

PORTFOLIO

Katalin Uzoni
works of 2019



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.

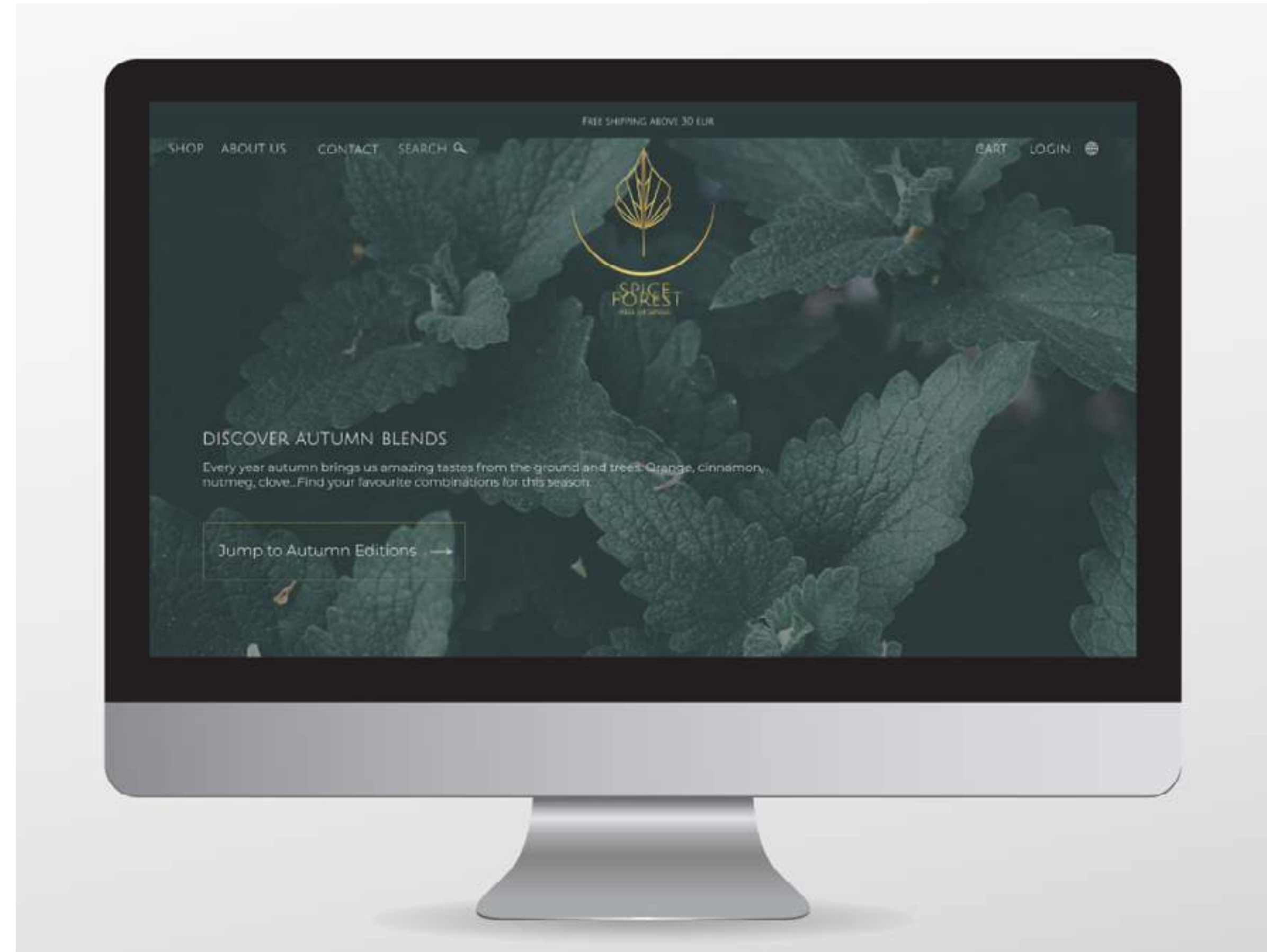


1 Spice Forest Branding



1 Spice Forest Branding

landing page ➤



1 Spice Forest Branding



2bam 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.

