

POR TFO LU

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.

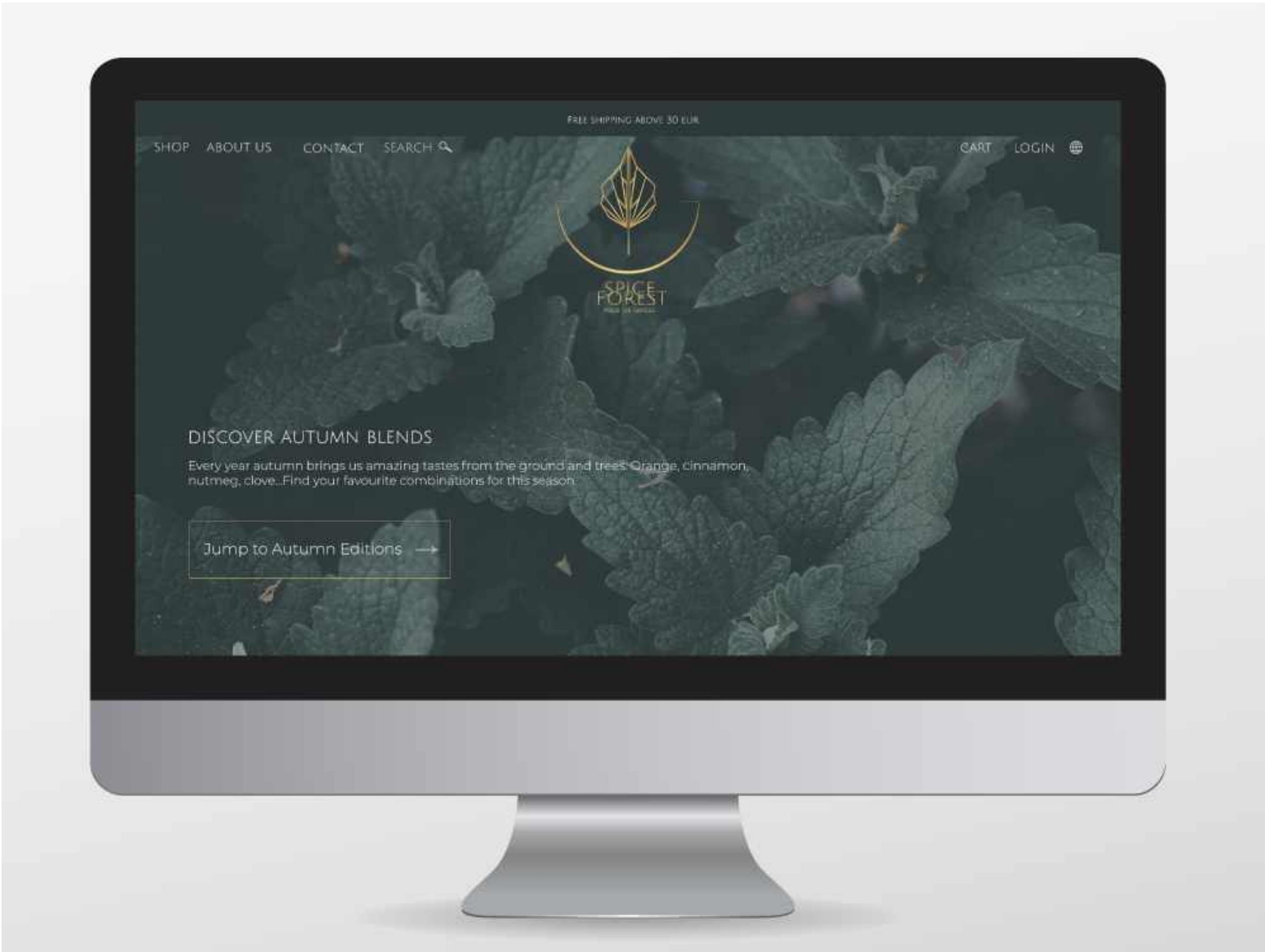


1 Spice Forest Branding

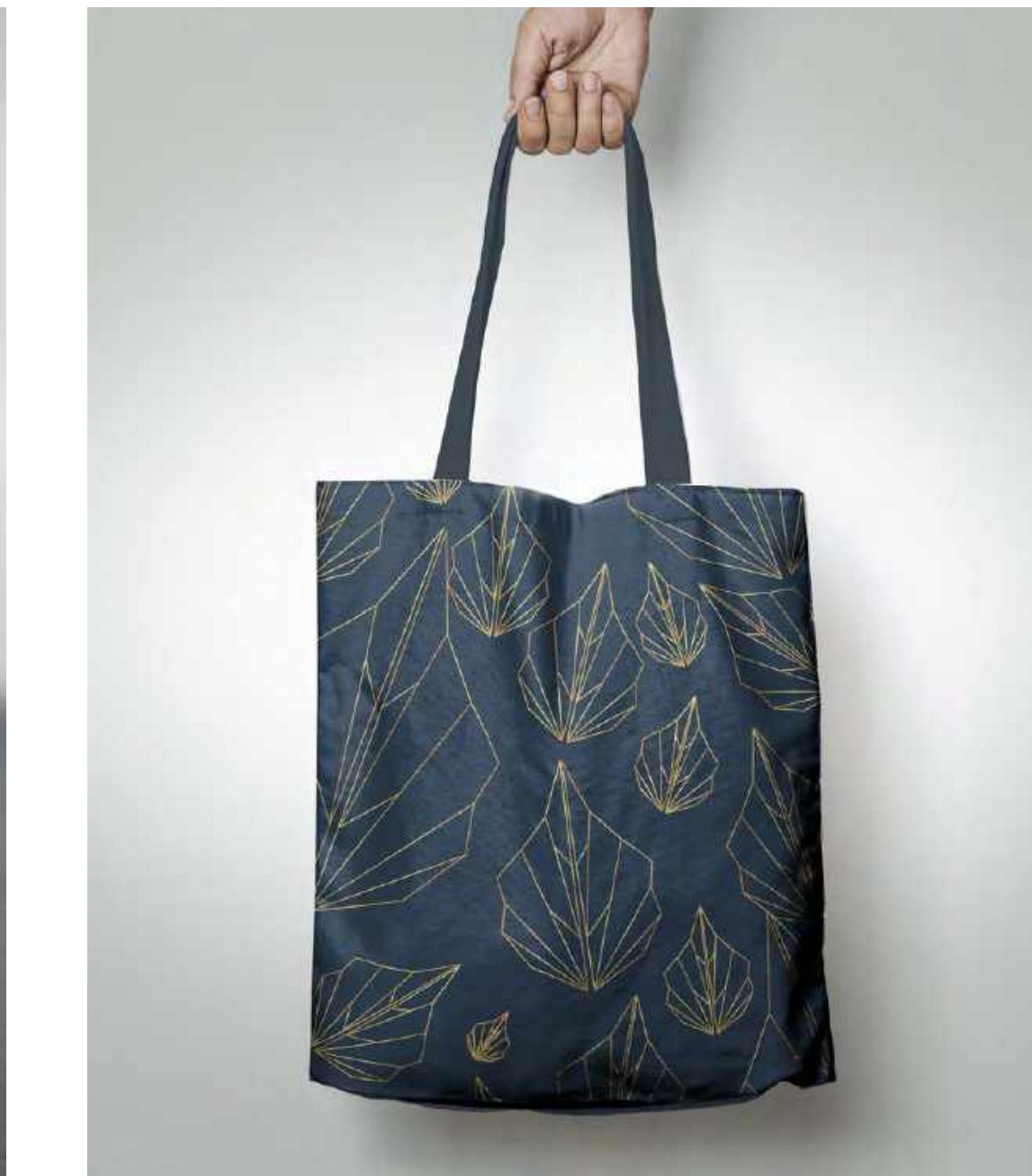


Spice Forest Branding

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.

