followers

2,164 following

Adéla Hanáková

Lv. 22 | she/they | |

- Illustrator, forest dweller
- Commissions: OPEN
- Inquiries: hanakovart@gmail.com
- Check my Carrd for more info!

www.moramlug.carrd.co



Children



Misc



Adventures



Me



Wallpapers



FAQ

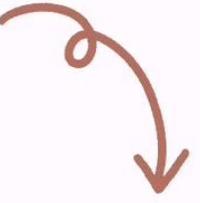
POSTS

VIDEOS

TAGGED





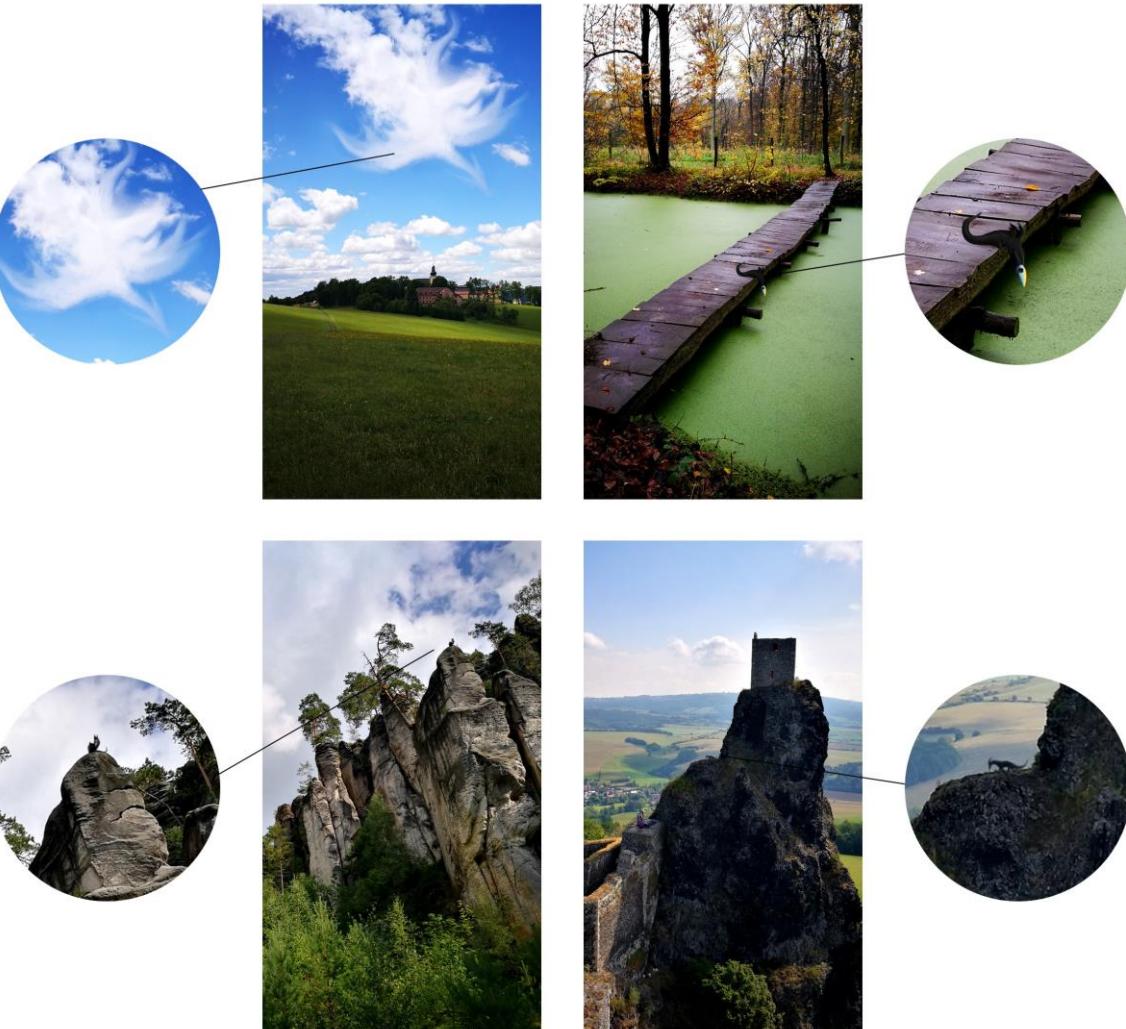


We NEED to stop glamourising overworking. Please.

