

# FOR THE WORLD

Katalin Uzoni  
works of 2019-2020



# Hi!

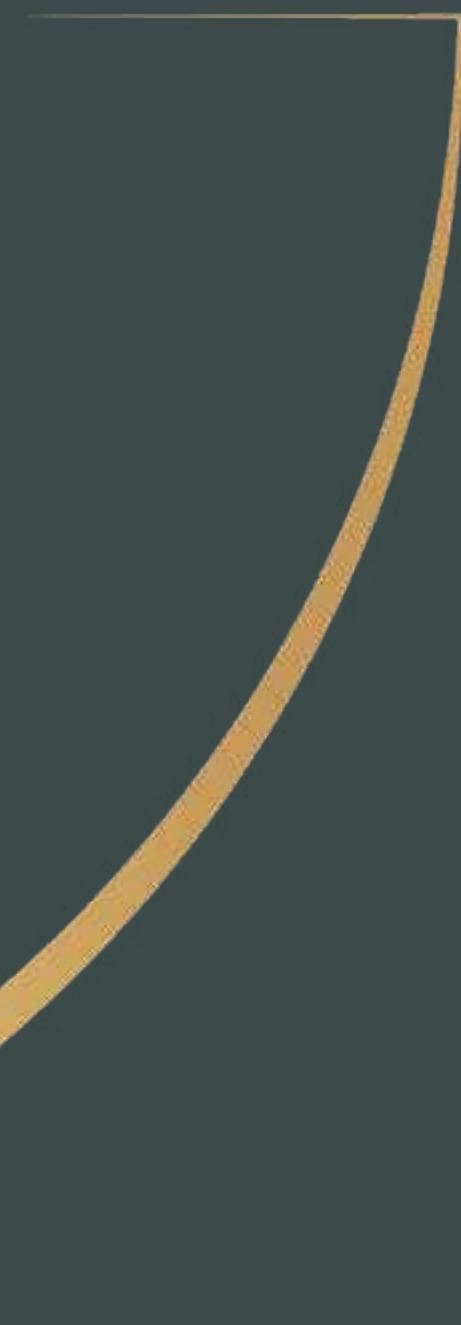
My name is Kati Uzoni and I am a beginner Graphic Designer. I have started my studies with a half year long course at ESDIP Berlin and since then I have been learning on my own. Figuring out what I would like to do was not easy for me. After five years of working in finance, slowly but surely it turned out it is not really my future and decided to change profession. Even though I have just started to dig in to this beautiful profession I already feel very comfortable, I think I have found my calling. On my way forward I hope I can learn and grow more and more every day.

Please take a look at my portfolio on the following pages!

CV ➔

# 1 Spice Forest Branding

In this project, my goal was to create a corporate brand which can stand alone in its own shop and can be developed later to a chain. Spice Forest is a spice shop franchise, where all kind of seasoning can be found from the essential herbs to the most authentic blends from all around the world. The brand is based on consciousness - appearing in the recycled package, reusable containers and locally grown herbs.