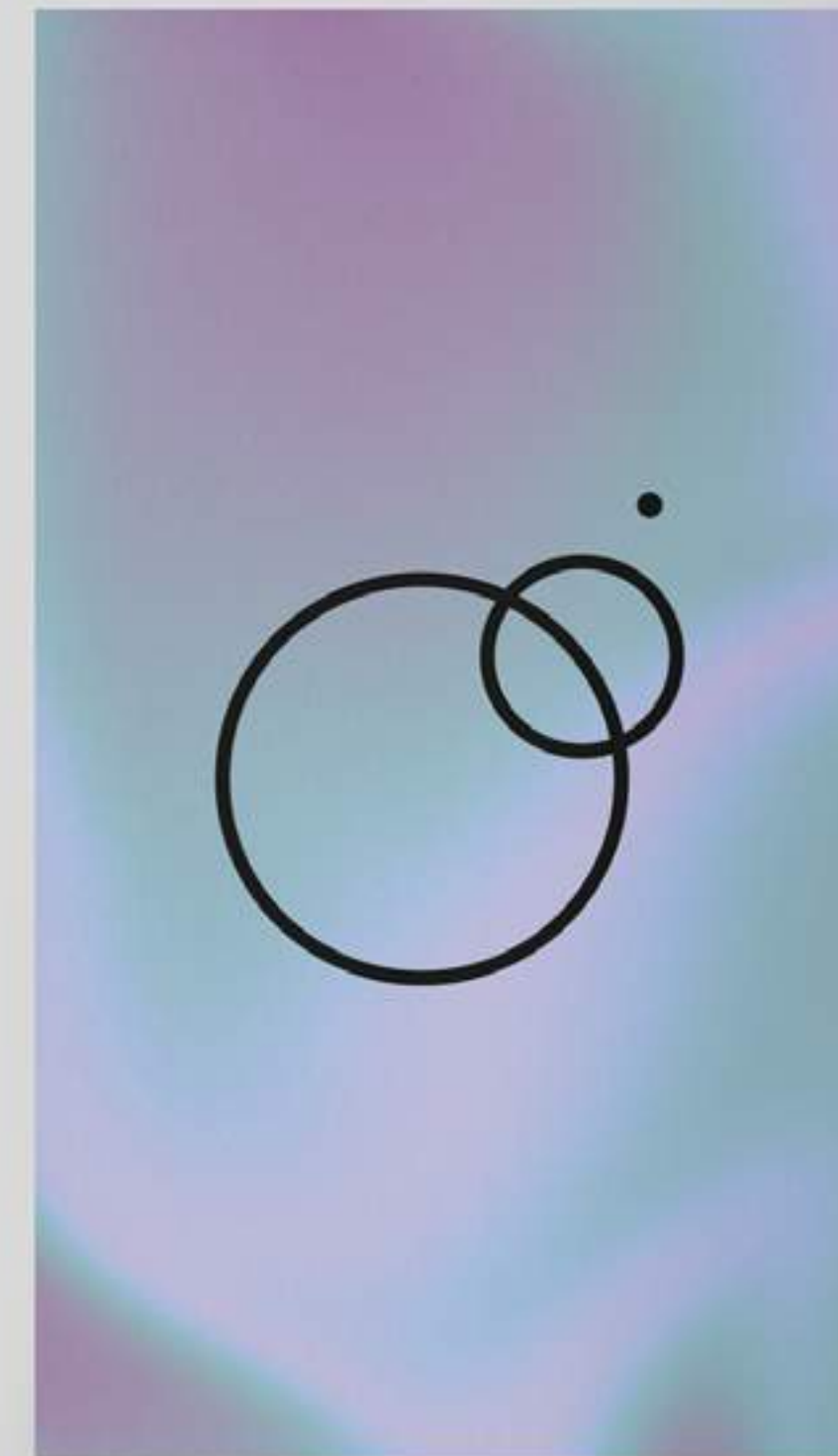
The main component of my design is the iridescent blob, floating through the elements. It creates the feeling of a dreamy bubble, expressed with colours and shapes.