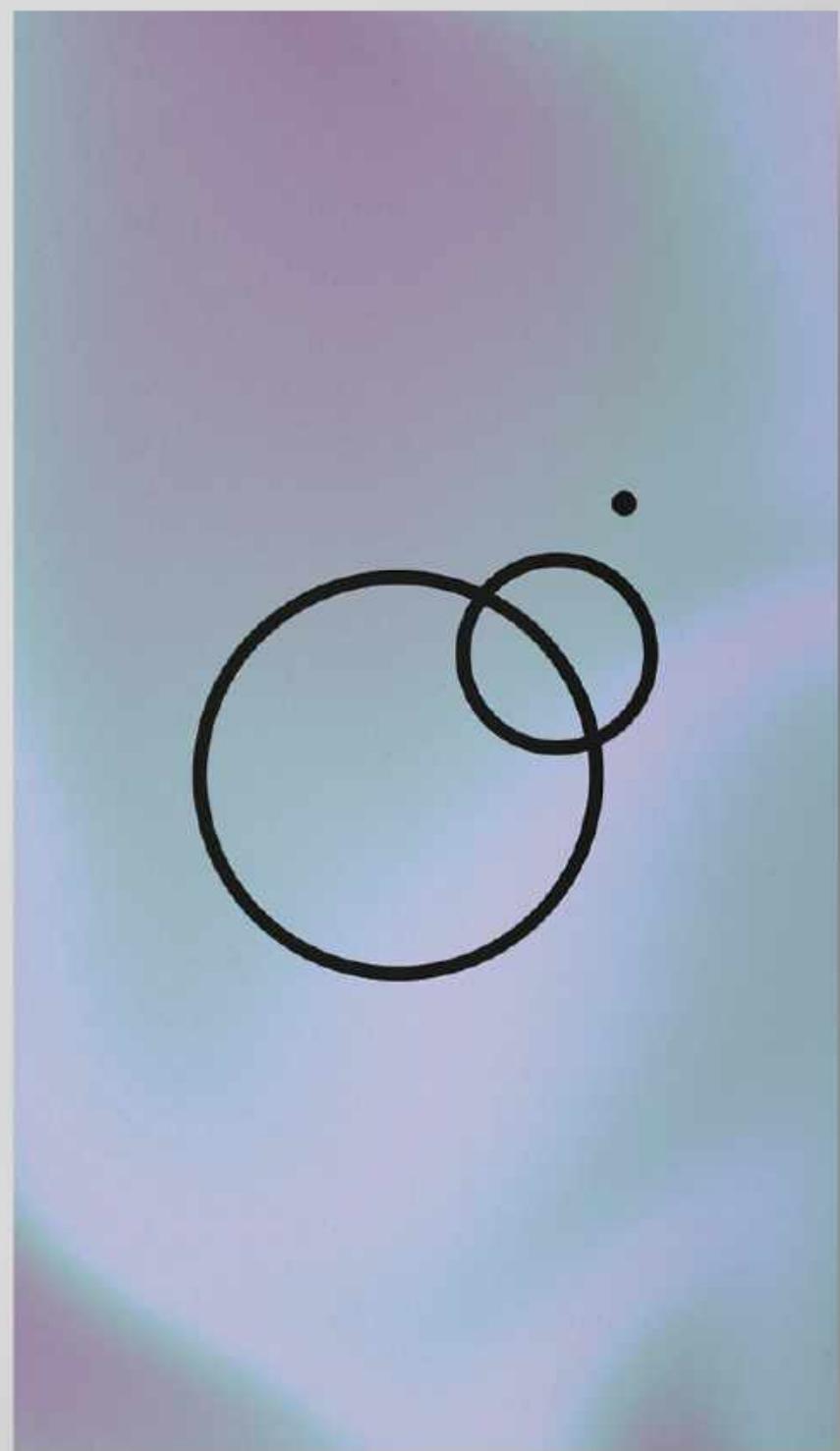
The main component of my design is the iridescent blob, floating through the elements. It creates the feeling of a dreamy bubble, expressed with colours and shapes.

