

HI, I'M 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!