2^{bam} Visual Identity



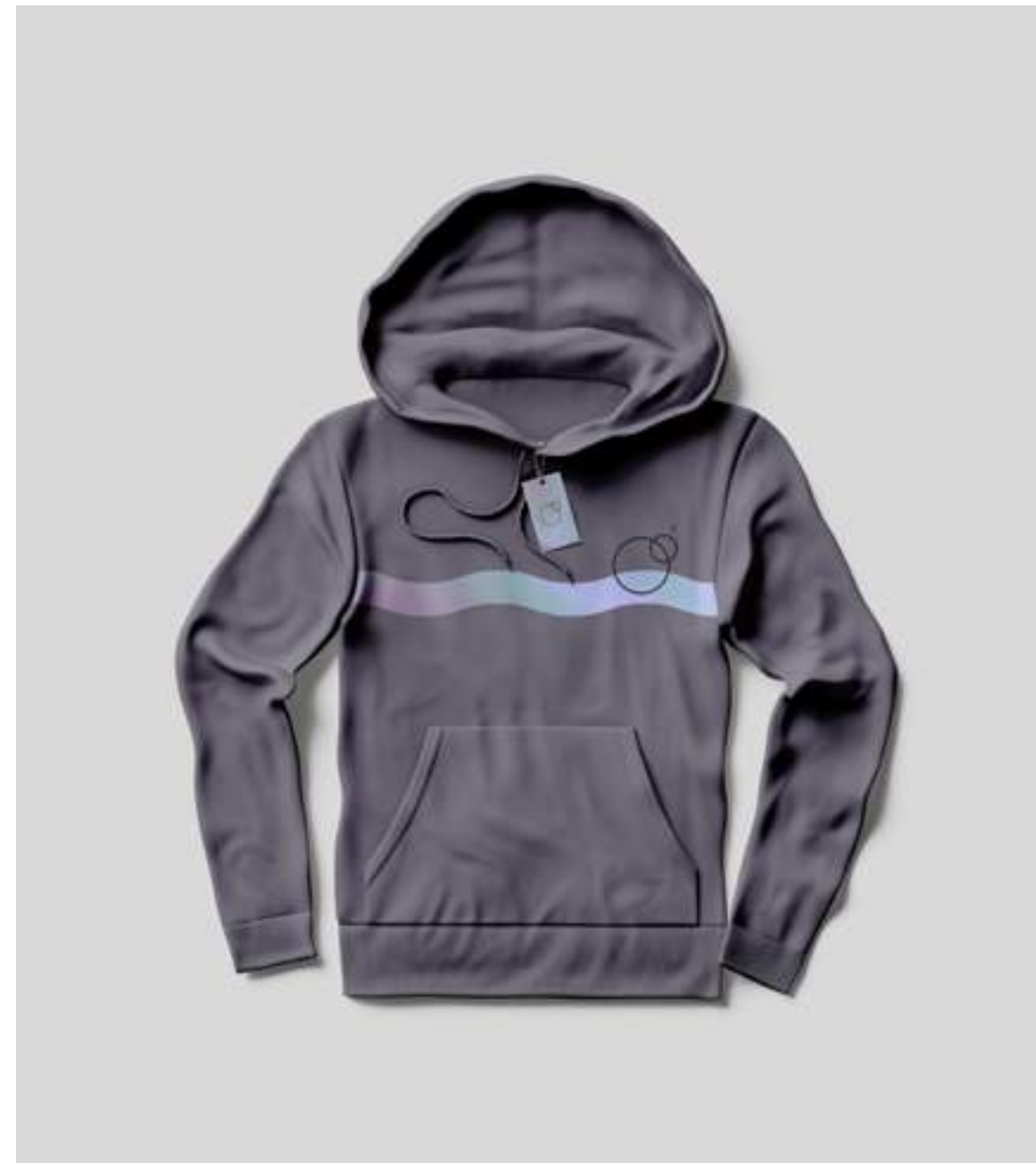
2bam Visual Identity

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.