2bam 2Visual Identity



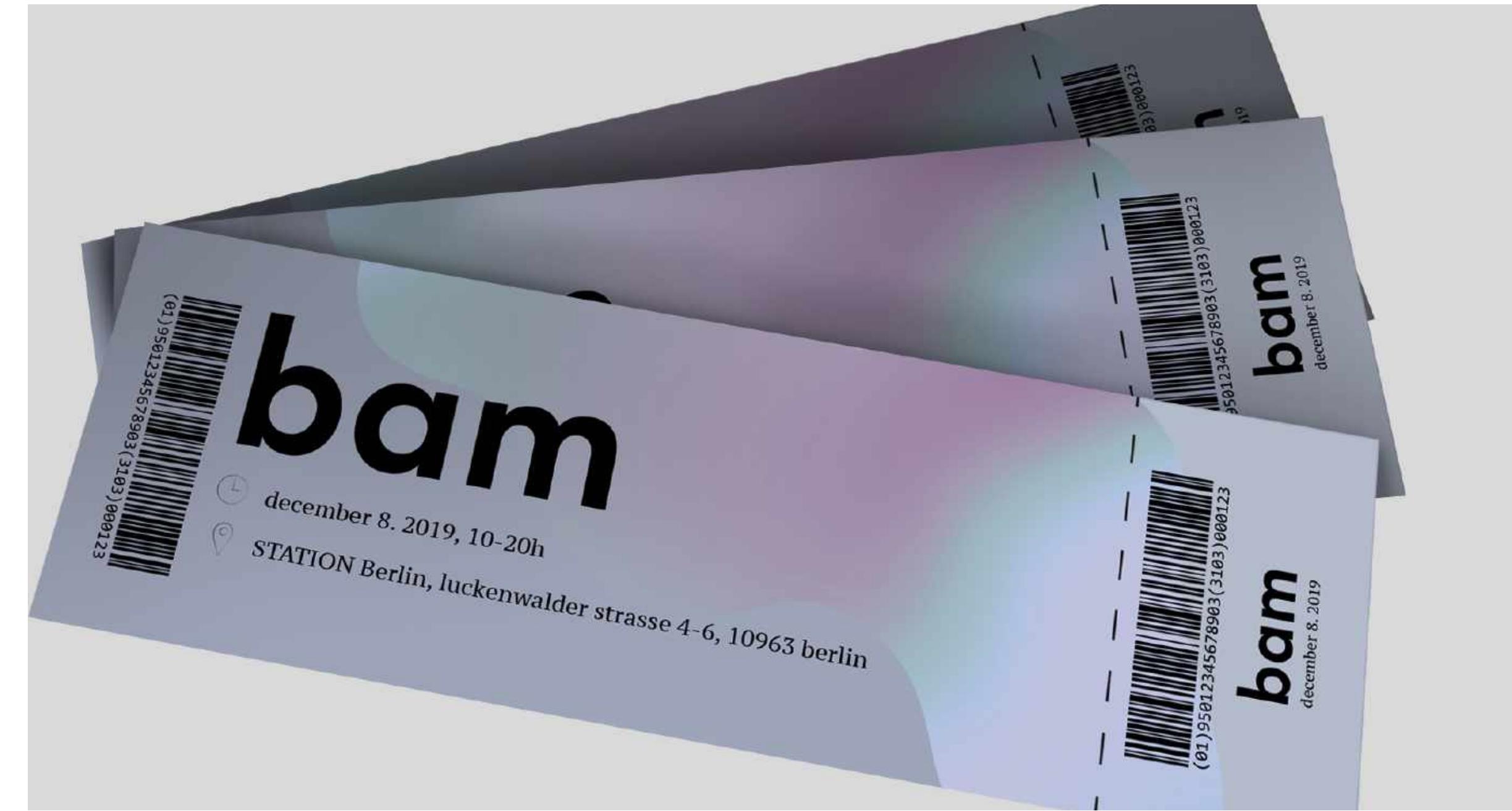
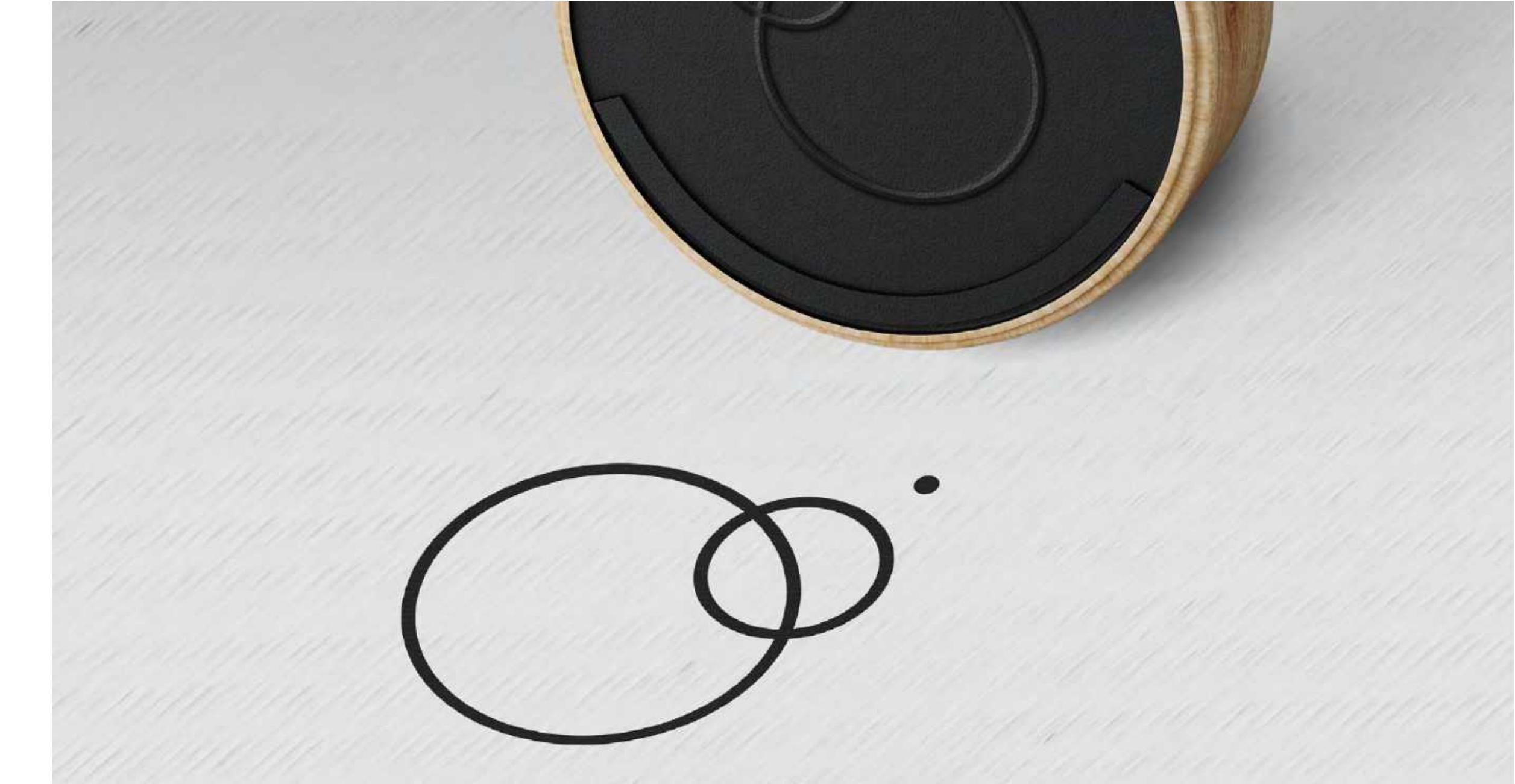
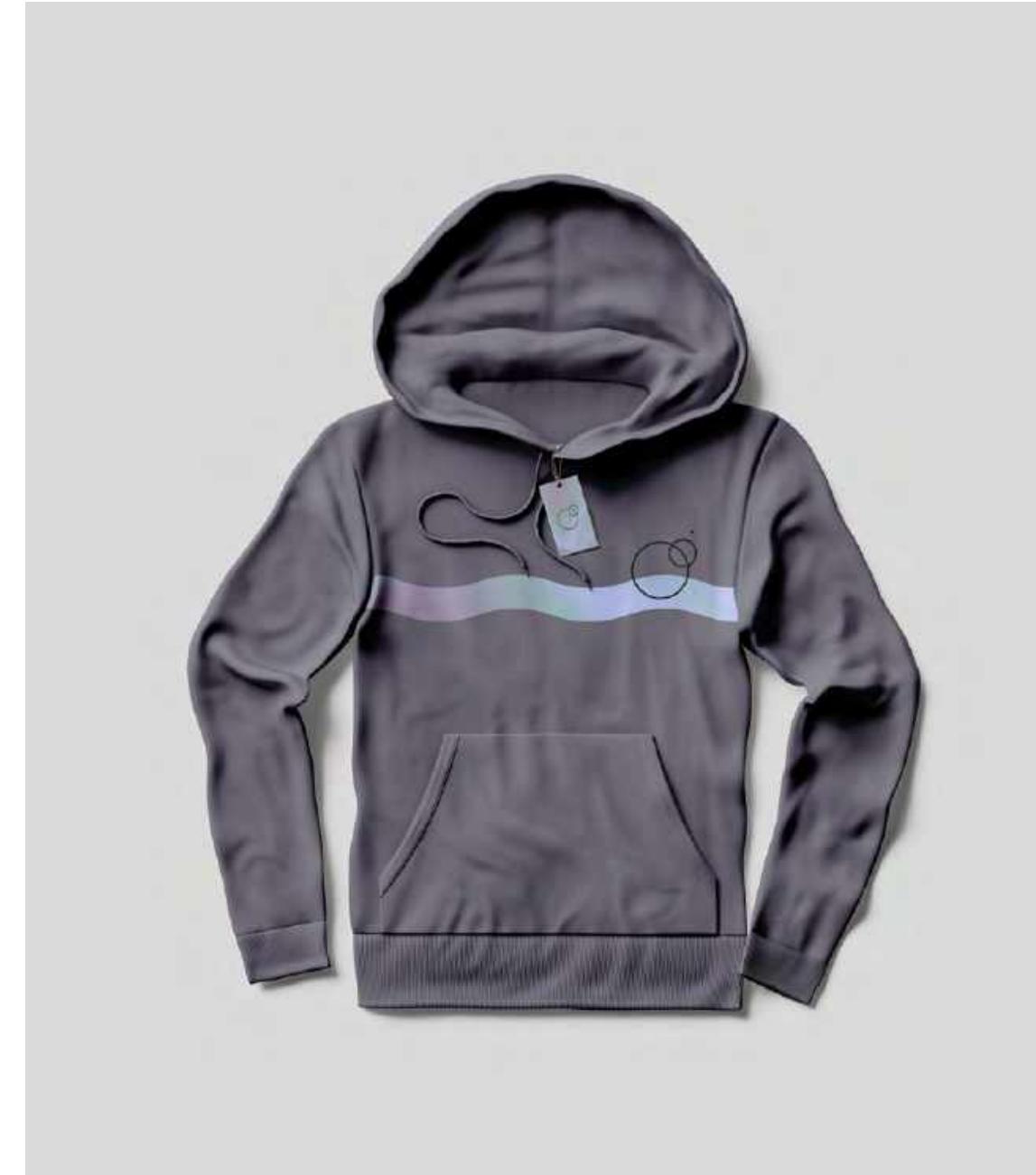
9bam Visual Identity

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.

