

PORTFOLIO

Katalin Uzoni
works of 2019



Hi!

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

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

CV 

1 Spice Forest Branding

In this project the 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.

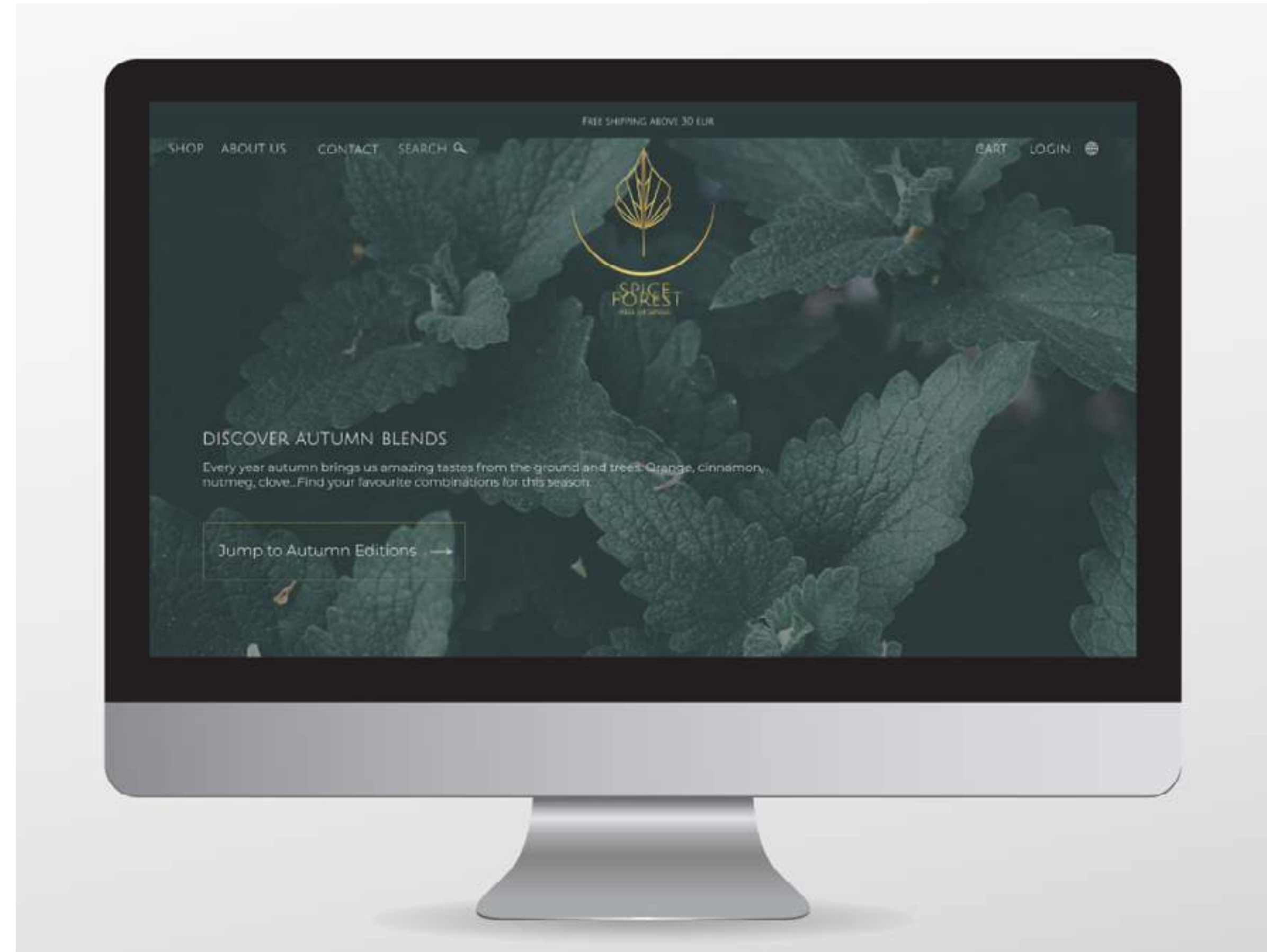