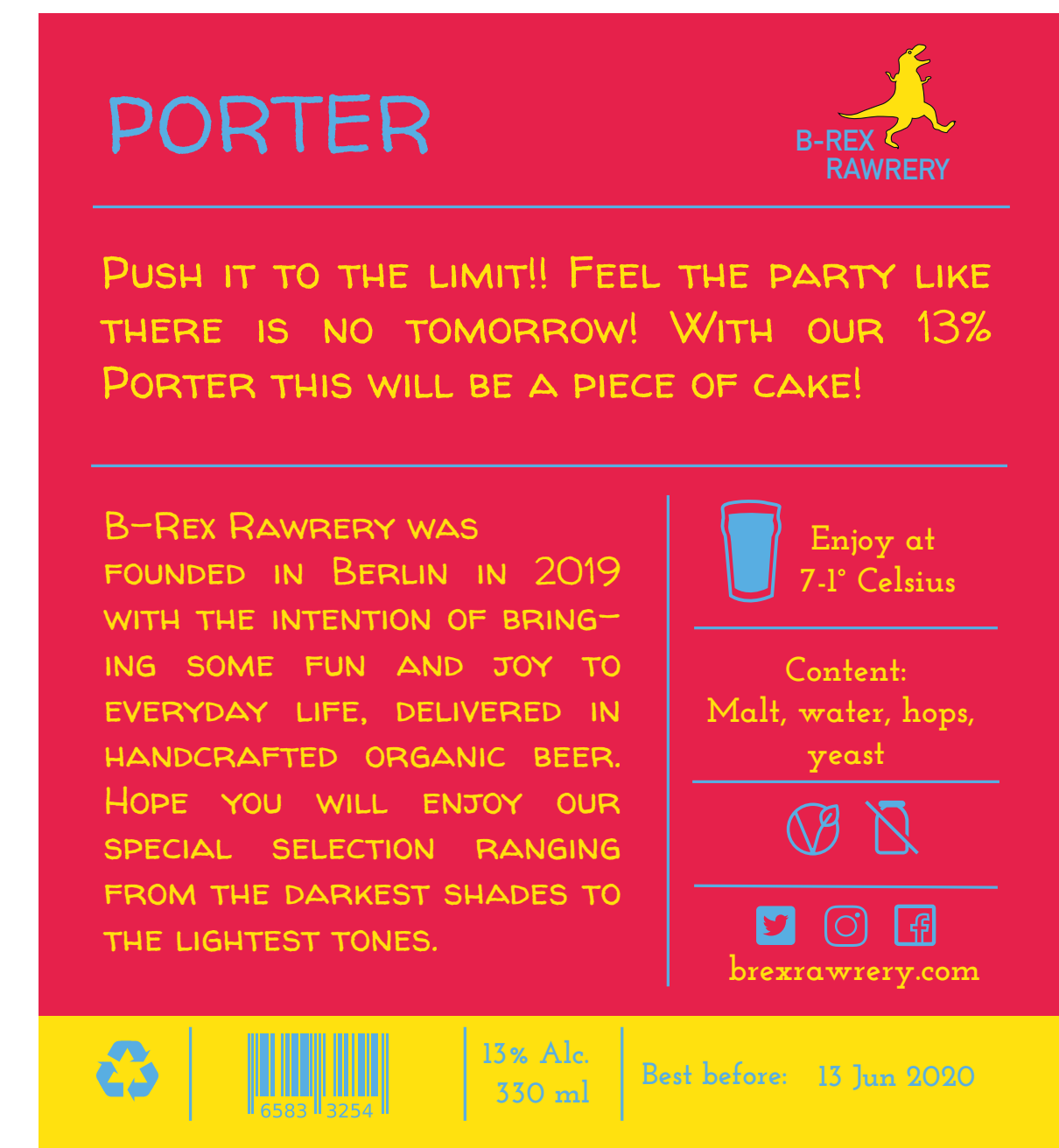
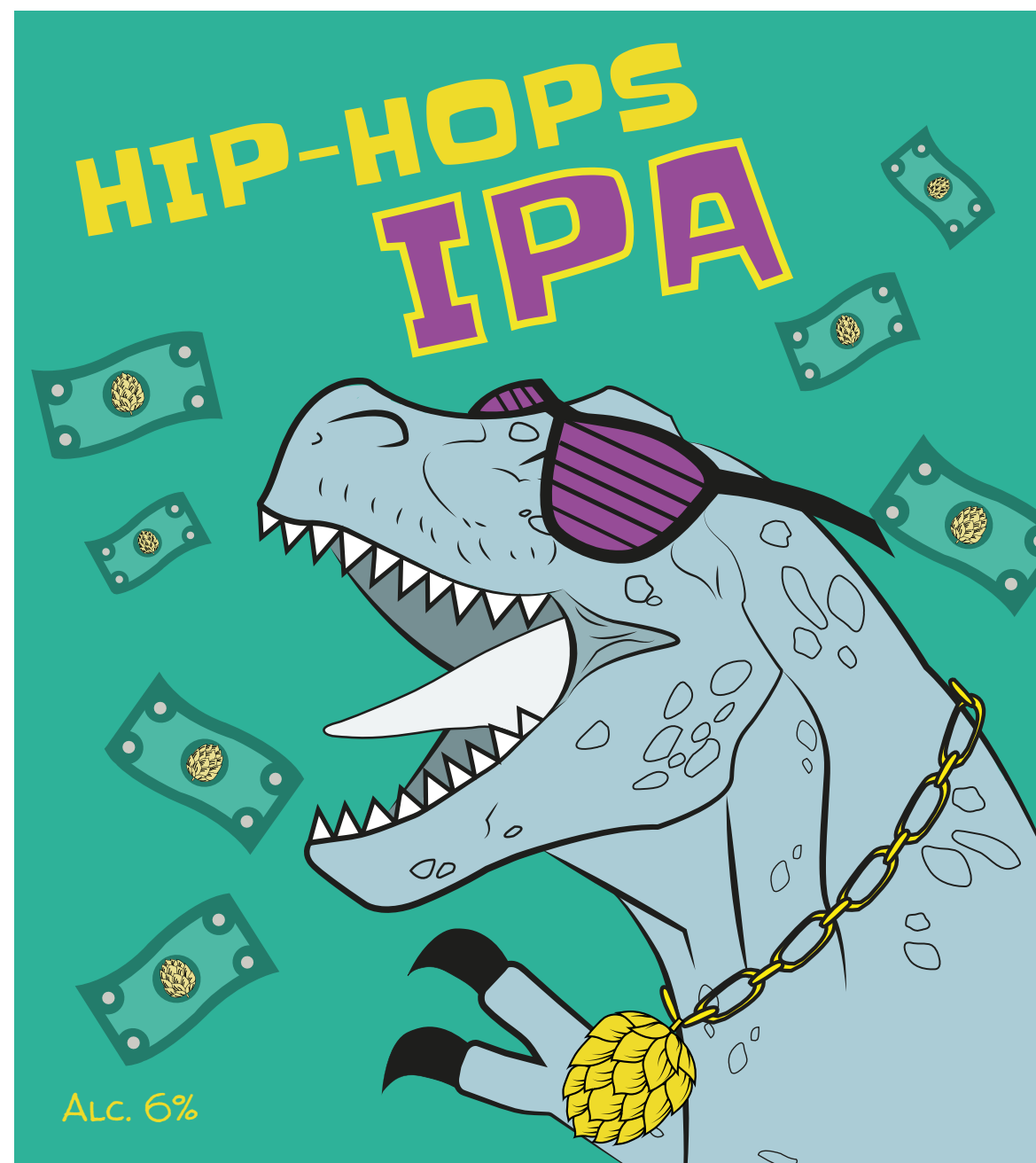
I like when there is something to muster, something to smile at.