The absence of sleep, good diet, exercise, relaxation, and time with friends and family isn't something to be applauded.

Too many people wear their burnout as a badge of honour.

And it needs to change.







ADÉLA HANÁKOVÁ
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Portfolio

Shop

Commissions

FAQ

(Made with Carrd)

What tools do you use?

Display tablet:
iPad Pro, 12.9" 2020
Huion Kamvas 22 Plus

Software:
Procreate
Photoshop CC

Brushes:

I tend to experiment and use a mixture of brushes made by a lot of different artists. If you're curious about the brushes I used for a specific artwork, feel free to ask me!

Can I use your art as an icon/banner?

As long as you credit me, sure.

Can I repost your art?

I would prefer it if not, thank you.





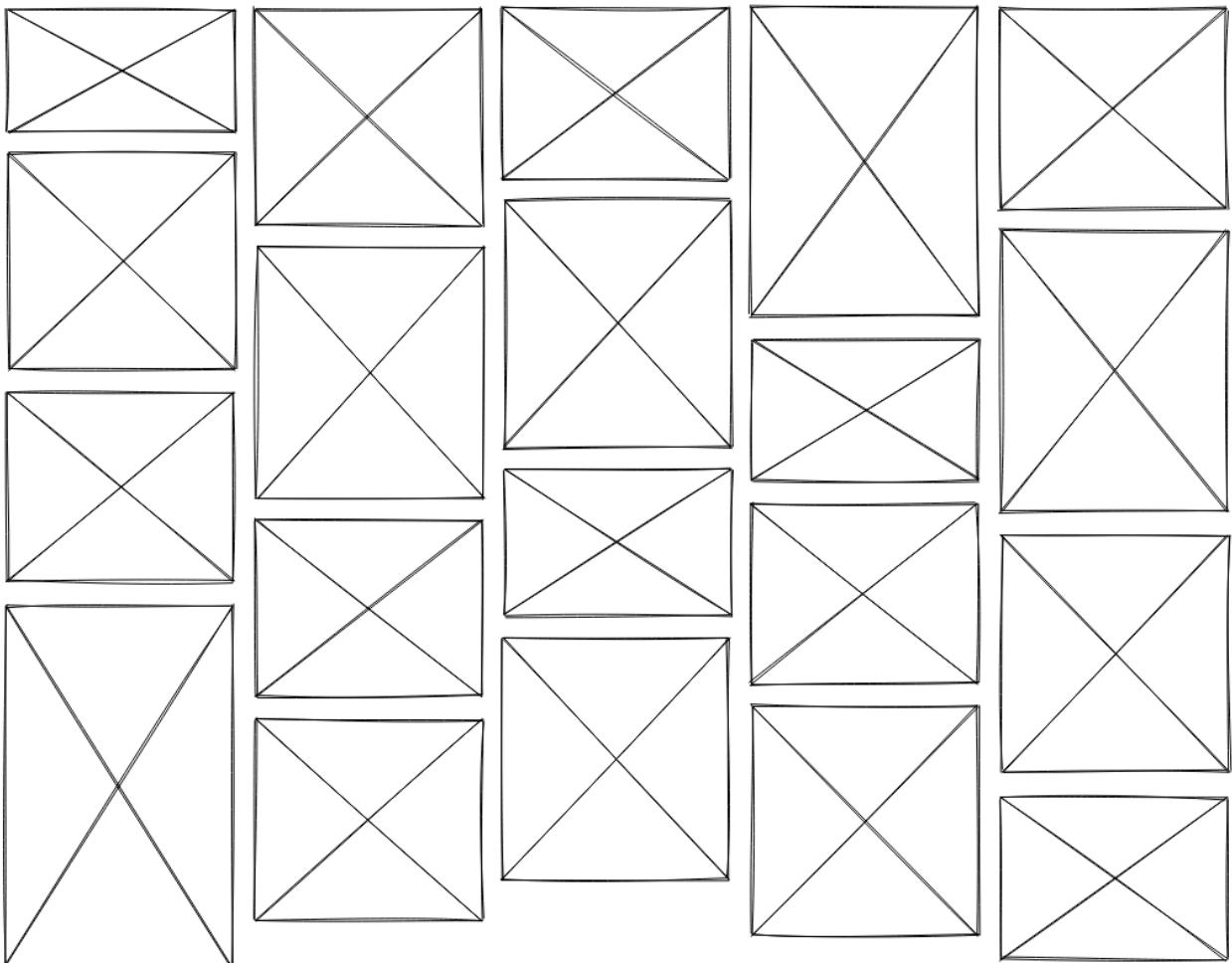
ILLUSTRATION

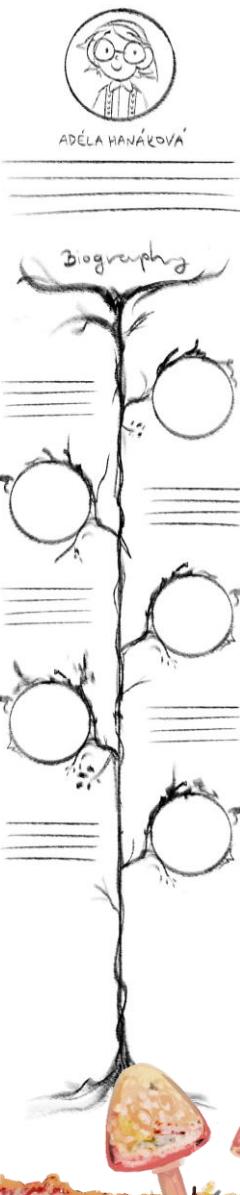
CONCEPT

PRODUCT DESIGN

SHOP

ABOUT





ADÉLA HANÁKOVÁ

ADÉLA HANÁKOVÁ
hanakovart@gmail.com
ILLUSTRATION CONCEPT PRODUCT DESIGN SHOP ABOUT



Hello and welcome!

I'm a digital artist currently based in Prague, Czech Republic, who specializes in stylized illustration and character design. I'm very passionate about creating artwork people will enjoy, and I'm always looking for creative opportunities and projects.

When I'm not drawing, I like to indulge in my other passions that include a love for storytelling, playing games, wandering the woodlands, petting dogs and napping under trees.

Feel free to reach out with any inquiries at hanakovart@gmail.com

[Download my resume HERE](#)

My socials:

[Read about my art journey!](#)



Currently, I tend to explore a lot of different art styles and techniques. I'm still growing and have a long journey ahead of me, but I'm trying my best.