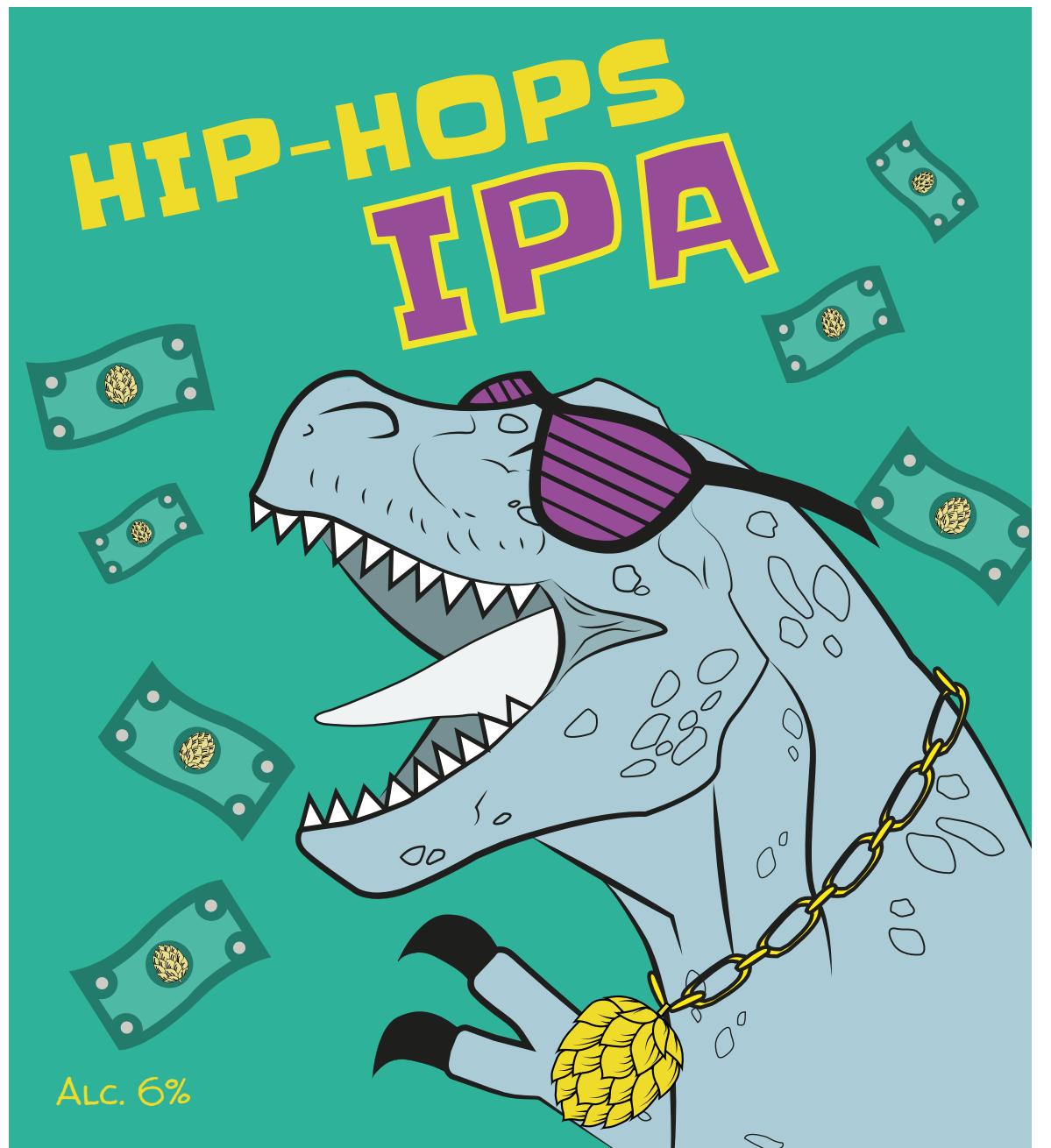
I like when there is something to muster, something to smile at.

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.