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.





B-Rex Rawrery Series

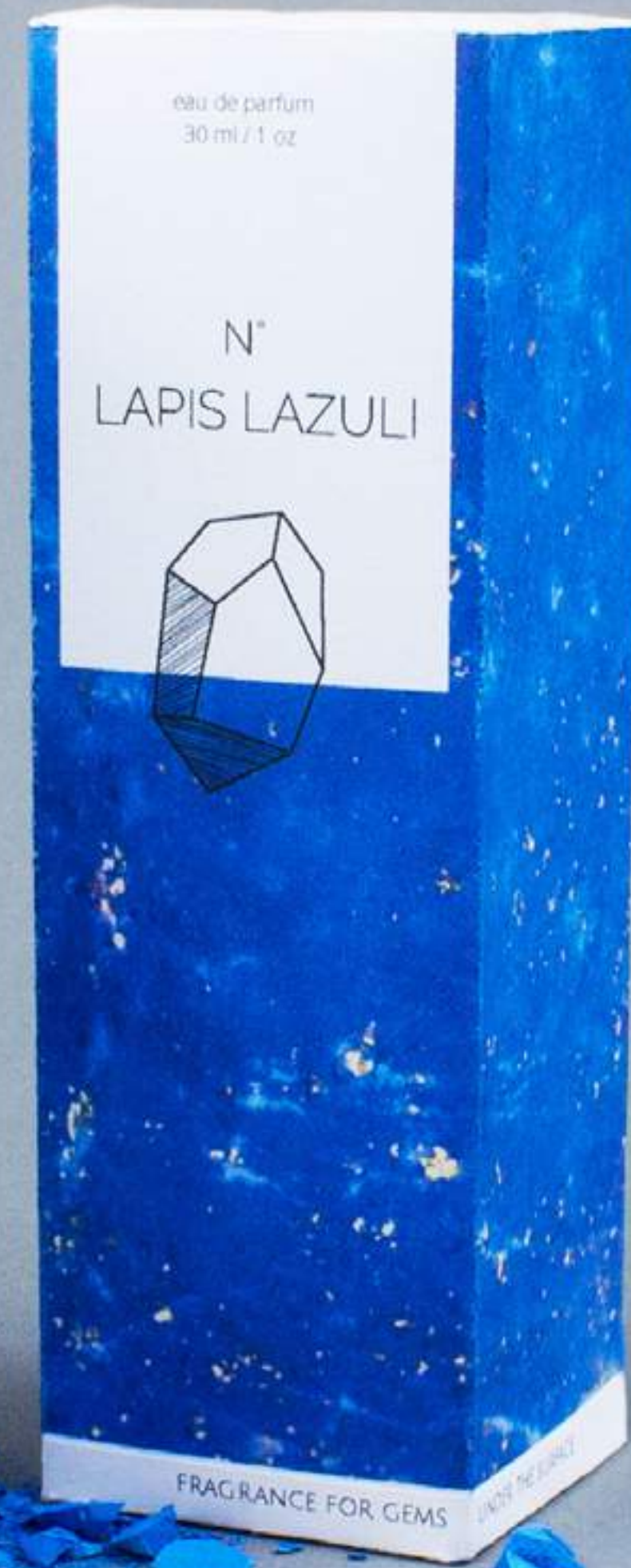


4 Lapis Lazuli Package Design

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 Magazine Design

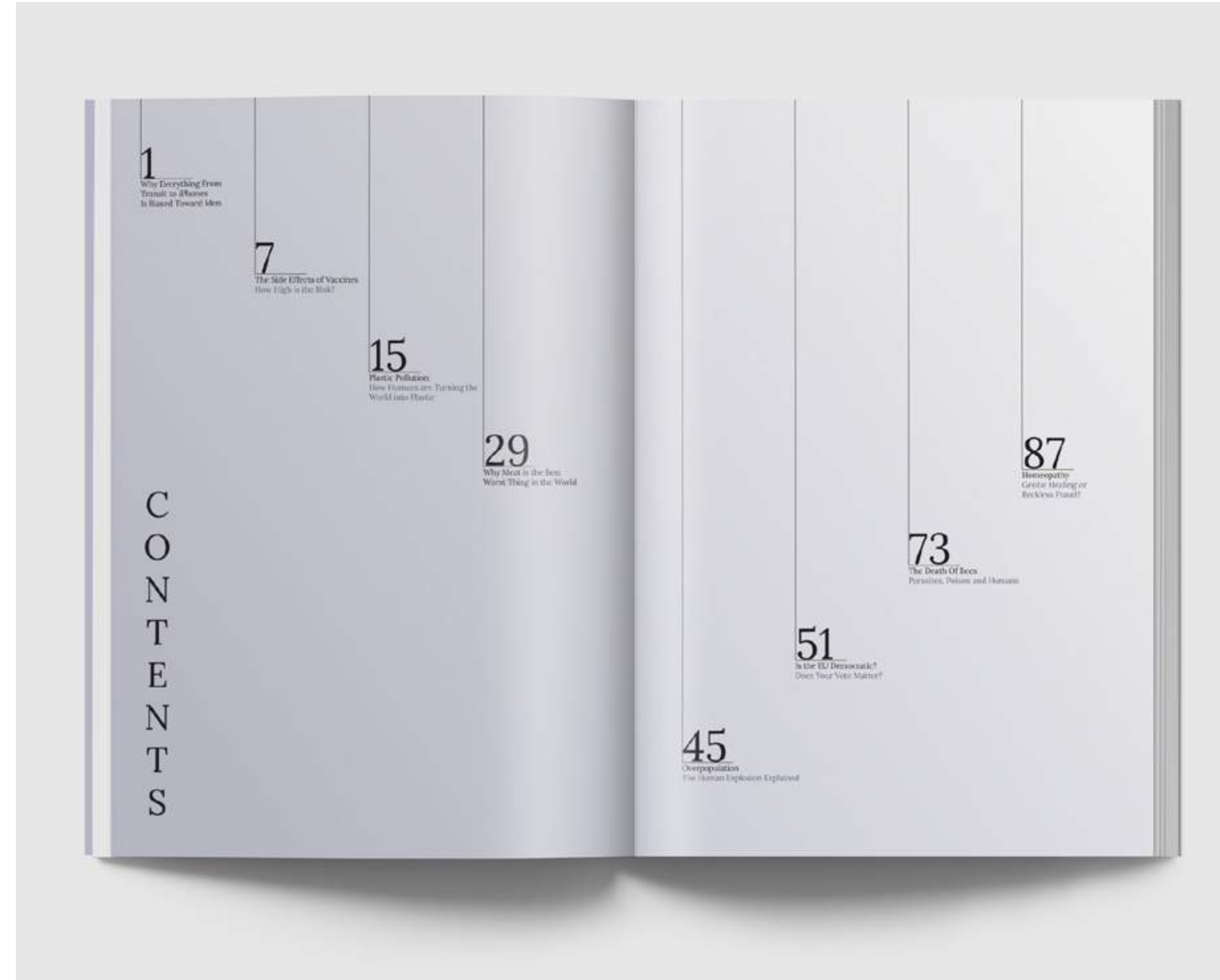
