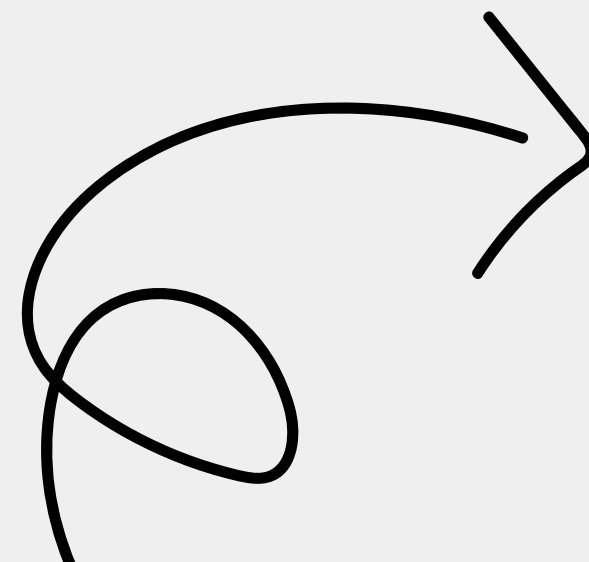
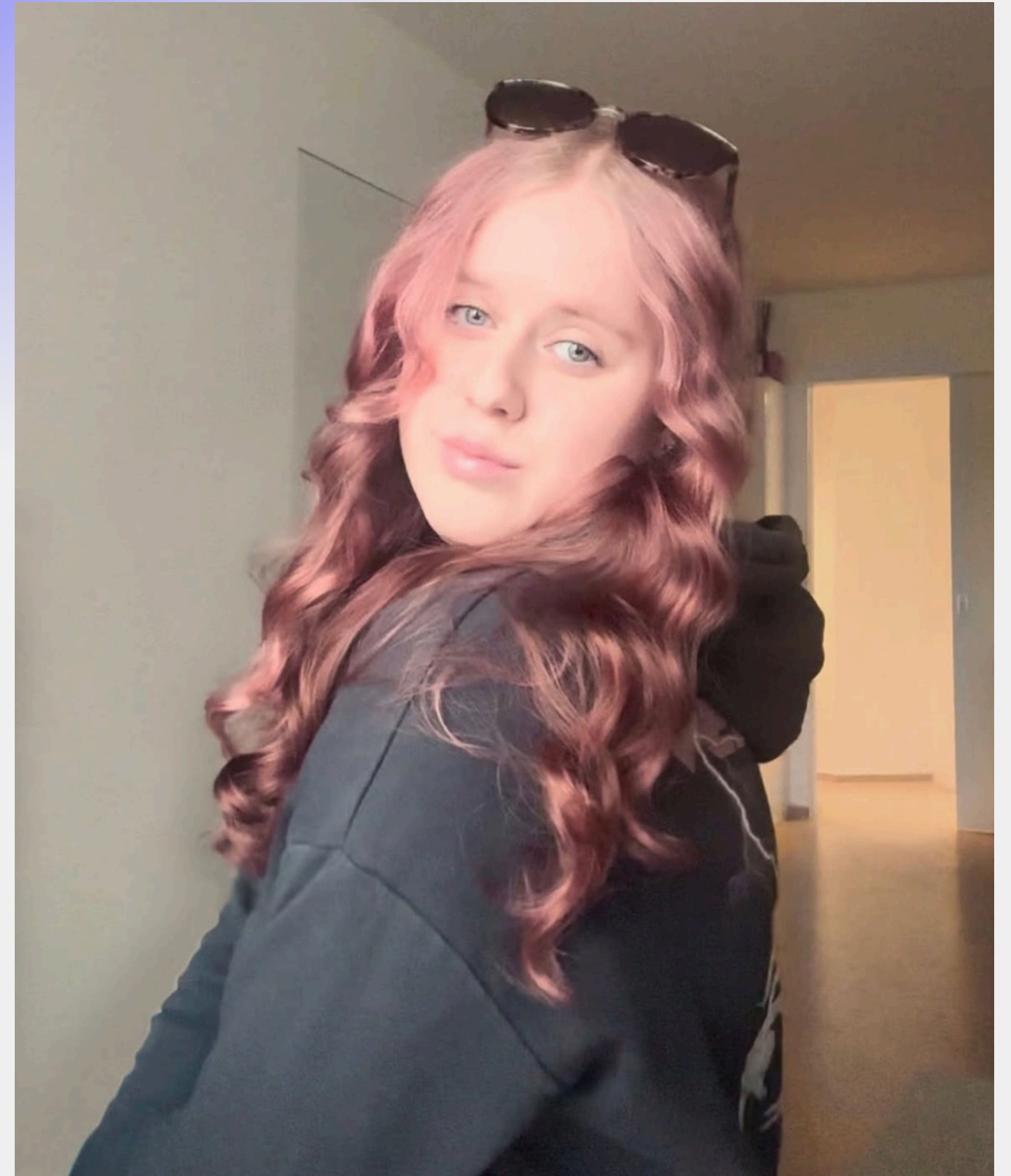


# From Capturing Moments to Creating Stories



*Hi everyone!*  
**I'm Kateřina Vlková.**





# My First Camera

My journey into creativity started long before school.