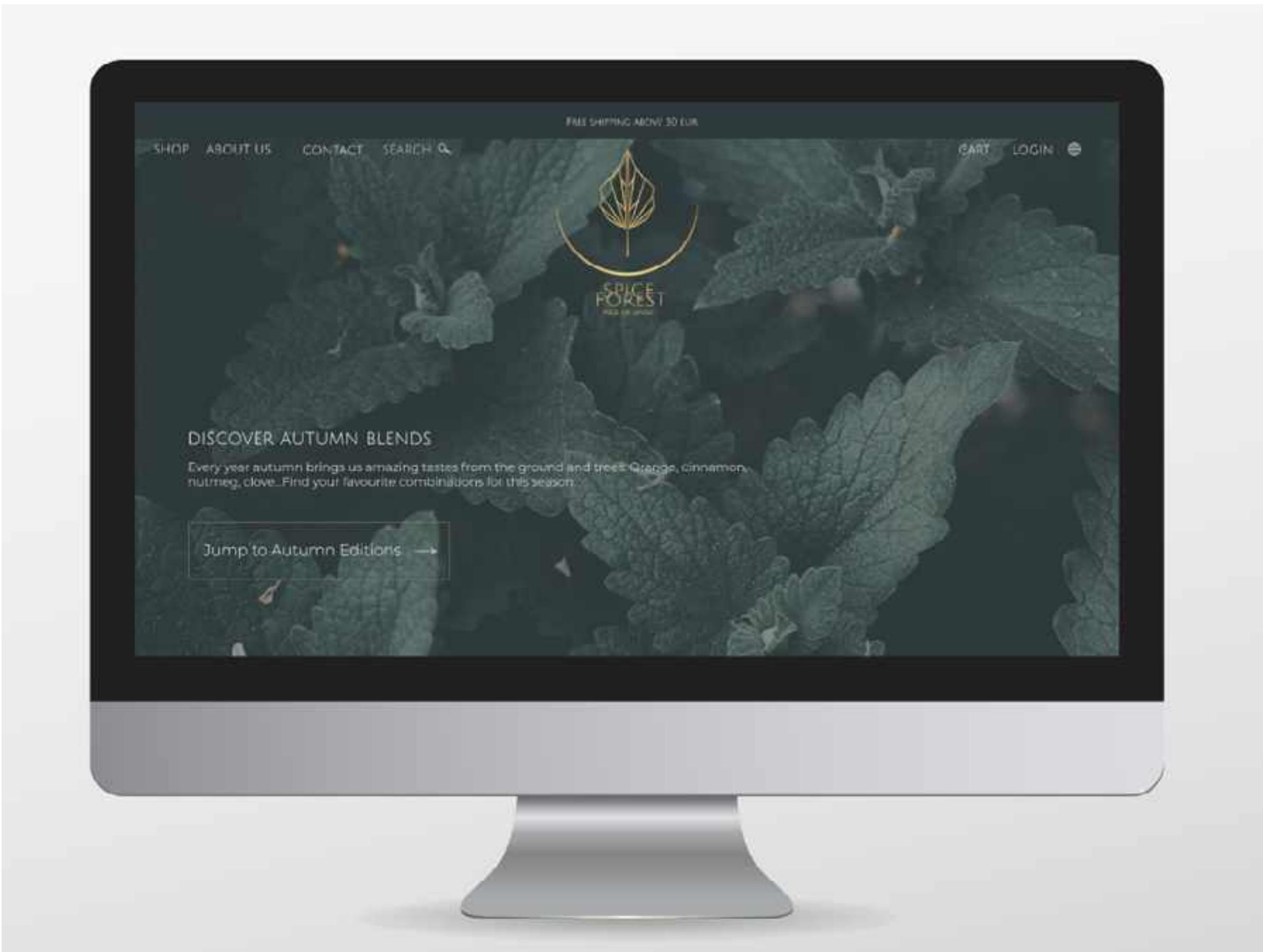


# 1 Spice Forest Branding



# Spice Forest Branding

landing page ➔



# Spice Forest Branding

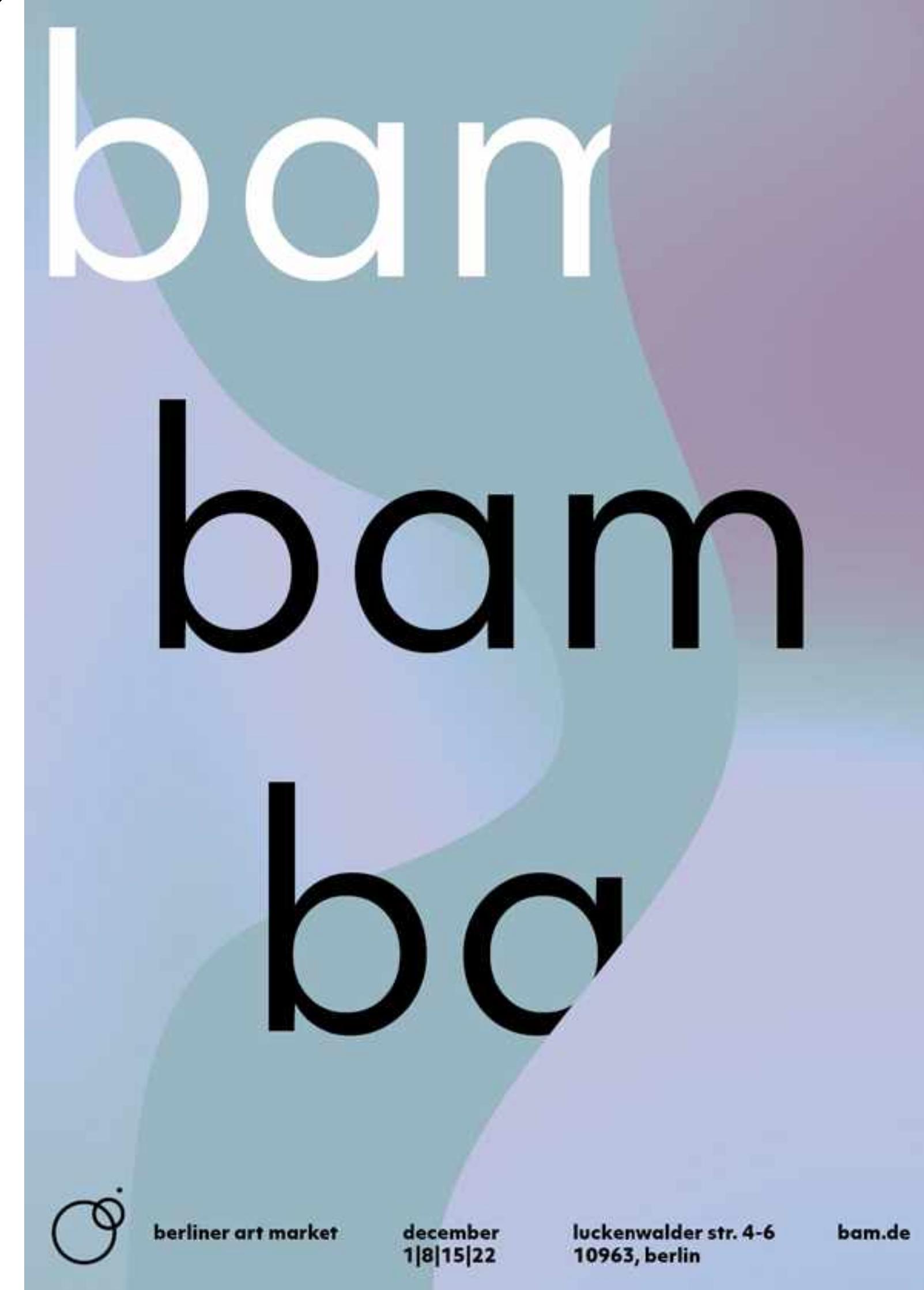


# 9bam 2 Visual Identity

In this project I designed the visual identity of an event series. bam would be a monthly based design market for small series designers to introduce their works. In December, the market would be placed on every Sunday of Advent.

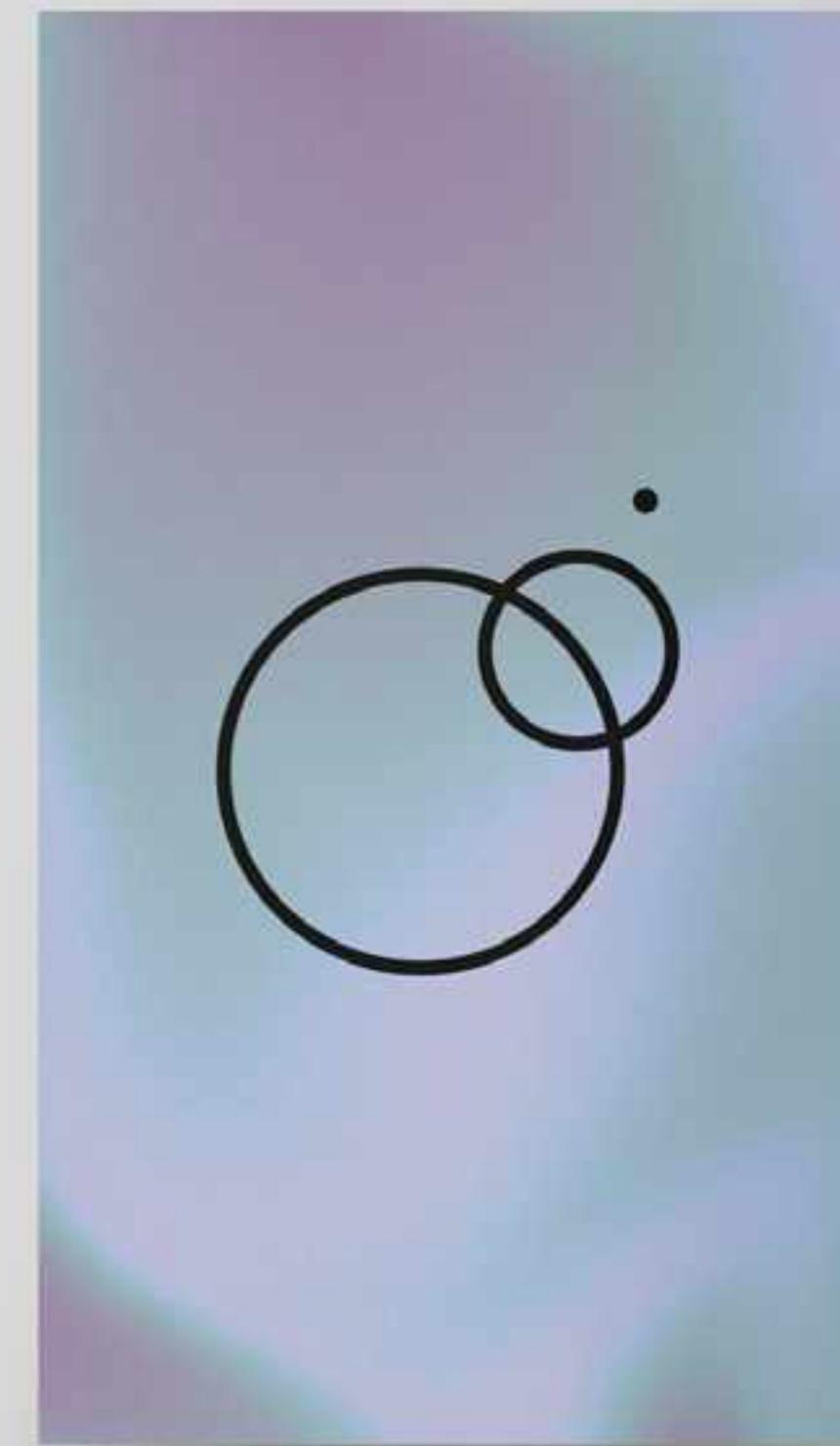
The main component of my design is the iridescent blob, floating through the elements. It creates the feeling of a dreamy bubble, expressed with colours and shapes.

# 2bam 2Visual Identity



# 9bam Visual Identity

landing page ↗



# 2bam Visual Identity

GIF ↗



# 3 B-Rex Rawrery Series

When I go to the store to grab some beer, I am always looking for the colourful, cartoon-like ones.