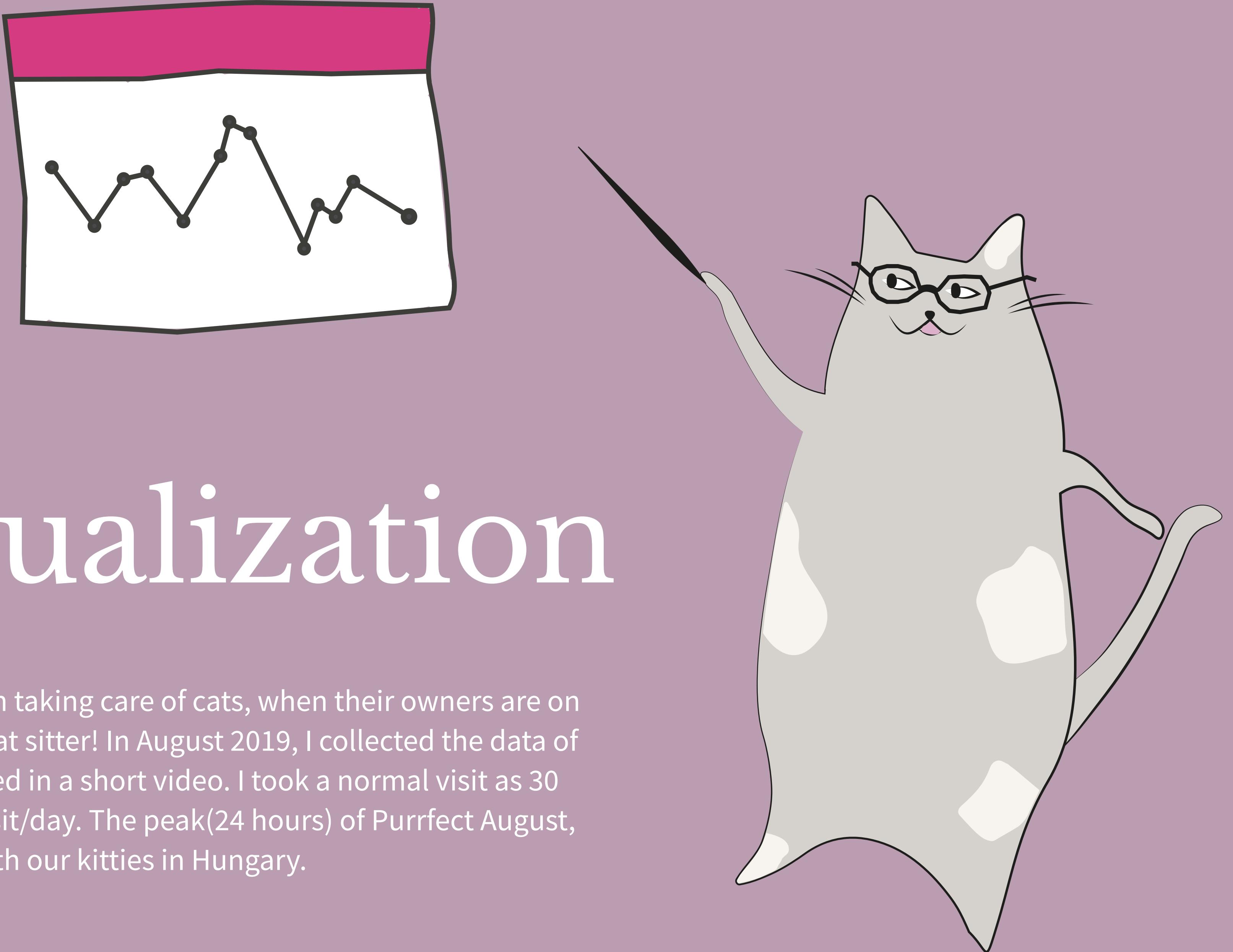
4 MINDSET 4 Magazine Design



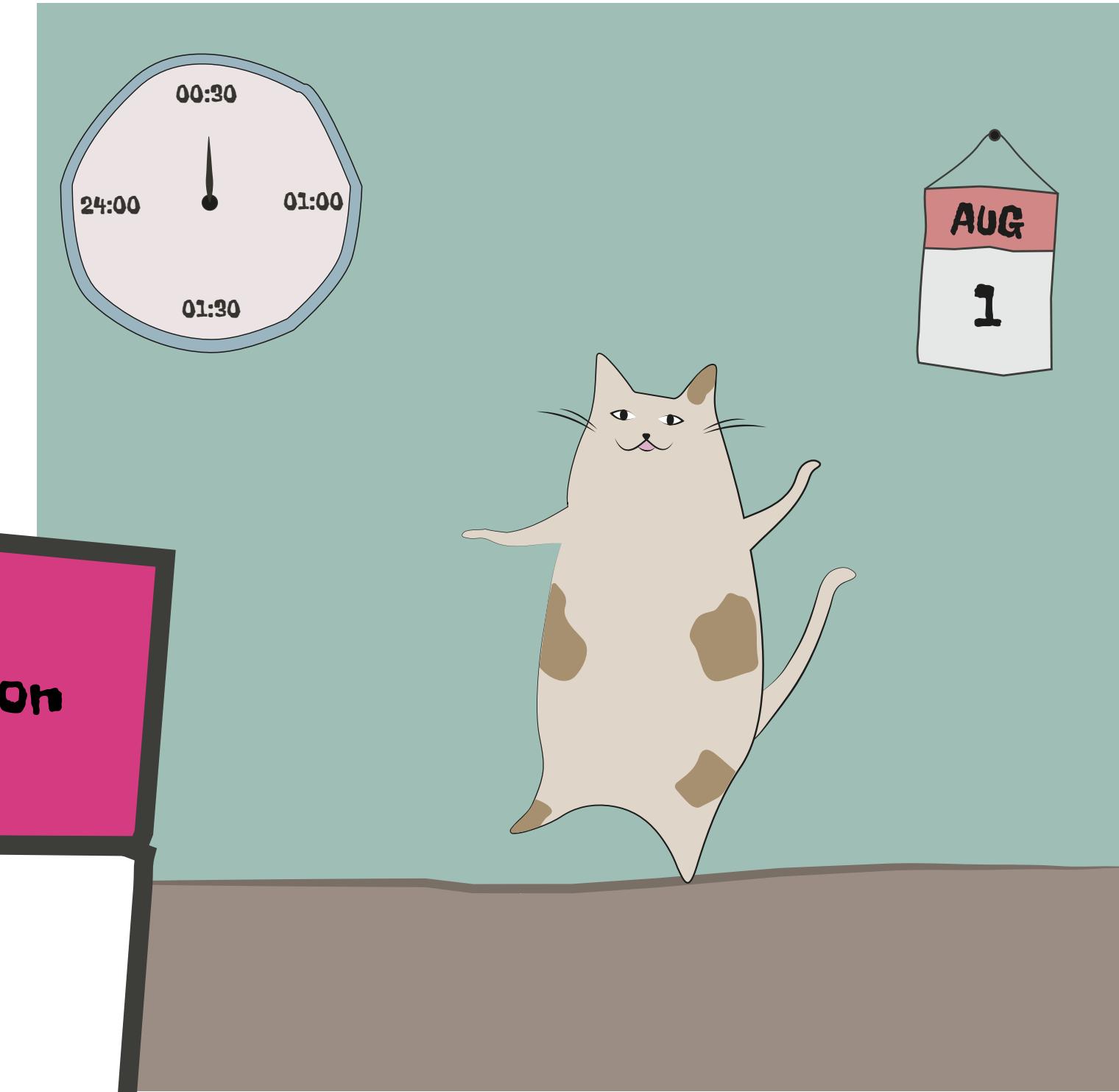
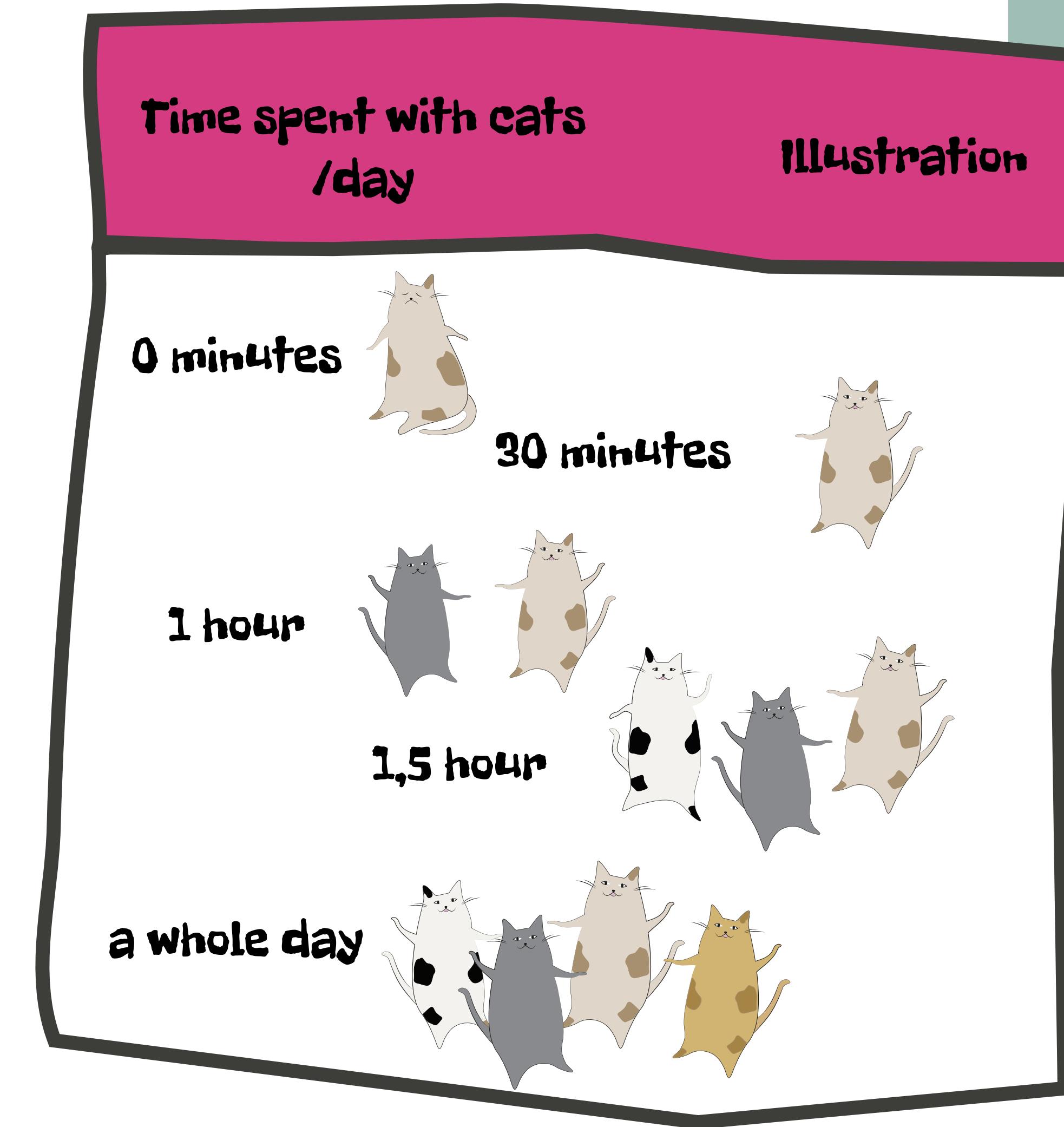
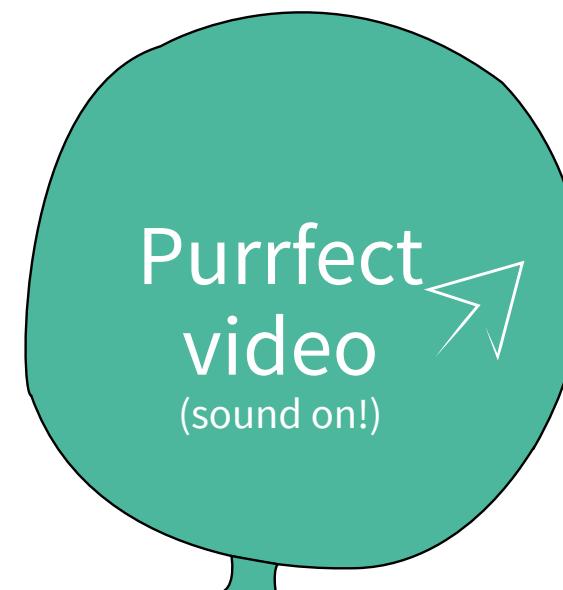
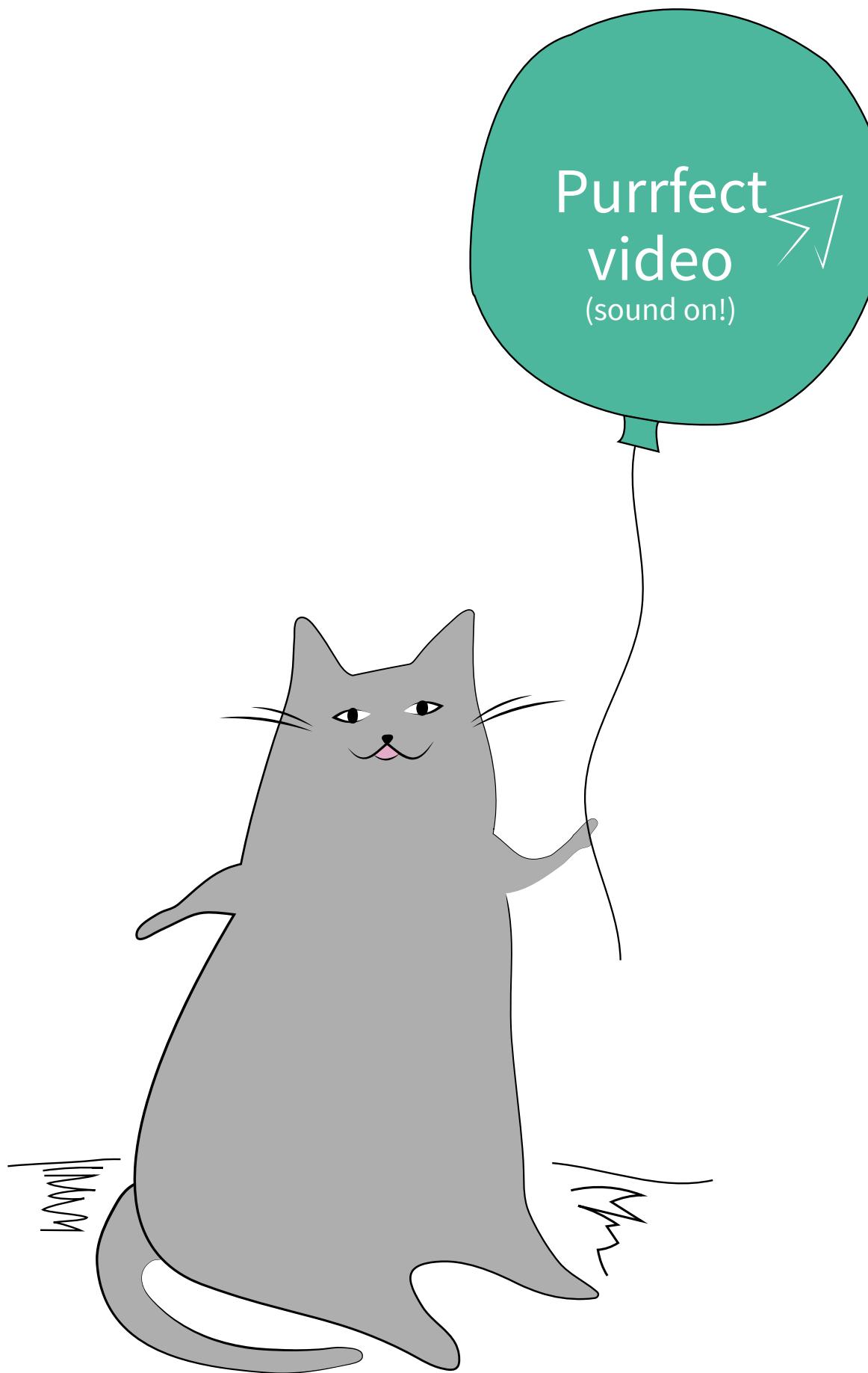
CONTENTS	
1	Why Everything from Transit to iPhones is Biased toward Men
7	The Side Effects of Vaccines: How High is the Risk?
15	Plastic Pollution: How Humans are Turning the World into Plastic
29	Why Meat is the Best Worst Thing in the World
45	Overpopulation: The Human Explosion Explained
51	Is the EU Democratic? Does Your Vote Matter?
73	The Death Of Bees: Parasites, Poison and Humans
87	Homeopathy: Gentle Healing or Reckless Fraud?