# Why I Chose Art School

That love for photography stayed with me. So I made a decision..

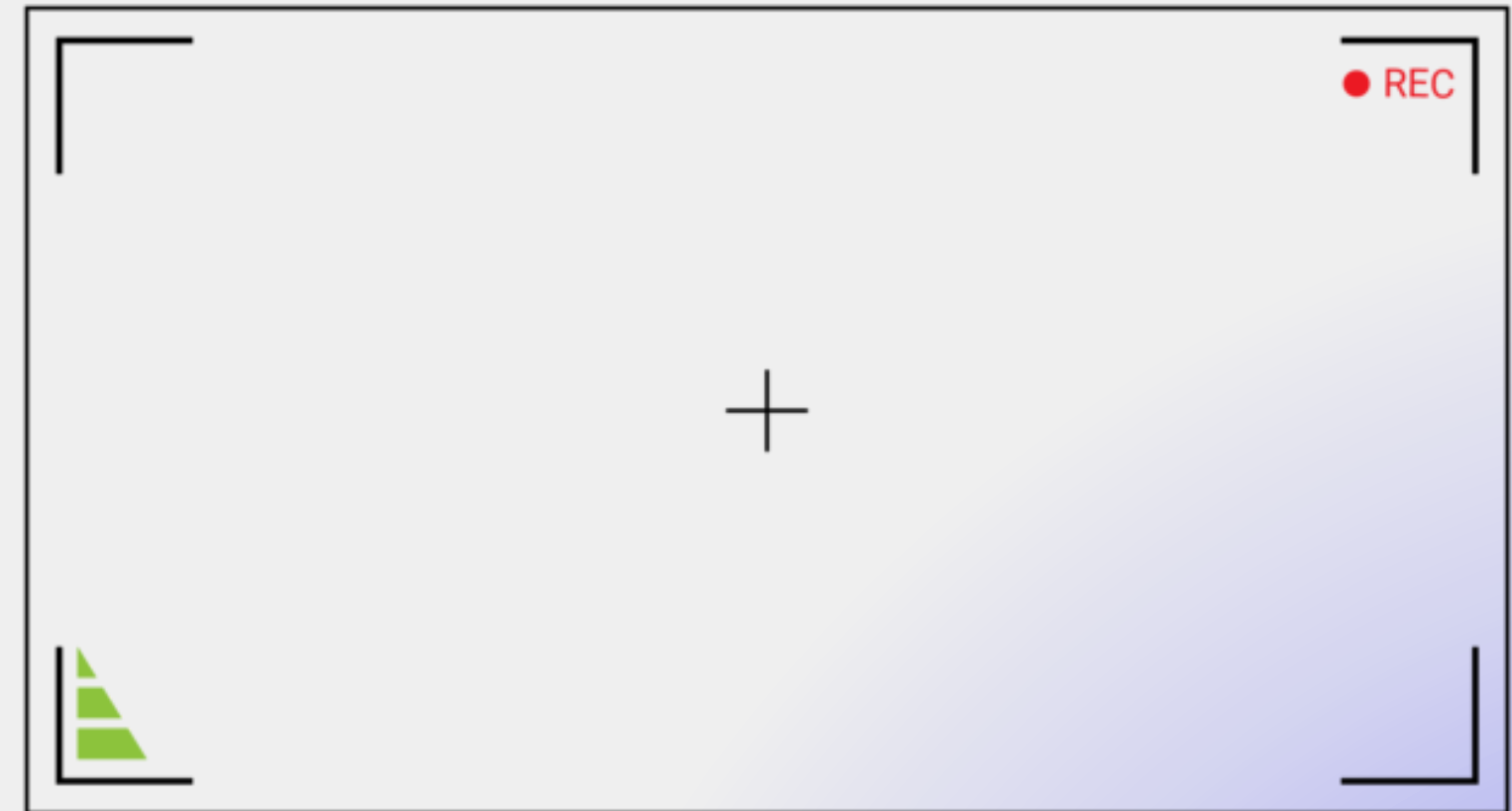
# A Shift Toward Graphic Design

But after graduation,  
something changed..  
**What now?**



# What Photography Taught Me About Design

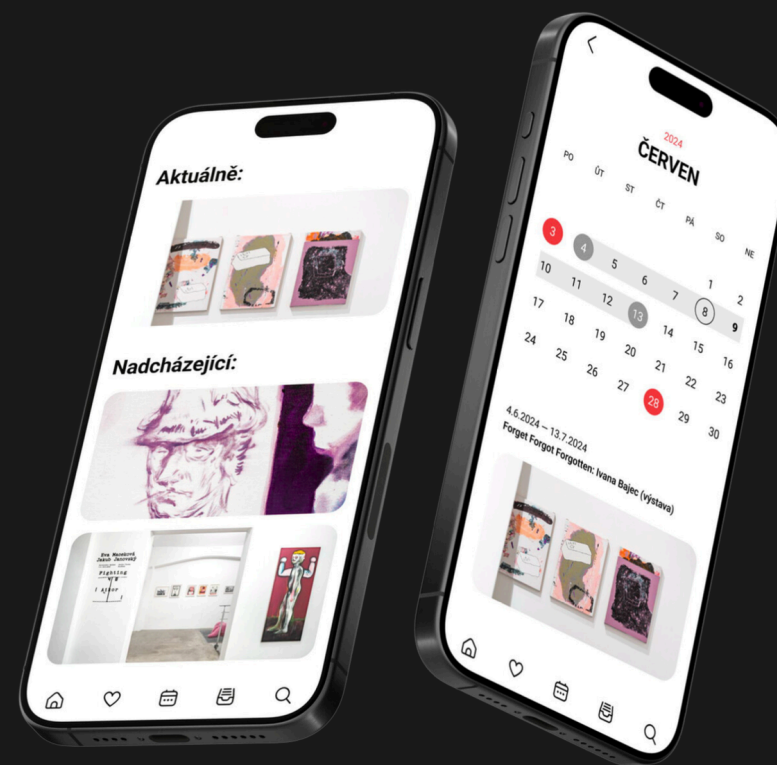
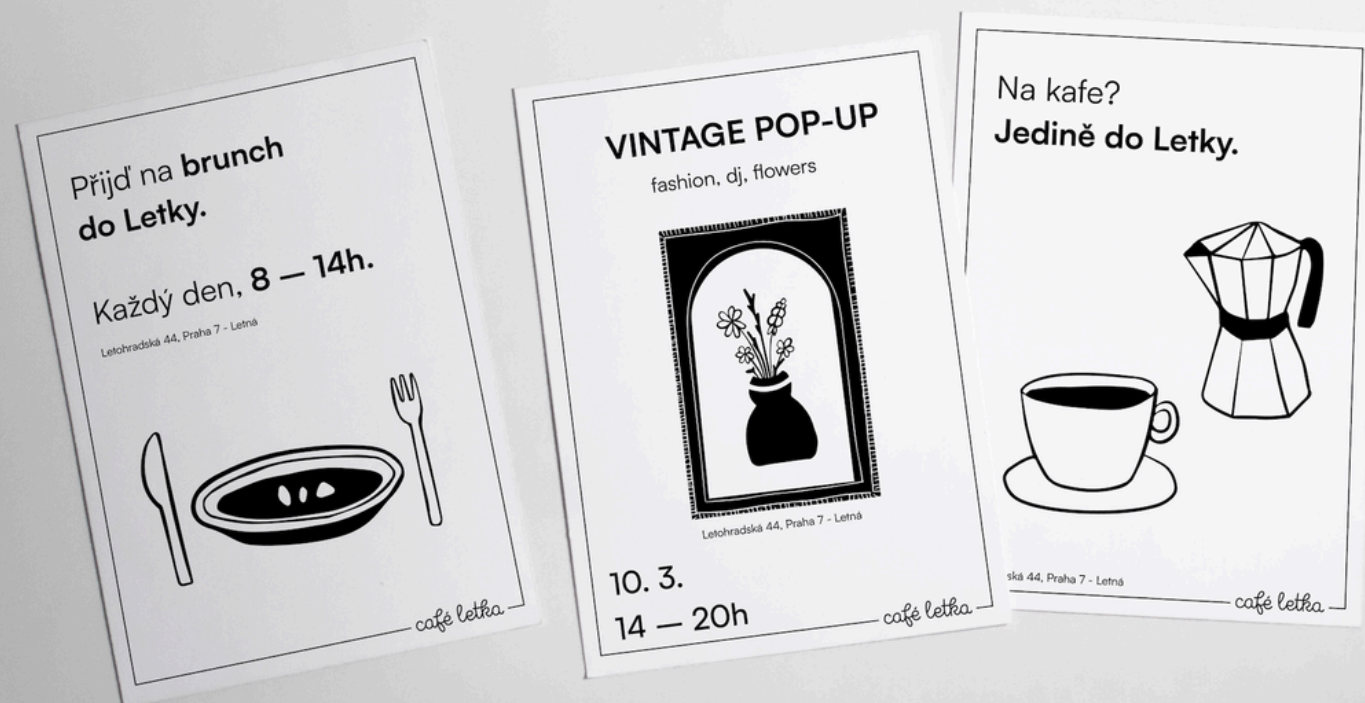
- Composition
- Framing
- Light and contrast
- Emotional storytelling
- Patience and observation





# Where I Found My Place

Over time, I found what I enjoy the most:  
**Visual identities and UI/UX design.**



CESTA  
ZKRIZE

# What Design Means to Me (and Why I Keep Doing It)

To me, design is not just a skill — **it's a mindset.**



# Lessons Learned

- Stay curious.
- Pay attention to the small things.
- Embrace mistakes — they often lead to the best ideas.
- Design for emotions, not just for the eyes.

Thank you for listening.

**I'm looking forward to the stories we'll  
create next.**