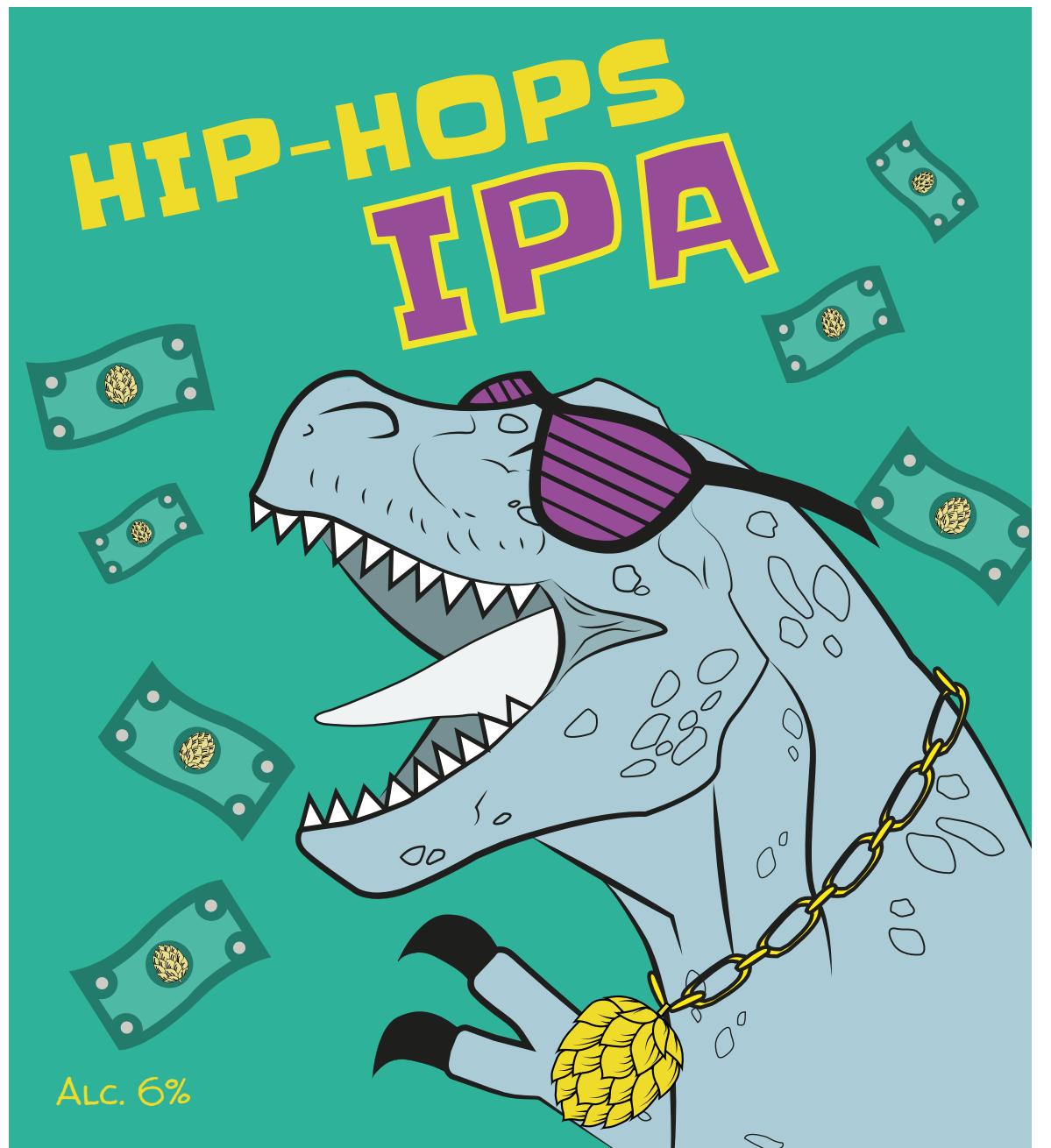
I like when there is something to muster, something to smile at.

B-Rex Rawrery wants to tell a story of a drunk dinosaur, shows up in different roles, different situation. Easy to find a favourite, to identify yourself with one.





# 3 B-Rex Rawrery 3 Series



**IPA**

B-REX RAWRERY

WHEN IN DOUBT, CHOOSE THE WINNING SIDE OF THE GANGSTER WARS. FIGHT WITH THE HIP-HOPS DINOS! RAWR!

B-REX RAWRERY WAS FOUNDED IN BERLIN IN 2019 WITH THE INTENTION OF BRINGING SOME FUN AND JOY TO EVERYDAY LIFE, DELIVERED IN HANDCRAFTED ORGANIC BEER. HOPE YOU WILL ENJOY OUR SPECIAL SELECTION RANGING FROM THE DARKEST SHADES TO THE LIGHTEST TONES.

Enjoy at 7-11° Celsius

Content: Malt, water, hops, yeast

6% Alc. 330 ml | Best before: 13 Jun 2020

6583 3254

Recycling symbols: recycling, barcode, social media icons (Twitter, Instagram, Facebook), brexrawrery.com



**PORTER**

B-REX RAWRERY

PUSH IT TO THE LIMIT!! FEEL THE PARTY LIKE THERE IS NO TOMORROW! WITH OUR 13% PORTER THIS WILL BE A PIECE OF CAKE!

B-REX RAWRERY WAS FOUNDED IN BERLIN IN 2019 WITH THE INTENTION OF BRINGING SOME FUN AND JOY TO EVERYDAY LIFE, DELIVERED IN HANDCRAFTED ORGANIC BEER. HOPE YOU WILL ENJOY OUR SPECIAL SELECTION RANGING FROM THE DARKEST SHADES TO THE LIGHTEST TONES.

Enjoy at 7-1° Celsius

Content: Malt, water, hops, yeast

13% Alc. 330 ml | Best before: 13 Jun 2020

6583 3254

Recycling symbols: recycling, barcode, social media icons (Twitter, Instagram, Facebook), brexrawrery.com



# 4 Lapis Lazuli 4 Package Design

In this project, I wanted to create a genderless perfume without having marked with the label “unisex”.

My concept is based on the beauty of minerals - however the surface is very often just a grey, ordinary stone, under that you can find amazing colours and textures, just like in people.

My fragrance is not for women, not for men, it is not unisex, it is for gems under the surface.