Mindset is a quarterly based magazine, expound important topics in an objective way.

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.

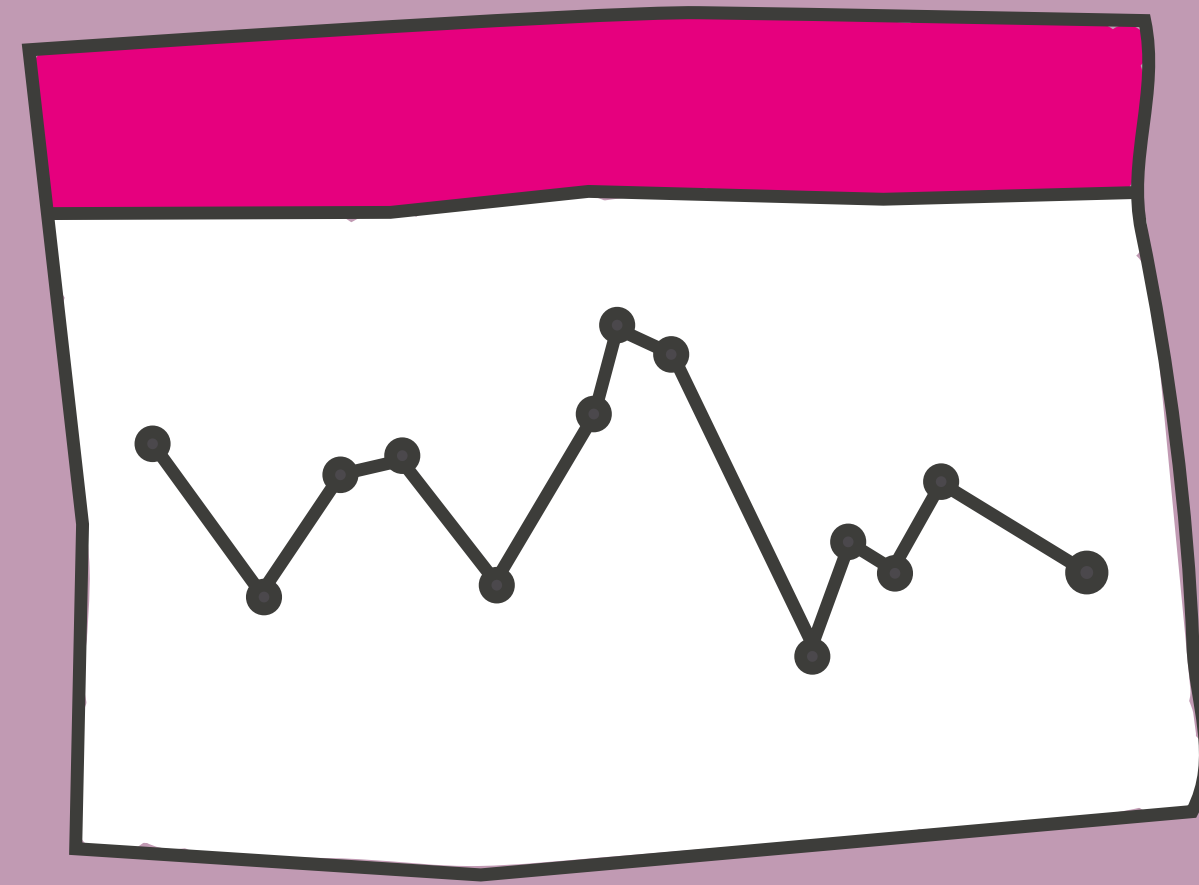
With my design I wanted to achieve to make an elegant, airy but modern layout which supports the seriousness of the topic but makes it pleasant to read.