Taking it one step at a time, I started learning again. Thanks to the generosity of art communities, I pushed myself to do better, and gave the way to success. I also returned to my roots and started drawing again, I found myself in接触 Nature, animals, creatures and characters.

Despite all, my passion for creativity never faded away. I had goals and decided to pursue my dream to be an artist and make things people would enjoy. I had no direct or mentors to rely on, but that wasn't going to stop me.

The pressure of school soon got way too over whelming, which led to a long lasting art block and almost quitting drawing altogether. I was often disconnected from art and told that there's very little opportunity for artistic expression in the adult world.

Never losing the chance to go to a proper art school that would be closer to my home, I decided to go the self-taught road, honing my skills in my free time (and in classes), by doodling on my notes, to the great displeasure of my teachers.

I grew up in a tiny village in Moravia, surrounded by beautiful groves and apple orchards. From an early age, I was drawn to the beauty of nature around me. It all started with me creating all kinds of stories that I liked to imagine live in the woods near my house. I fell in love with a great blend between nature and fantasy elements, which is reflected in my work to this day.

ADÉLA HANÁKOVÁ
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ILLUSTRATION CONCEPT PRODUCT DESIGN SHOP ABOUT



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[Read about my art journey!](#)





I grew up in a tiny village in Moravia, surrounded by beautiful groves and apple orchards. From an early age, I showed a particular interest in drawing. It all started with me creating all kinds of critters that I liked to imagine live in the woods near my family house. I developed a great fondness for nature and fantasy elements, which is reflected in my work to this day.