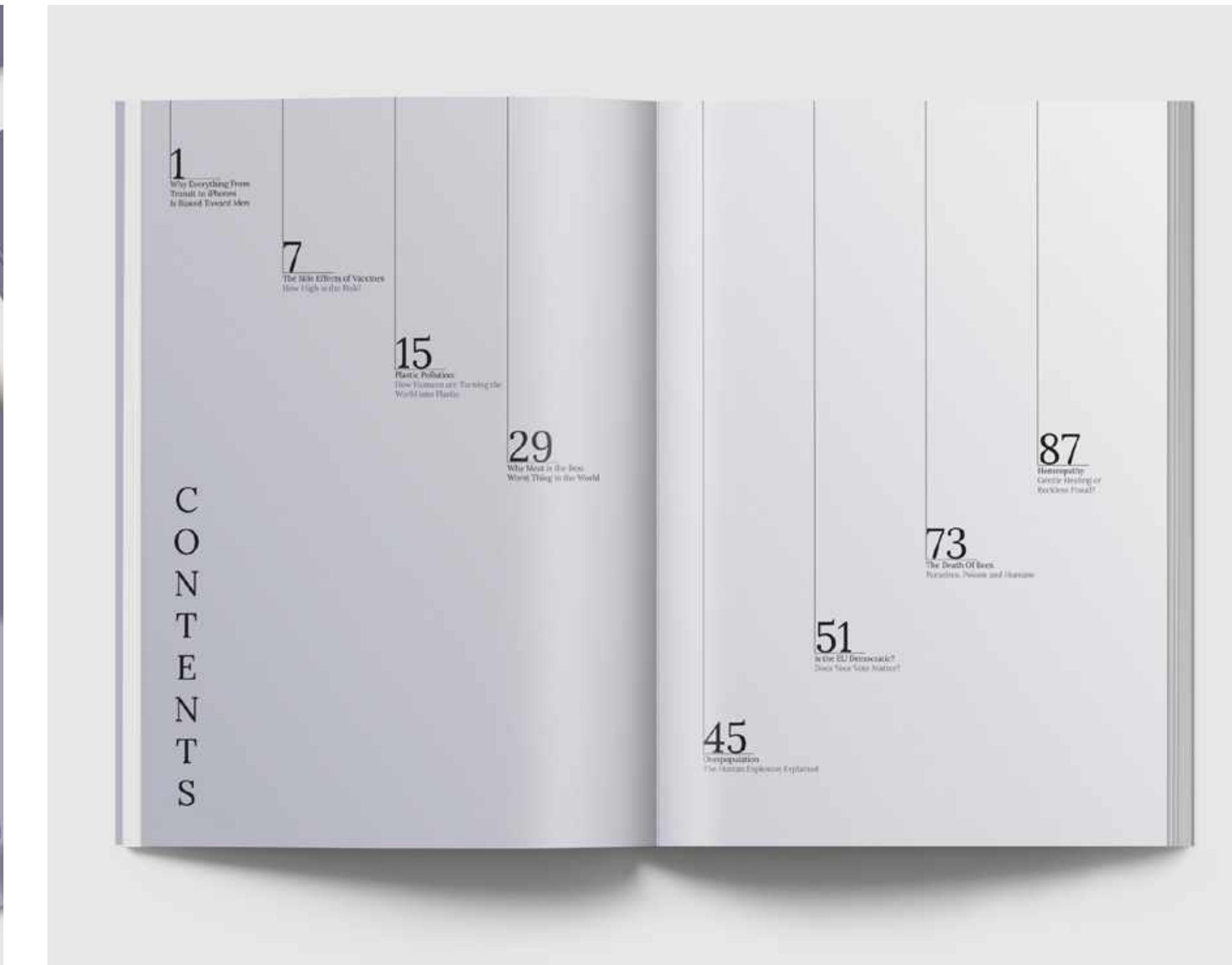
# 4 MINDSET 4 Magazine Design

Mindset is a quarterly based magazine, expound important topics in an objective way.

The designed article is part of Mindset, it is an interview about a book by Caroline Criado-Perez, called Invisible Women. It reveals how most of the world we live in designed only for men and what kind of problems developing from that fact.

With my design I wanted to achieve to make an elegant, airy but modern layout which supports the seriousness of the topic but makes it pleasant to read.

# 4 MINDSET 4 Magazine Design





# Why Everything From Transit to iPhones Is Biased Toward Men

In this WIRED Q&A, Invisible Woman author Caroline Criado-Perez explains how elements of the modern world were designed more for men than women.

Caroline Criado-Perez is a social activist and journalist. In 2011, successfully campaigned for £1.2m to be invested before the Olympic Games in London, after the Bank of England said it would be phasing out £500 bills. Criado-Perez has also been a vocal critic of the UK's policies around international poverty, sexual health and the range of women's Twitter accounts. And last year, in a letter to the Bank of England, she wrote that there were 'no women' in its meetings.

**LG** Transportation, and traffic issues based by city planning, is something that you cover quite a bit in the basic, four-point test that we've developed, because will move there, and that the way they bring people and friendly businesses—whether it be city planning, and move there much more convenient. How do you feel about the testing that when the transportation issues are as far as convenience.

**CCP** There are a number of things that can't be done. The obvious one is to move from private because, as you say, things like salaried are fixed and it's much more expensive to change them. There are times when addendums are added and new clauses are added, obviously those things should be taken into consideration. But how, always are very easy to change and the thing about issues is that, this same places, writers are much more likely to use issues. That's one way of addressing the issue from a transport administration in a relatively short time. In less developed countries, and there's a need in America for women to change roles in the postdoctoral service, but nothing is being done to help them do that in really this very simple ways, ensuring them to do the surgical work that has to get done.

A colorful illustration of a road winding through a tunnel. The road is black with white dashed lines, and the tunnel walls are painted with vibrant colors like yellow, red, and blue. A person in a red jacket and blue pants is walking away from the viewer on the road. The perspective is from the side of the road, looking down its length.

**LG** In the book, when you refer to your campaign to get the Bank of England to put a woman on its历史上, you write something that comes up often in the book. You write, "We never meant to deliberately exclude women. It's just what may seem objective is actually highly male-biased." At what point though—especially now that we have access to more data sets—is it at what point does the type of data become definitive?



**CCP** That is a very good question, and it coincides one of a question someone said to me on Twitter the other day. It was something about how ignorance or a refusal to know is an epistemological political project. This is something [former scholar] Nancy Tufts argues. I think that there's such an interesting way of framing it. That's not the way that I frame it exactly because I do think that even when ... how should I say this? So I think there are two things.

**LG** What I think about here is transport design. I think about this broadening path I have last year from airport. At the Tagan-Sokolniki pod to the middle of the airport terminal, walking for hours to come in. The person I was travelling with at the time said something like, "Isn't that an interesting idea? But there are those going up under the terms?" And my thought was, "Isn't it terrible that adequate family spaces weren't designed in the airport, back when it was originally built?" pregnancy pushing and he said, "I never thought about it, of course, and she was so dysfunctional, for never having thought about it. But that highlights the need for diversity. Because it's perfectly normal that a guy who has never been pregnant, or even a history of not having been pregnant, to not think about it. Of course, they could have been indicating didn't like the needs of women employment. But nevertheless, it wasn't an act of malice.

**CCP** I sort of have it can stop further women up to produce their children, it seems blarney. The task was to see that no progress in any way, shape, or form, I count that of the world. That quote has been by E. A.M. Kline extremely some women would want to use them, hold live, if a woman wants to put a stain over her body that should be enough.

"There was much in the EU to introduce a ban on car crash dummy, and it's just a scaled-down dummy, and it's only used to save and to the passenger side, that decision happened. That's interesting; that's a deliberate act."



In her new book, *Isolated Women*, Claudia Perschmann discusses different dimensions of our modern world that appear to be designed with less consideration for women. Transportation systems, medical devices and treatments, law enforcement, consumer products, even the energy sources and risk-management technologies we use every day. The 311 page book is a much-needed advocacy of data collection, tracking of these areas across cultures, and a light and hyperfocal read to take with you on winter vacations. To dispel the misconception that Isolated Women refers to women's right back of the income seemingly毫不相关的结论。 "There exists a real gender data gap that is both a cause and a consequence of the type of questioning that connects the two areas as closely as they seem."

**Laura Gable:** My first question is this: What's the motivation for you that would make this? OK, this is the first time I've written this down! I've been observing and caring about these issues for a very long time, but I'm wondering if there's some kind of personal motivation.

If you're considering to purchase solar panels, you would probably like to know if there is a loan.

*"...doctors were misdiagnosing women because the symptoms of our heart attacks don't confirm to those of men."*



**G** Do you want a sword to which an angelic host actually holds some sort of protection?

**CCP** May 1 I think that virtually technology has historically helped us. It has lowered the cost of time that have to spend doing certain things. One of the strengths I talked about in the book was about how to low-income consumers still cook using the three-stove stove, which gives of themselves coal stoves. So the one we have in modern context are obviously

are huge, though I don't know what that technology will be because I'm not an engineer. I suspect the answer is in objectives on what's going to be allowed to do in the marketing. The majority of MCAs are small, and they are just as much likely to give hosting to make no money. And people entrepreneurs are much more likely to develop technology that gets them.

At that point, again, it's a compromise. That's why you're more likely to develop something that has a limited purpose yourself. But the entrepreneurs are more likely to develop something that targets customers. And that's great, but... we're not getting the funding. And that goes back to the date guy. It's just the context. So that's where the concern is. Because he's got the data and because the people who are most interested in it, well technology to solve the problems because will we give them the money and resources to do it?

