

# HIPPIE ALINA

GRAPHIC  
AND  
COMMS  
DESIGNER

FOR ME, DESIGN STARTS WITH  
UNDERSTANDING



# ABOUT ME

Prague/Berlin

Corporate job

+4 years in design

Came to design through love for art

Travelling, reading, comms & marketing



# MY WORK EXPERIENCE

BRAND DESIGNER

GRAPHIC DESIGN  
INTERN

VISUAL AND  
COMMUNICATION  
DESIGNER

WHAT'S  
NEXT?

# DESIGN IDENTITY

## 1. VALUES

Storytelling  
Clarity & Meaning  
Consistency  
Research-Based Process

## 2. INSPIRATION

Design as interpretation,  
not decoration  
Contextual design  
Art & Culture

## 3. FOCUS AREA

Editorial & Layout Design  
Cultural Projects  
Information Design  
UI/UX Foundations



DESIGN IS HOW  
I MAKE SENSE  
OF COMPLEXITY

THANK YOU!