Never having the chance to go to a proper art school that would be close to my home, I decided to go the self-taught road, honing my art skills in my free time (and in classes, by doodling on my notes, to the great displeasure of my teachers.)

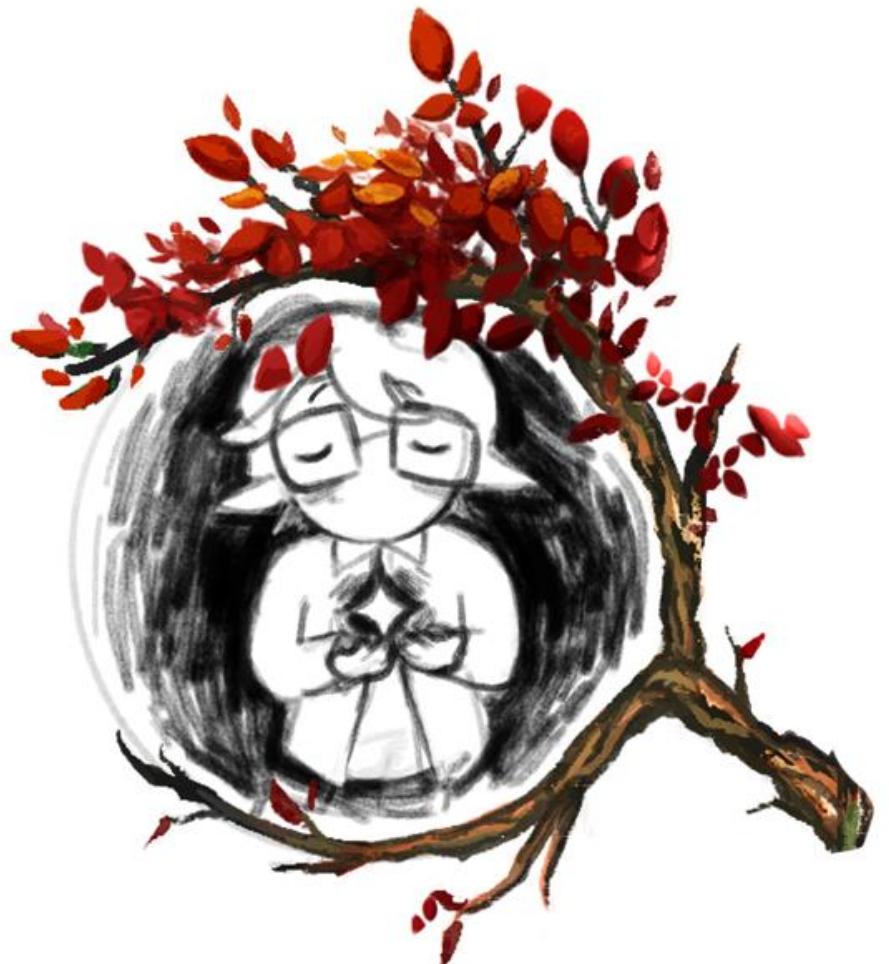




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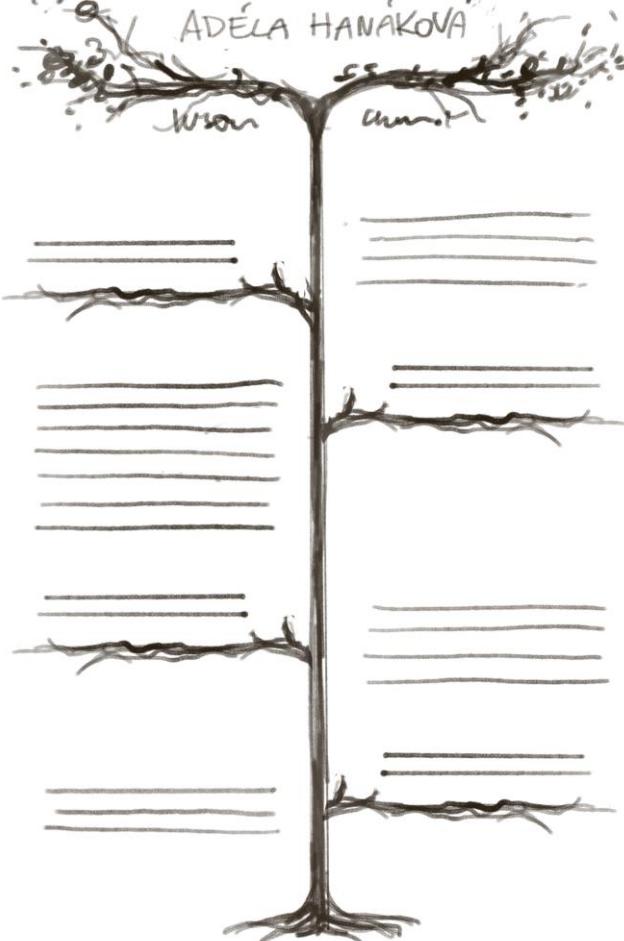




Taking it one step at a time, I started learning again. Thanks to the generosity of the art community, I pushed myself to do better, and pave the way to success. I also returned to my roots and started drawing what I love best. Nature, fantasy creatures and characters.

Currently, I tend to explore a lot of different art styles and techniques. I'm still growing and have a long journey ahead of me, but I'm trying my best.





Education

Bachelor's Program – major in Graphic and Media Design
University of Creative Communication, Prague, Czech Republic
2019–2022

- Study of visual arts with an overlap into marketing contexts (branding, creation of complex visual identities, art directing and digital design)