4 MINDSET Magazine Design





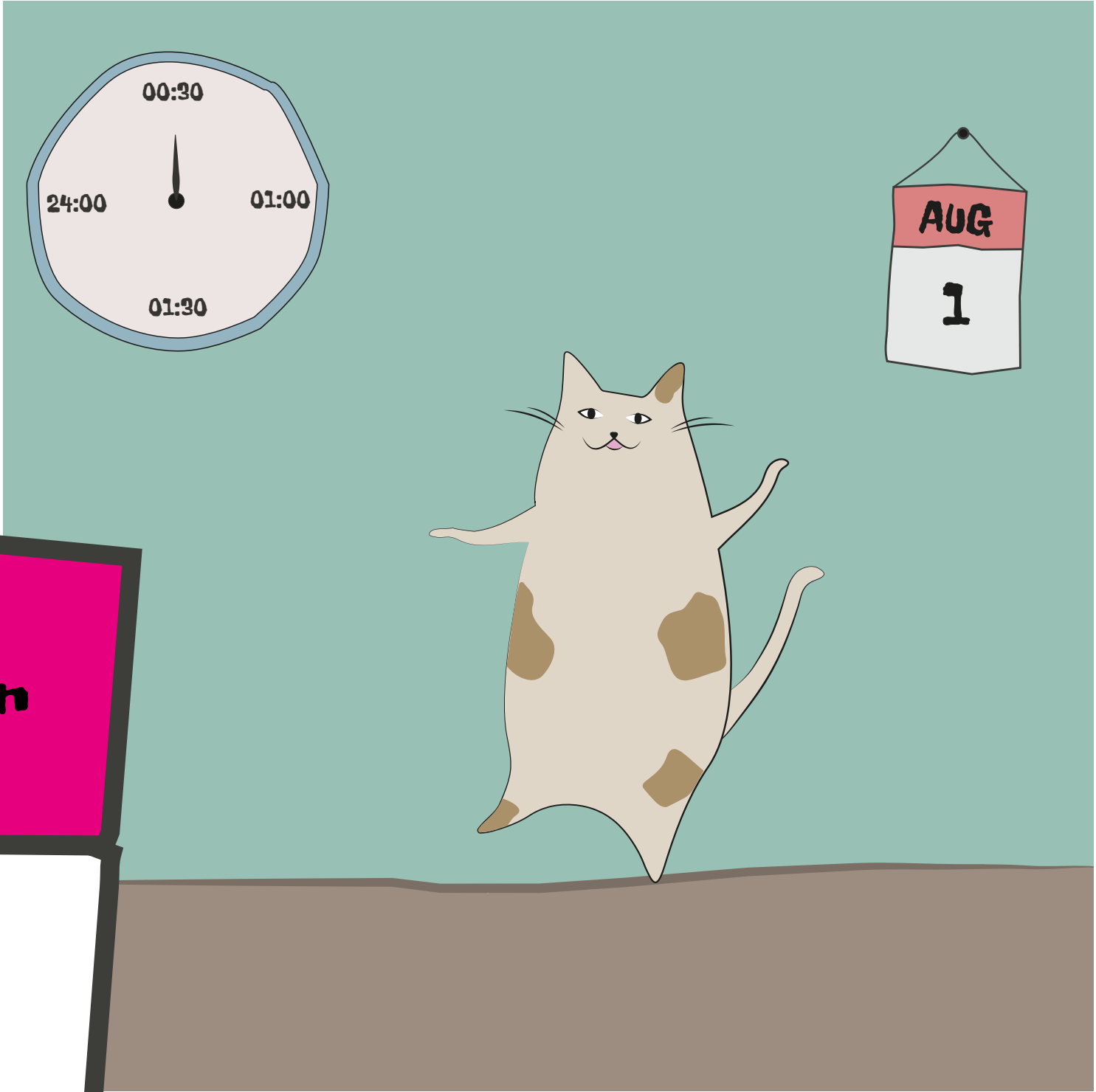
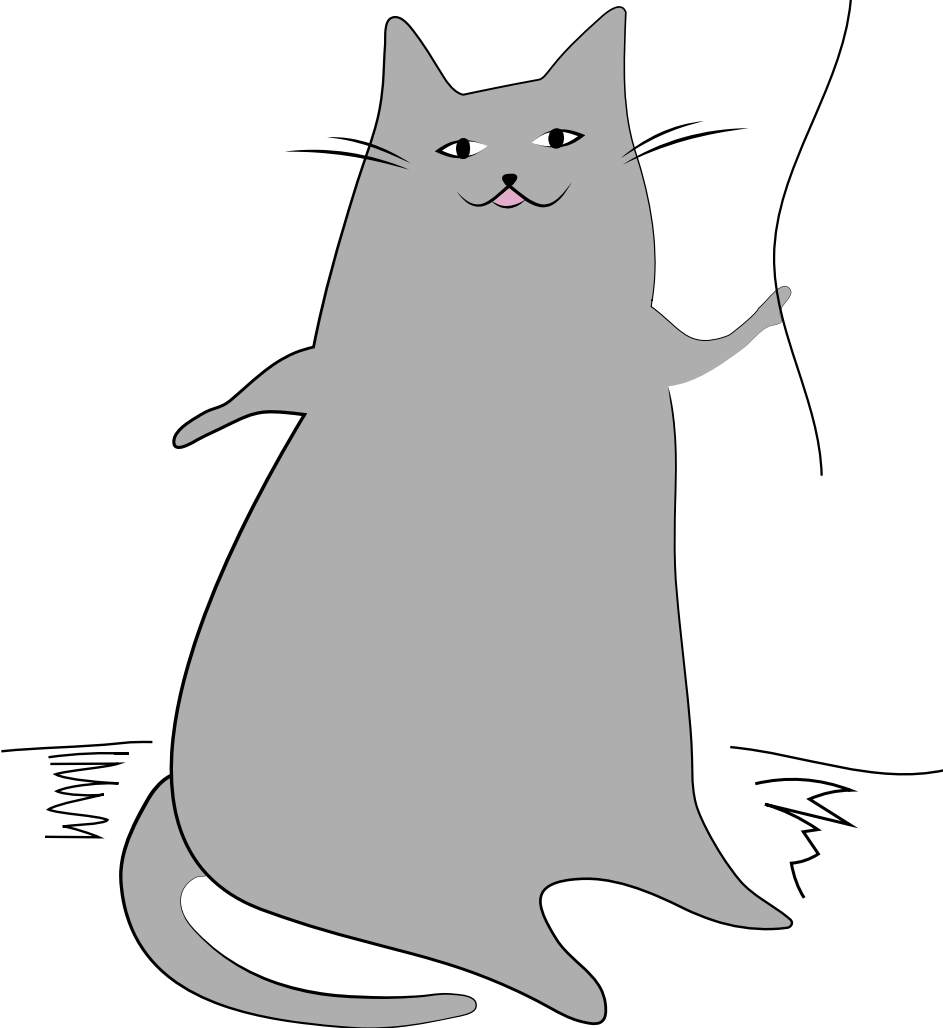
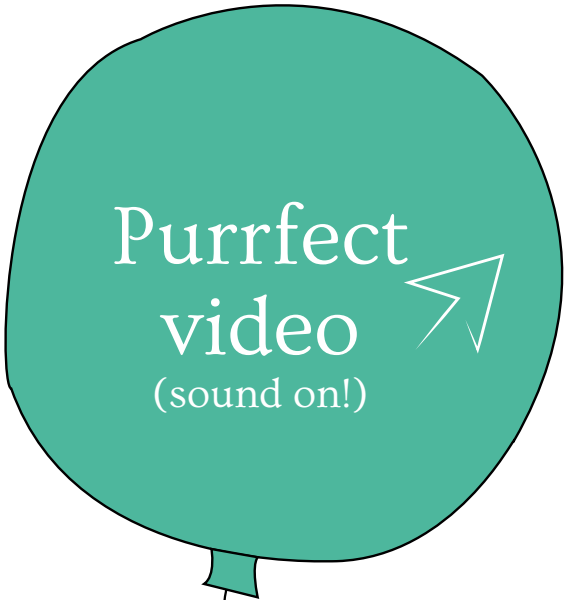


5 August Data Visualization

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



EDUCATION

Self-learning online courses

Graphic Design / ESDIP Berlin

June 2019 - December 2019

HARD SKILLS

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

WEB DESIGN SKILLS

HTML

CSS

KNOWLEDGE

Logo design	Layout and grid
Web design	Editorial design
Data visualization	Typography
Photo Retouching	Identity&Branding

SOFT SKILLS

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

LANGUAGES

Hungarian	English	German
native	fluent	B1

INTERESTS



CV

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