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 fill a Graphic Design Intern position at Dawid Tomaszewski fashion designer. My main role is 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 requires a lot of attention and patience. Every time I give life to a new inspiration, I need 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.

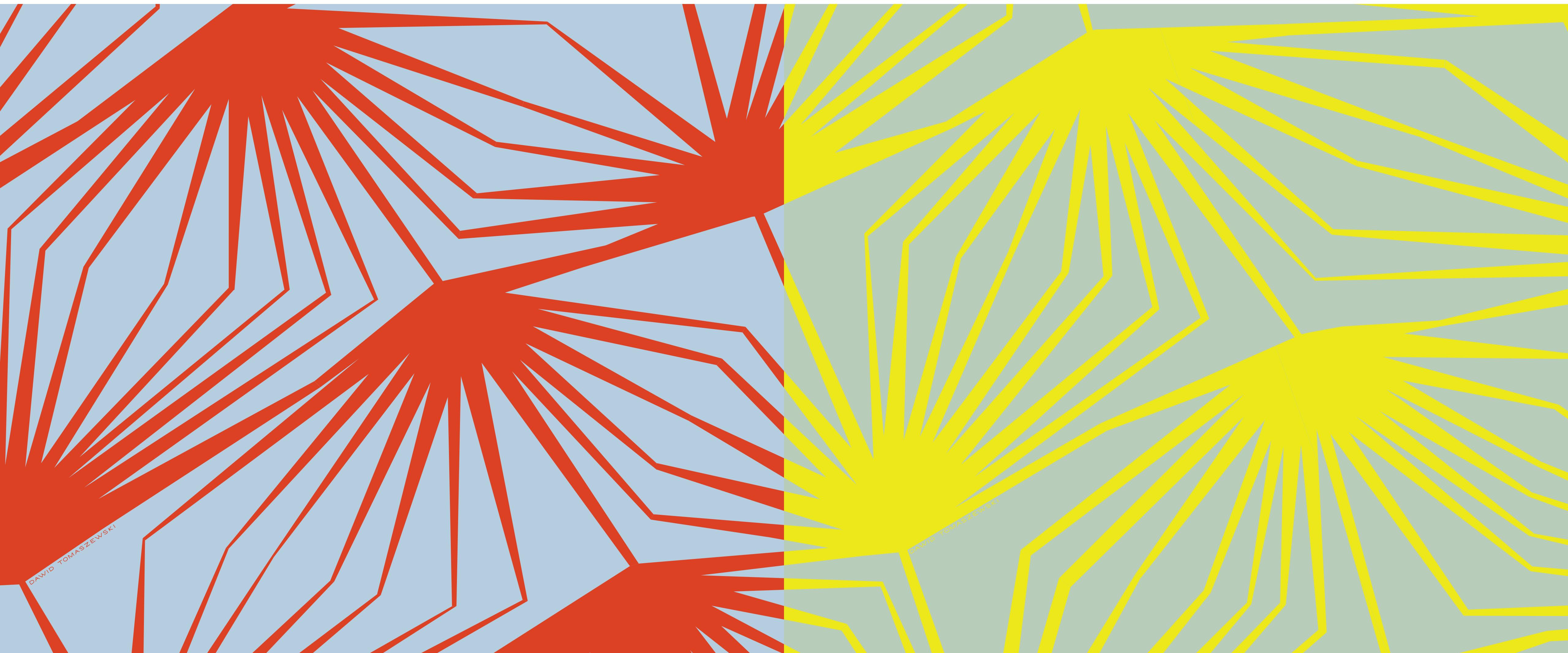
6 Prints

Print creation from sketch



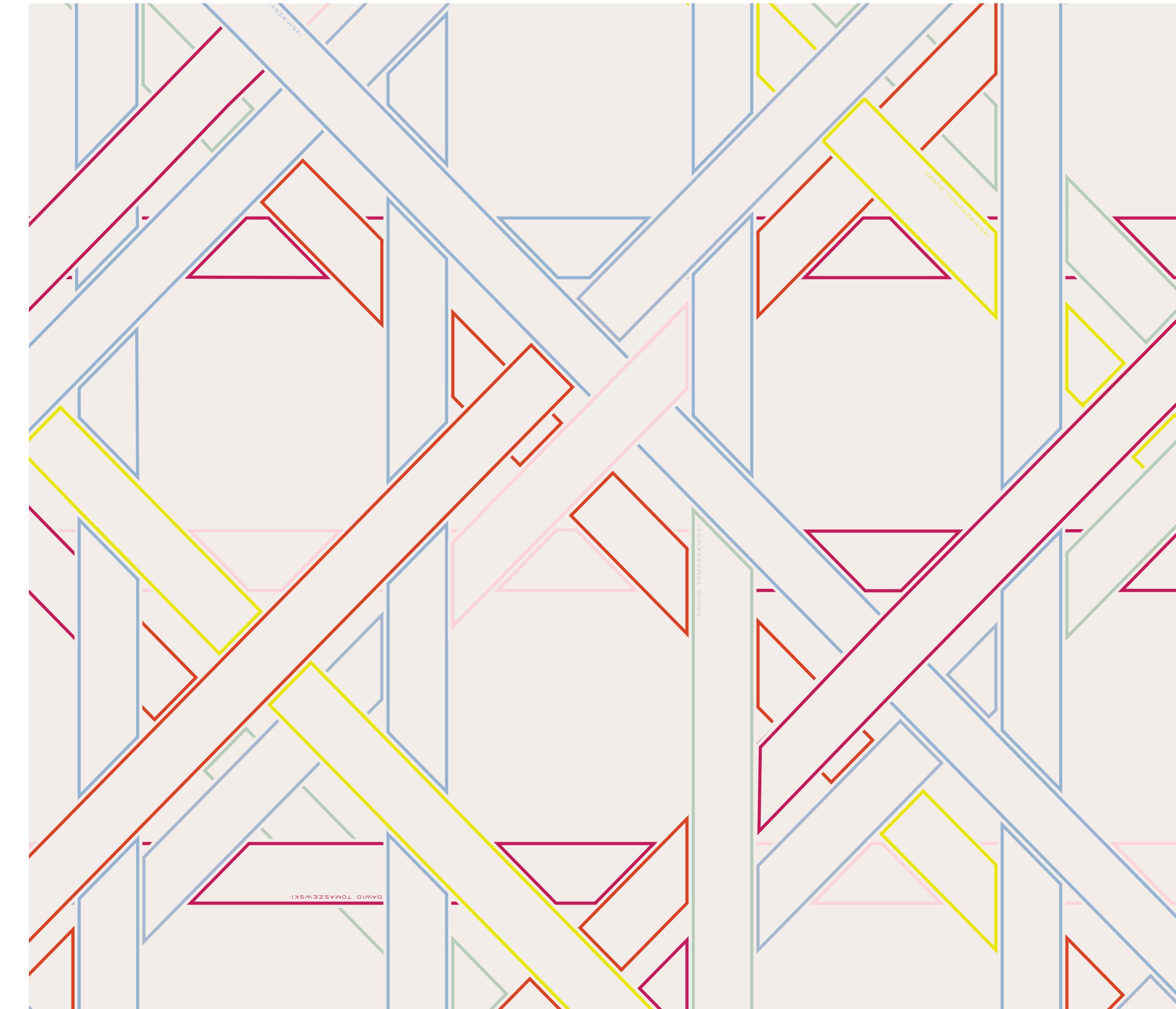
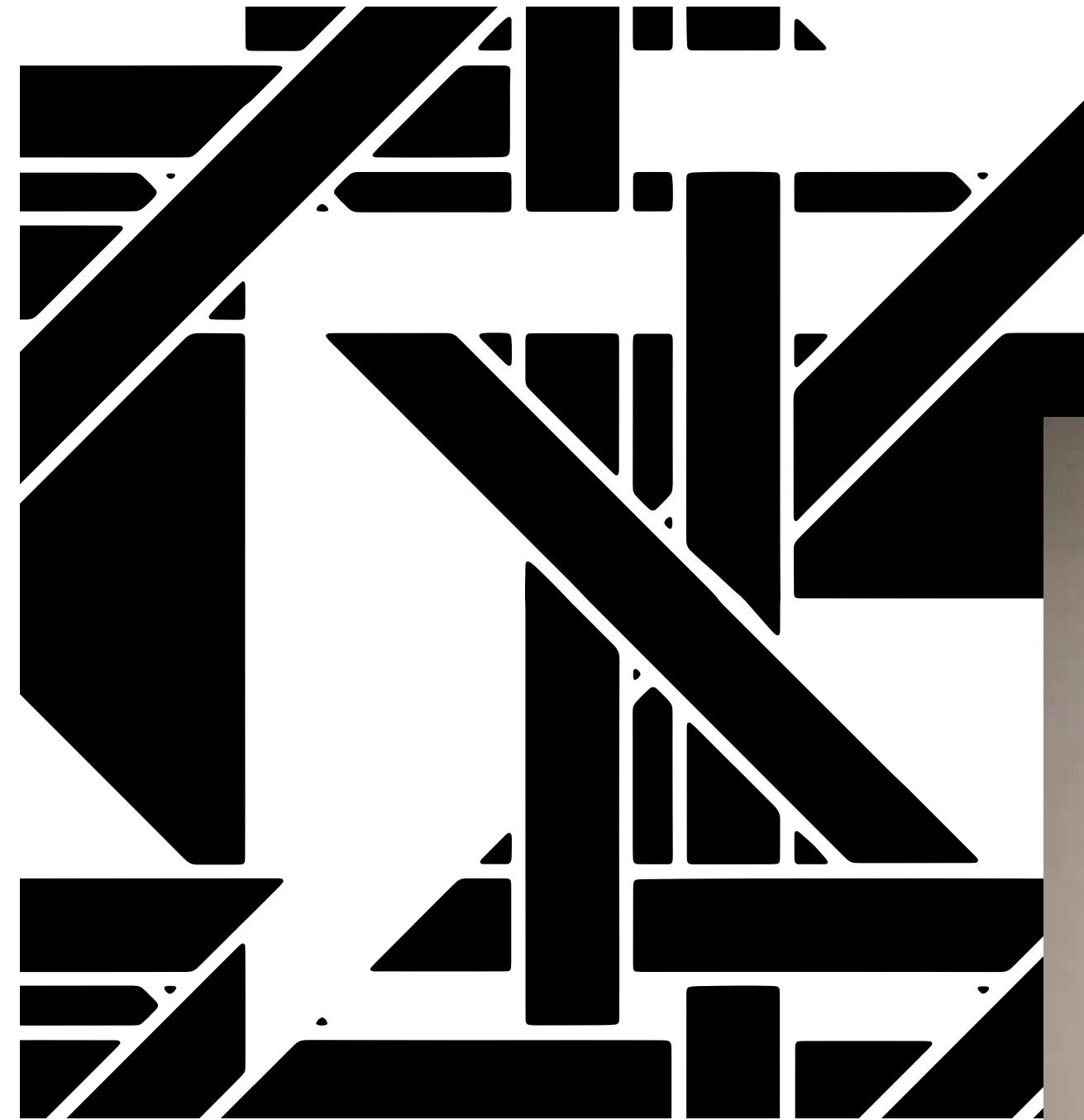
6 Prints