**LG** Can you talk specifically about the technology drivers you highlight in the book, and how (new) data, software, informed, trained design? I always think about giant smart phones, because as a trained biologist that they just don't fit in my hands at all, yet still, but there is something the companies might use professional athletes with giant hands holding the phones, so, of course it seems small & incompact.

**CCP** The strategy of absorption is a massive leapfrog of state because it actually gets CCP (operative means money) from us. iPhone 6, iPad, Game Watch with all iPhone 6S, which I can't upgrade. The only small phone they had, they discontinued, and it's the only one that fits my hand. It's incredibly frustrating, and then here, when Apple introduced Siri, you could see it was their plan to absorb us.

Not to be the most worrying example are those organisations rather than households, because with households, it's kind of easy to see how it is affecting tax or not having tax, and so forth.

relatively easy to do. What's more concerning to me are algorithms being trained on highly biased real-life data sets, and the way those algorithms are being introduced in all sorts of areas of our lives. There already seems to be much understanding amongst people who are coding these algorithms about the issues with the data they are training them on. That gives some voice recognition systems that don't recognize female voices, location dictionaries, to algorithms deciding whether a certain CV will even reach human eyes.

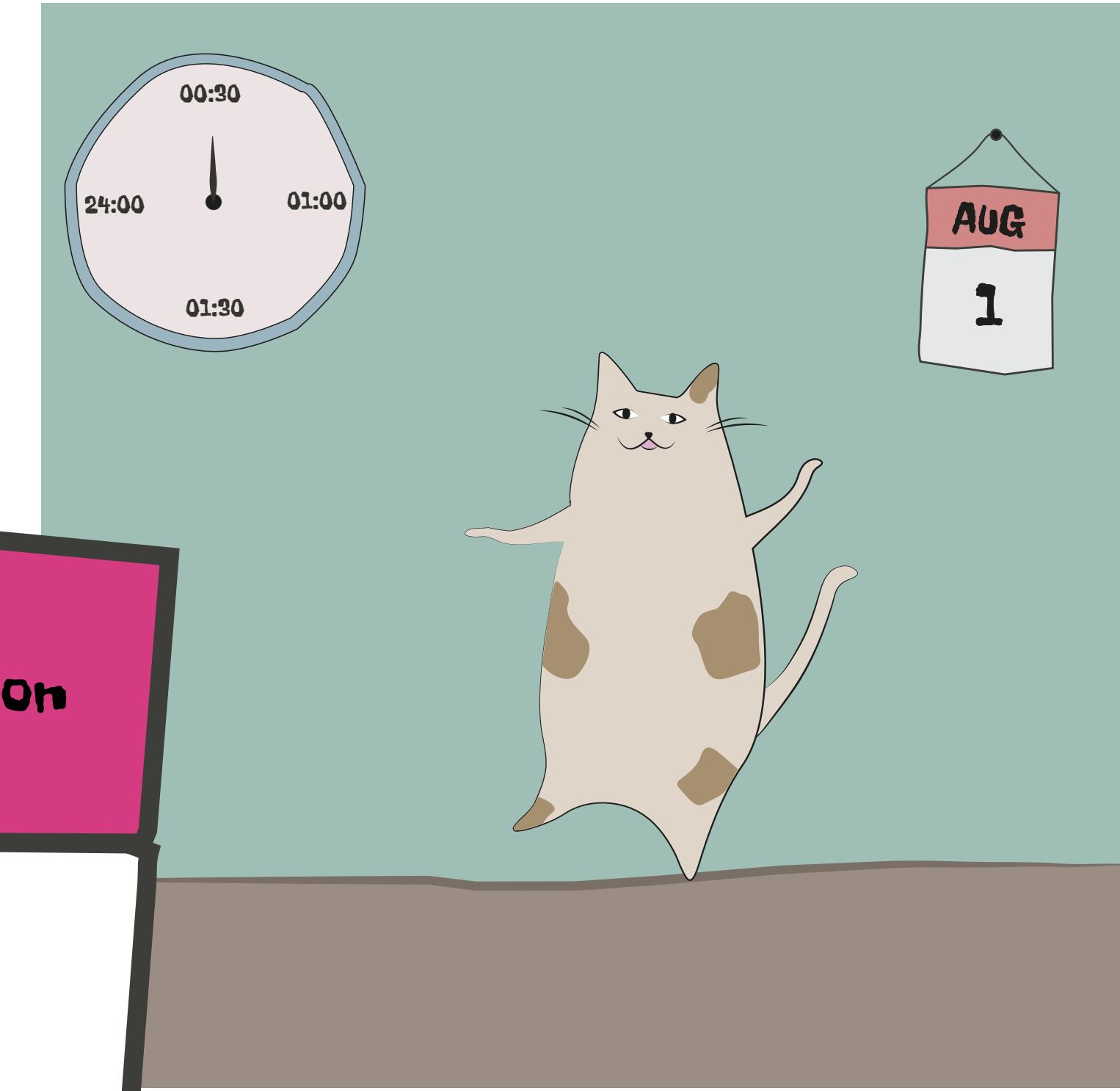
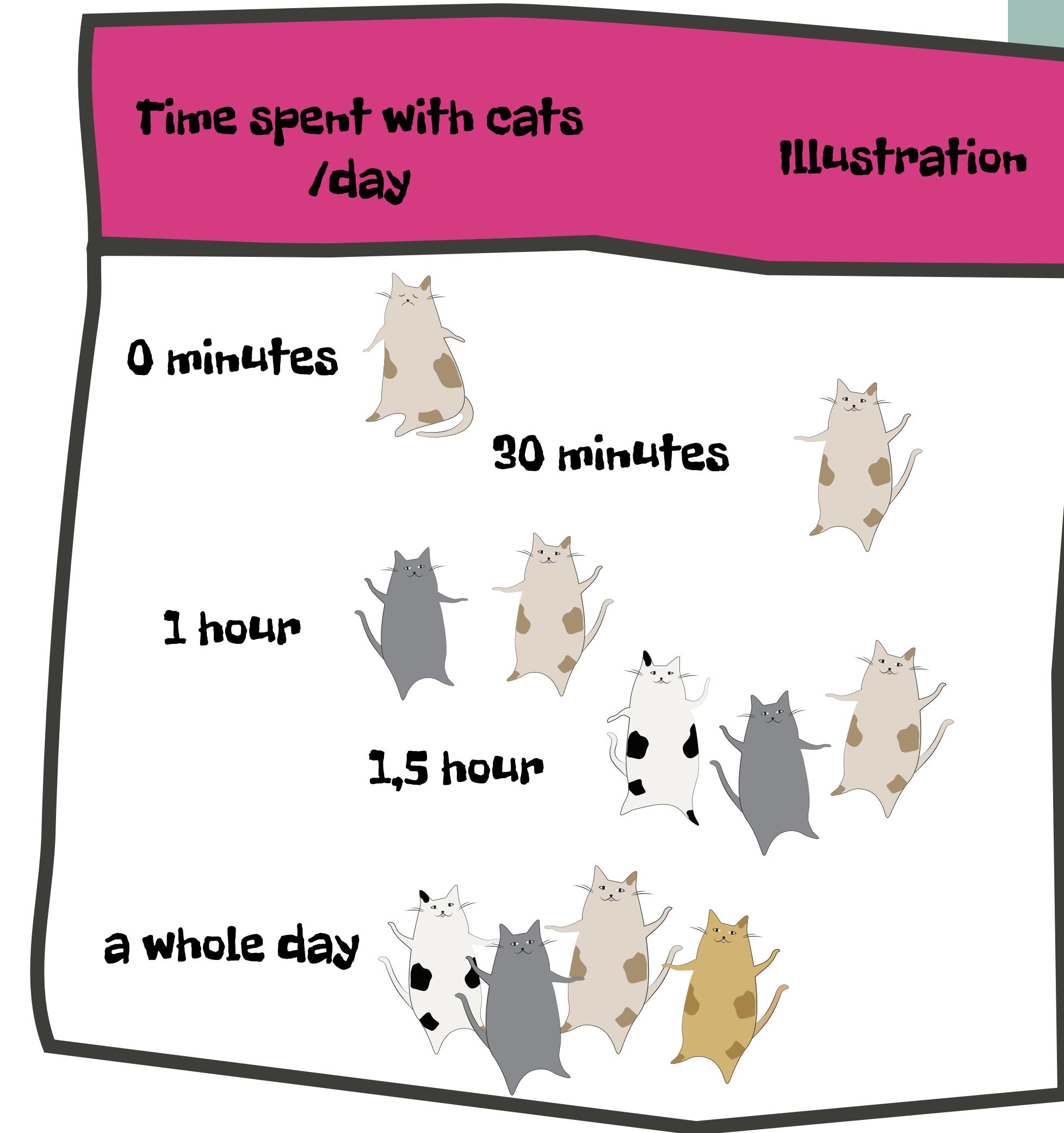
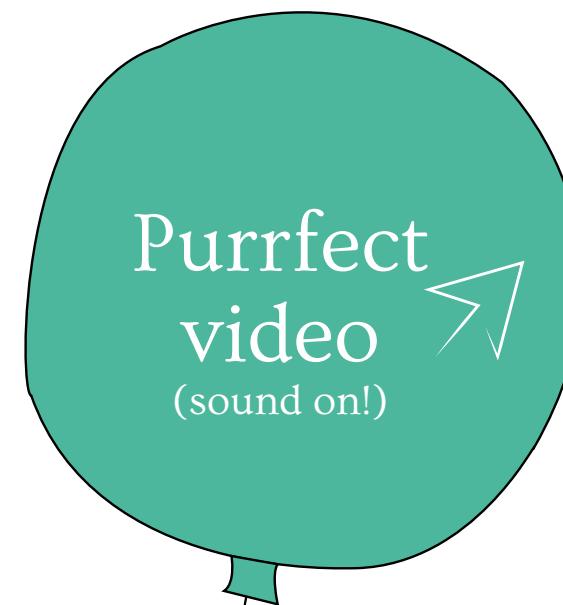
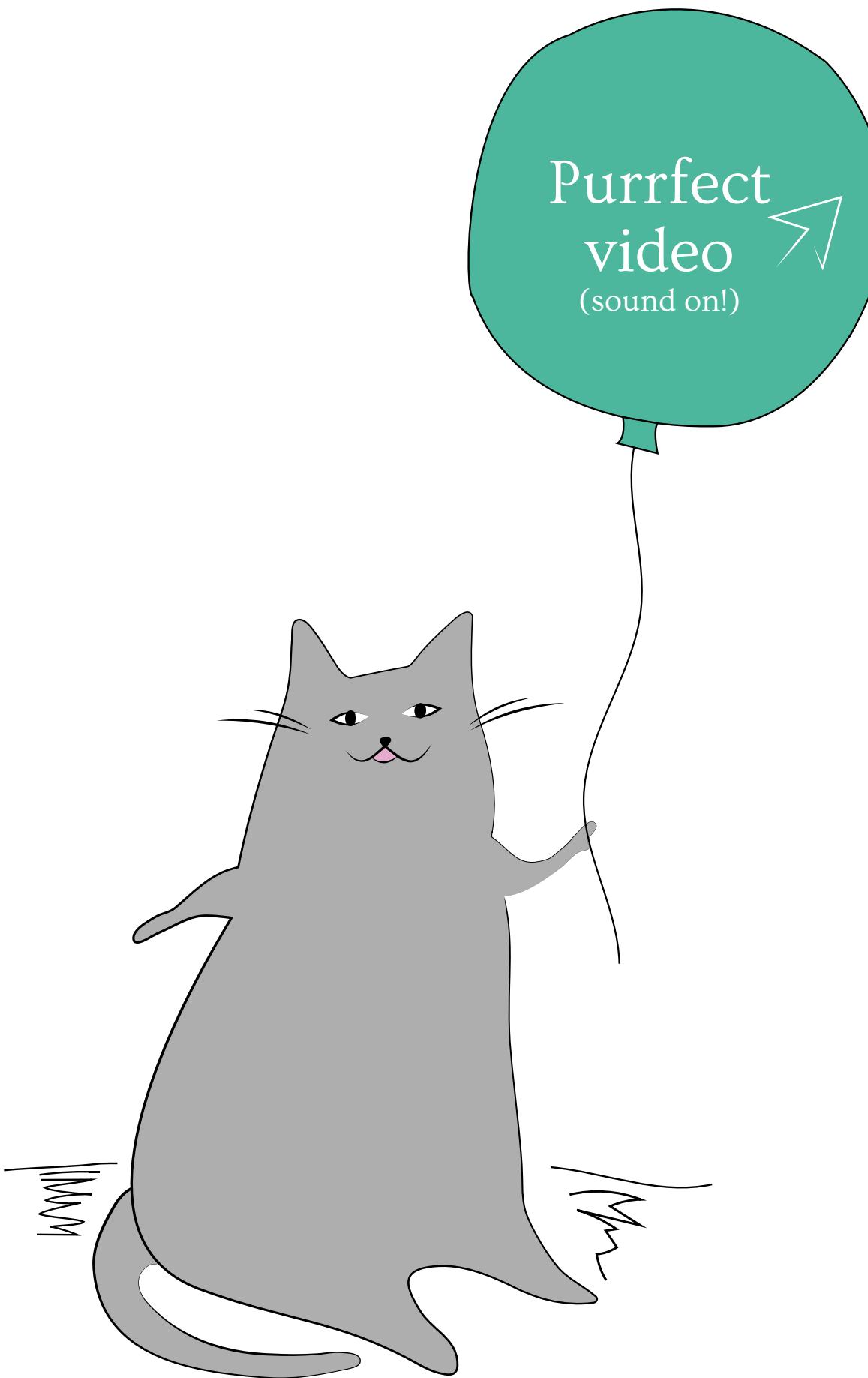
And this is often proprietary software, so we still always get to see whether gender bias is being accounted for. We're understanding the biases in private companies that are using biased data sets, and there's no way of knowing what's going on there.