Experience

Notigo Agency s.r.o.
Advertising agency located in Prague
2021–present

- Designing characters, flyers, posters, and roll-up banners
- Creating illustrations for web and social media content

Freelance illustrator and graphic designer for various clients
2016–present

Recognition

Posterheroes 2020 – Humans at Work
International contest about social and environmental issues

- The jury, made up of graphics, art and communication experts, chose my poster as one of the 40 winners out of over 3500 entries from over 117 countries.
- My work was displayed at Toolbox Coworking in Turin, Italy, during the international festival Graphic Days in 2020, and in 2021 at Náplavka in Prague.

Skills

Software
• Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Procreate, Clip Studio Paint, Figma

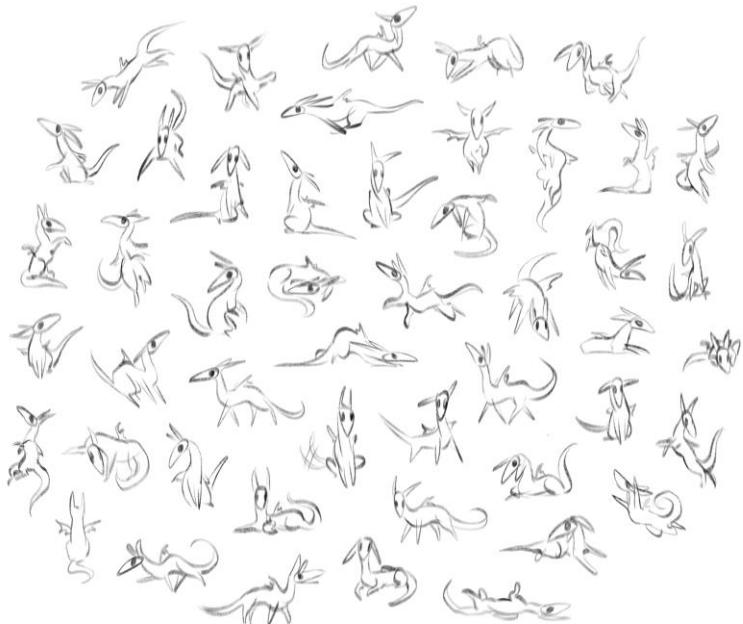
Languages
• Czech (native), English (C1)

Interests

Video games, comics, TV shows, fantasy, folklore, history, hiking, nature

 **ADÉLA HANÁKOVÁ**
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10



100%







 Edit shop

 Favourite Shop (9)