Print creation from sketch



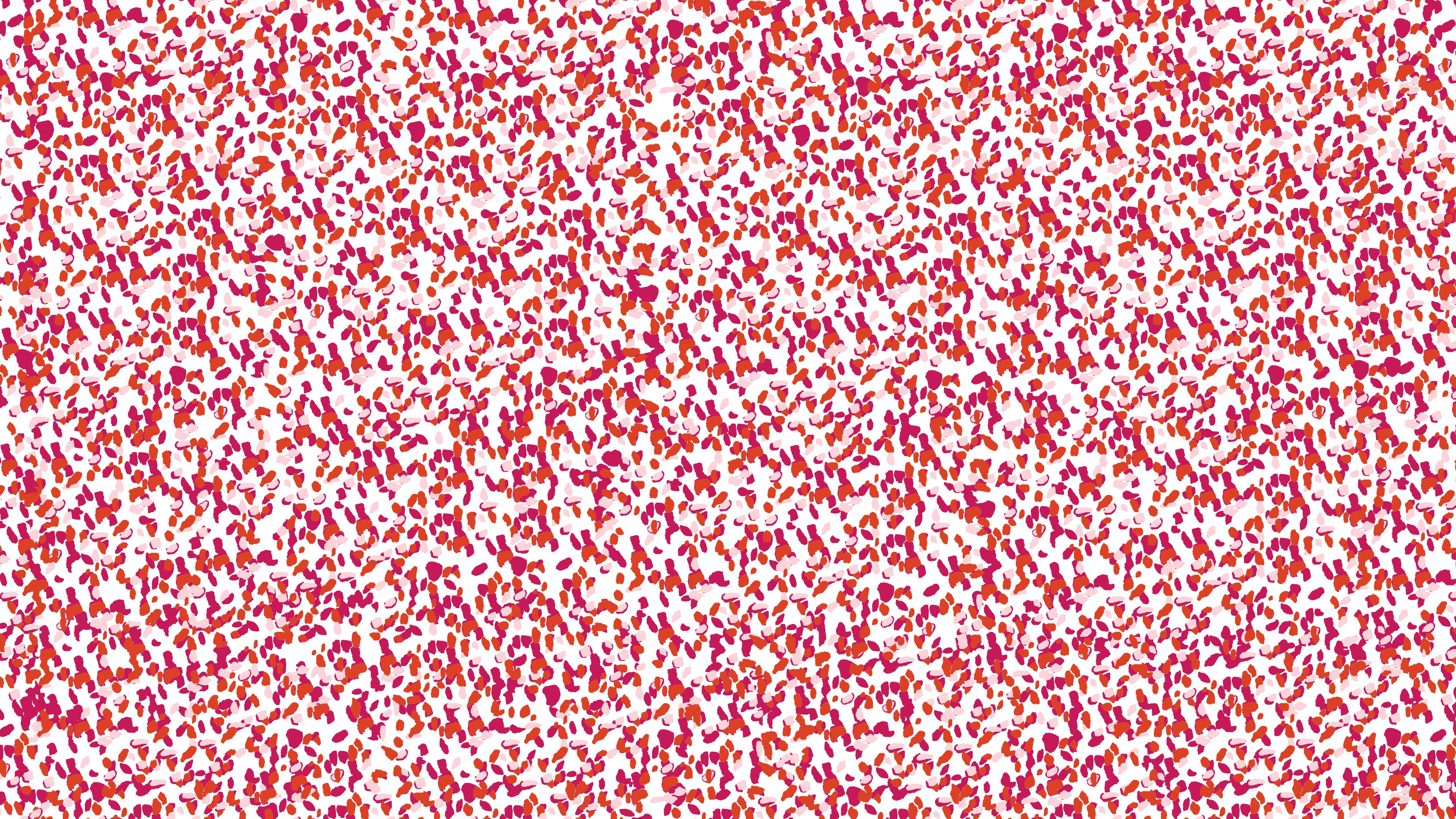
6 Prints

Print building based on original



6 Prints Recolouring





CV

BACK TO
THE TOP 

EXPERIENCE

- Creating prints for the SS21 collection
- Graphical implementation of in-house and external projects
- Creating technical drawings mock-ups
- Cut-outs, technical photo adjustments

EDUCATION

Self-learning online courses
Graphic Design / ESDIP Berlin
June 2019 - December 2019

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	↑

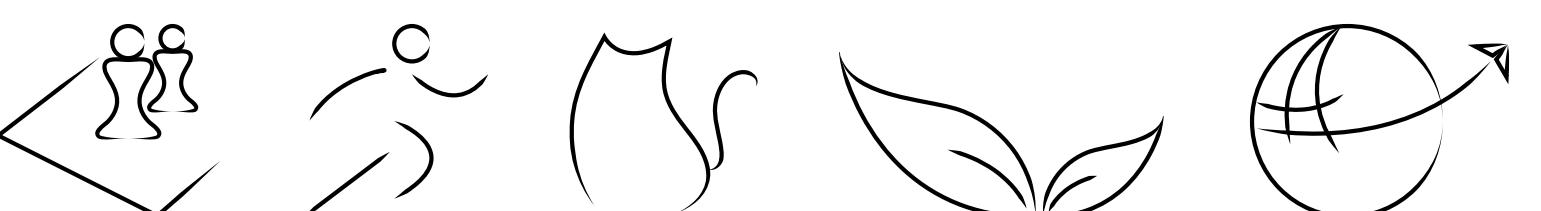
SOFT SKILLS

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

LANGUAGES

Hungarian	English	German
native	fluent	B1

INTERESTS



KATALIN
UZONI

Berlin, Germany



+491776246950



uzoni.kati@gmail.com