# 5 August Data Visualization

In my free time as a dream-hobby job I am taking care of cats, when their owners are on holiday. We can say, I am a professional cat sitter! In August 2019, I collected the data of the time spent with cats per day, illustrated in a short video. I took a normal visit as 30 minutes, so more than 30 means more visit/day. The peak(24 hours) of Purrfect August, when I have spent a few amazing days with our kitties in Hungary.



# 5 Purrfect August Data Visualization



# 6 Prints for Dawid Tomaszewski

As my first professional experience, I filled a Graphic Design Intern position at Dawid Tomaszewski fashion designer. My main role was to create exclusive prints for the couture and sales collection of the luxury brand as well as for the second line at QVC. These tasks required a lot of attention and patience. Every time I gave life to a new inspiration, I needed to think outside of the box, how to make something I have never done before. On the following pages, I would like to show a few examples of my favourites.

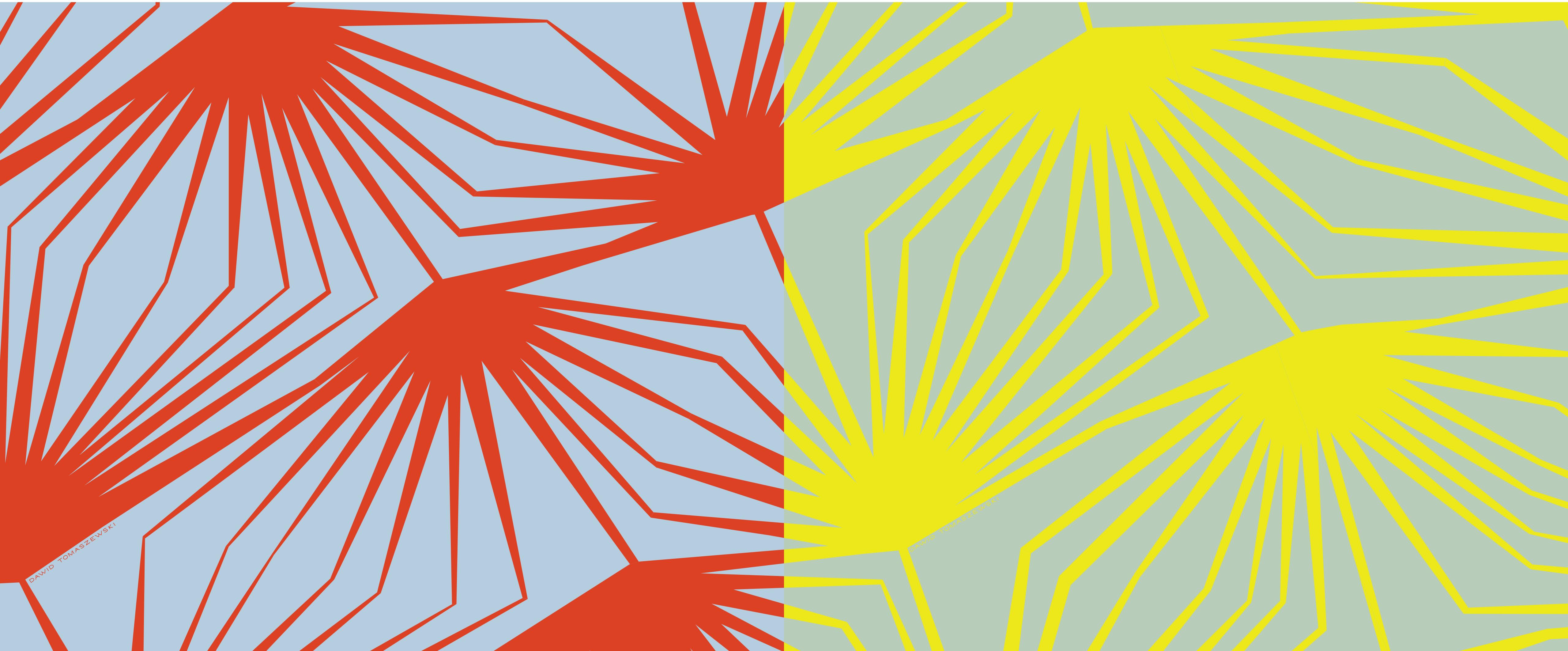
# 6 Prints

## Print creation from sketch



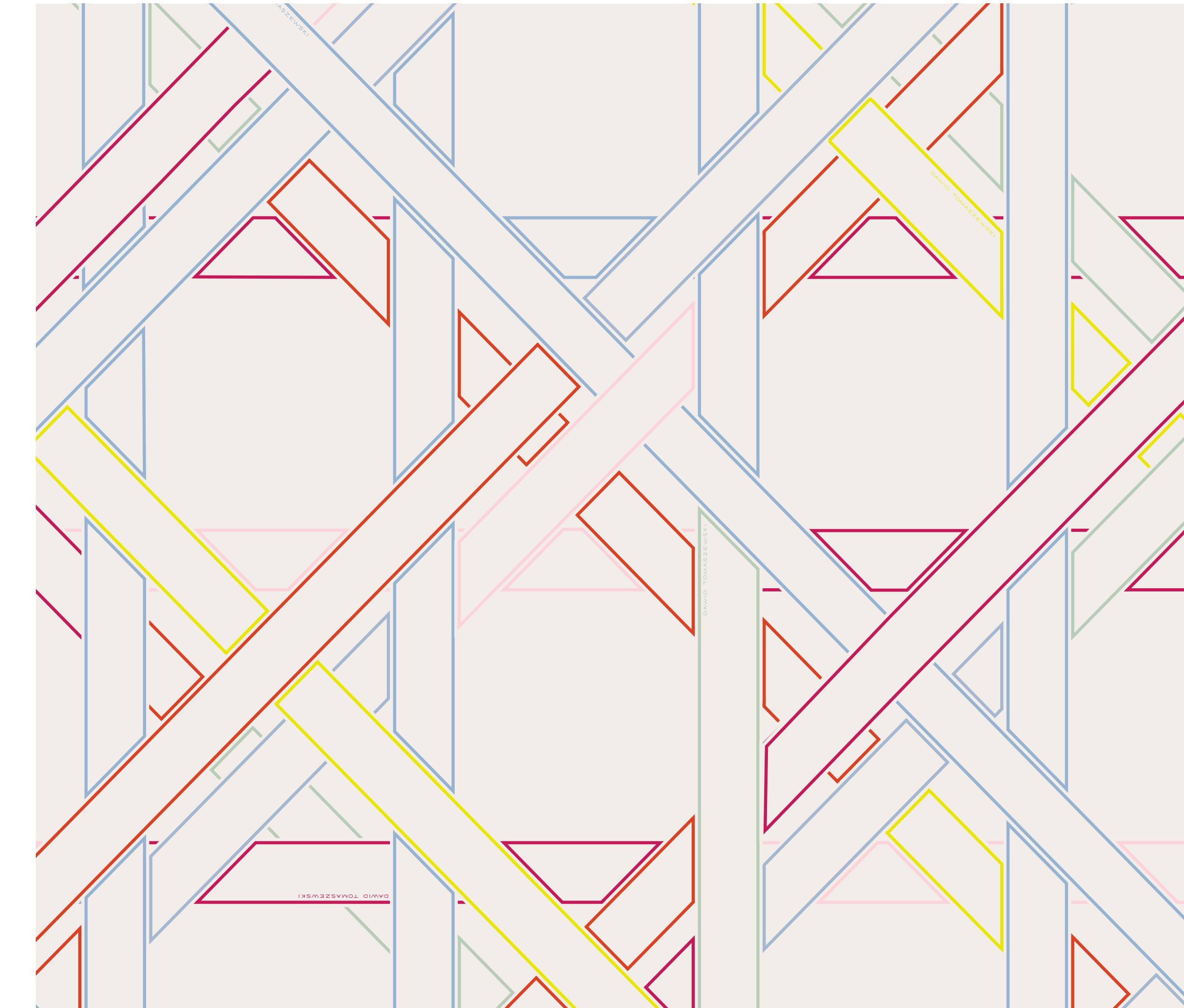
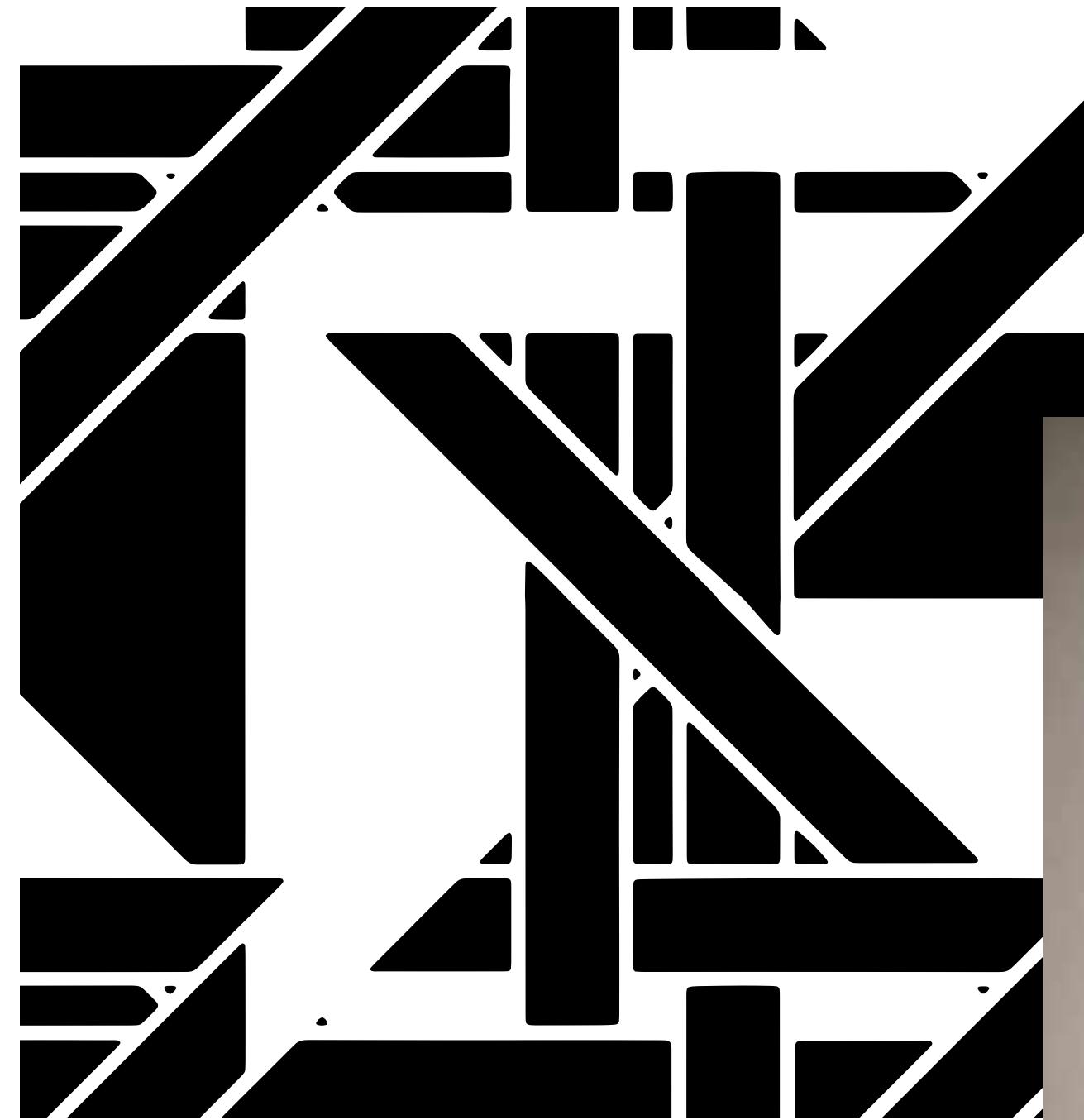
# 6 Prints