BlackDragonsLair

Czechia

2 Sales | ★★★★★

Items

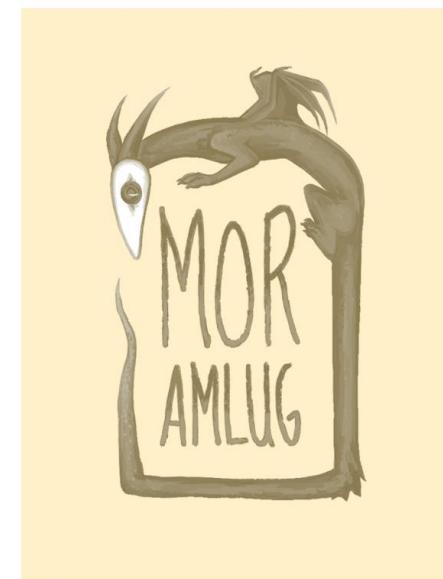


Addie

 Contact

Sort: Most Recent ▾





MOR
AMLUG











1 shop review ★★★★★



[Knock NewsFlash](#) 05 Dec, 2021

★★★★★

Purchased item:



[Hunter - Fantasy Creature Adoptable](#)

Sort by: Recommended ▾

BlackDragonsLair

Local seller | 2 sales | ★★★★★

Sleeping Frogs - Vinyl Sticker
(Transparent)

CZK 101.78

Local taxes included (where applicable), [plus postage](#)

[Add to basket](#)

Highlights ^

- Handmade
- Dispatches from a small business in Czech Republic
- Materials: vinyl, matte anti UV coating, wat... [...](#)
- Height: 5.9 centimetres
- Width: 10.4 centimetres

Description ^



Kiss-cut vinyl sticker for decorating interior or exterior.

This sticker design was painted digitally by me!



Delivery and return policies ^

[Estimated arrival](#)

07-26 Apr



1 shop review ★★★★★



[Knock NewsFlash](#) 05 Dec, 2021

★★★★★

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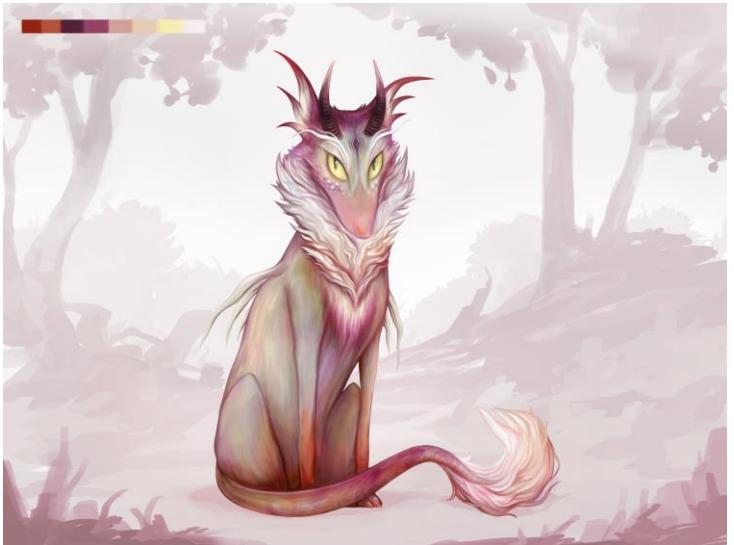
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[Estimated arrival](#)

07-26 ADI.



CONCLUSION

I researched what it means to have a personal brand, and what steps I need to take to develop my own.

Used the knowledge I gained in the theoretical part to create a strategy for my personal brand that I will continue working on.

This project was essential to understanding my creative journey, priorities and my vision for the future.



A watercolor illustration of a landscape. In the center is a large, rounded mountain with soft pink and grey washes. To the left, several large, light pink leaves are falling. At the bottom left, there are two small, yellowish-brown mushrooms with dark spots. The background is a light, textured wash. The entire image is framed by a decorative border of autumn foliage, including orange, yellow, and brown leaves, twigs, and small red hearts.

THANK YOU!