## Print creation from sketch



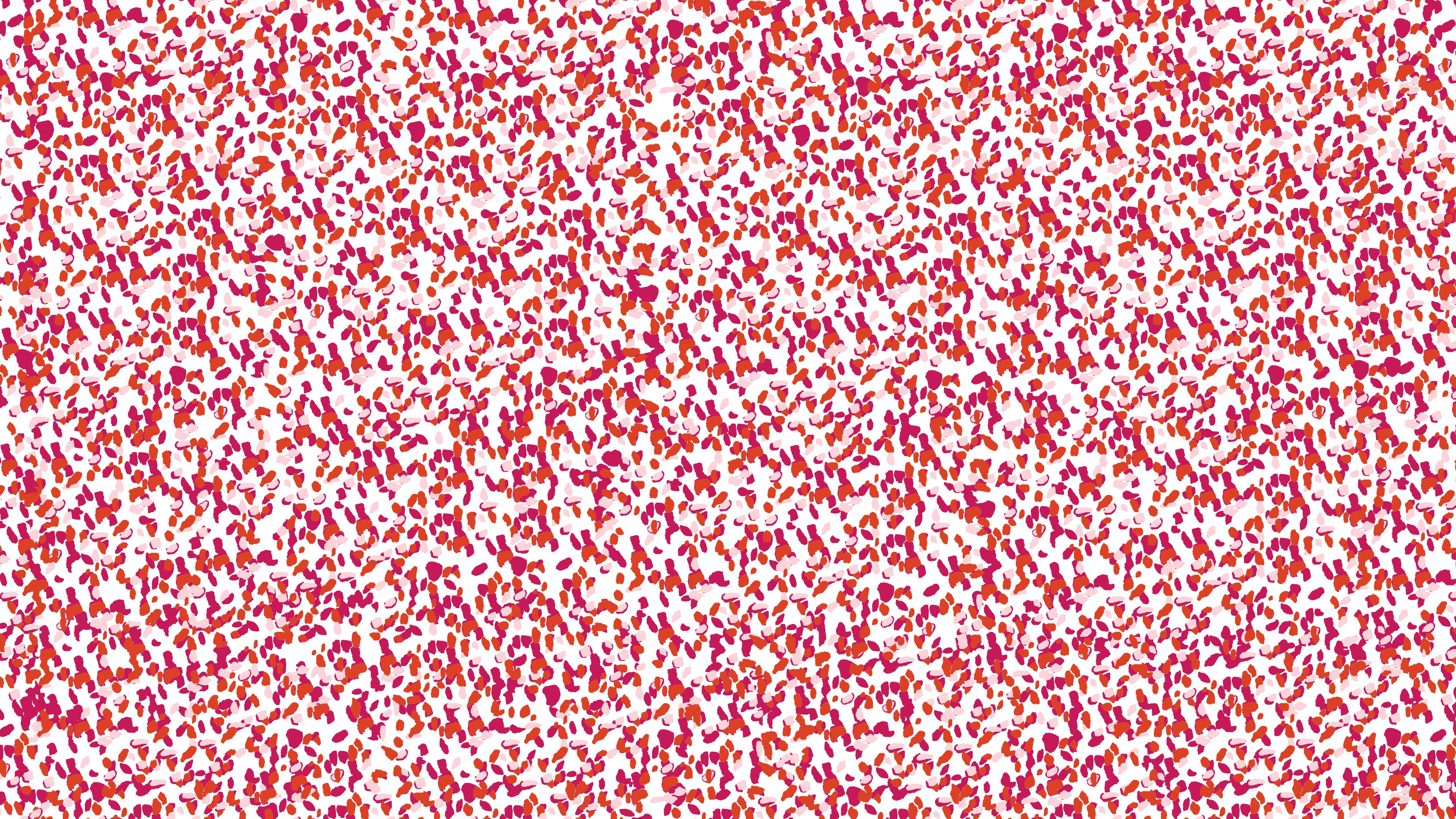
# 6 Prints

## Print building based on original



# 6 Prints Recolouring





# CV

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THE TOP



# KATALIN UZONI

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## EXPERIENCE

### Internship at Dawid Tomaszewski

April 2020-June 2020

- Creating prints for the SS21 collection
- Graphical implementation of in-house and external projects
- Color palette developement
- Creating technical drawings and mock-ups
- Technical photo adjustments - cut outs, re-colouring

## EDUCATION

### Graphic Design / ESDIP Berlin

June 2019 - December 2019

LinkedIn Learning, Udemy online courses

## LANGUAGE

Hungarian  
native

English  
fluent

German  
B1

## KNOWLEDGE

- Logo design
- Web design
- Data visualization
- Photo retouching
- HTML
- CSS
- Layout and grid
- Editorial design
- Typography
- Identity & Branding

## HARD SKILLS

- |             |   |               |   |
|-------------|---|---------------|---|
| Photoshop   | ✓ | InDesign      | ✓ |
| Illustrator | ✓ | Premiere Pro  | ↑ |
| Sketch      | ✓ | After Effects | ↑ |

## SOFT SKILLS

- |                                |                                       |                            |
|--------------------------------|---------------------------------------|----------------------------|
| Organization<br>& Prioritizing | Creativity<br>& Reframing             | Teamwork<br>& Cooperation  |
| Communication<br>& Clarity     | Problem-solving<br>& Lateral thinking | Flexibility<br>& Integrity |

## INTERESTS