1 Spice Forest Branding



1 Spice Forest Branding

landing page ➤



1 Spice Forest Branding

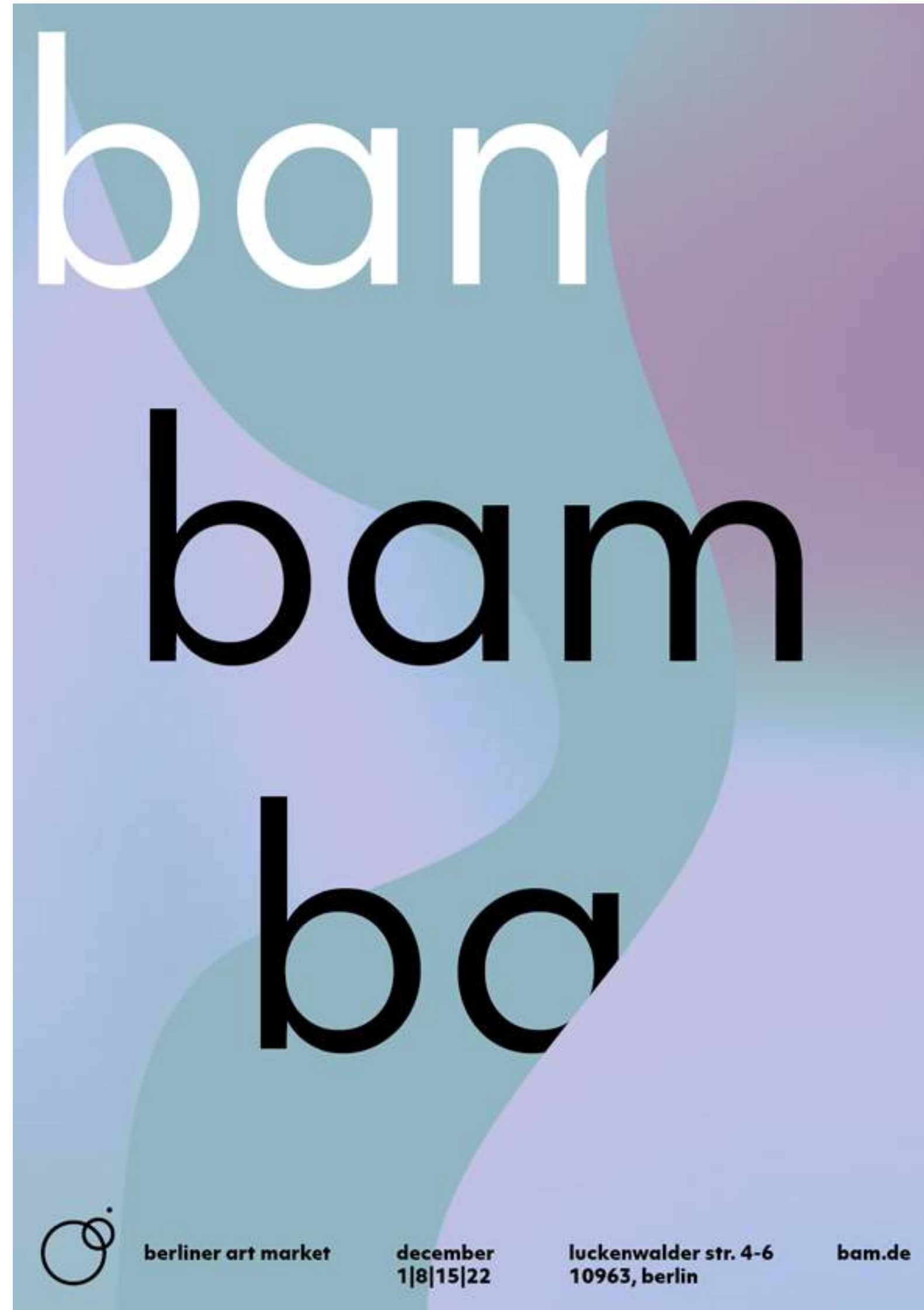


2bam Visual Identity

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 there works. In December, the market would be placed on every Sunday of Advent.

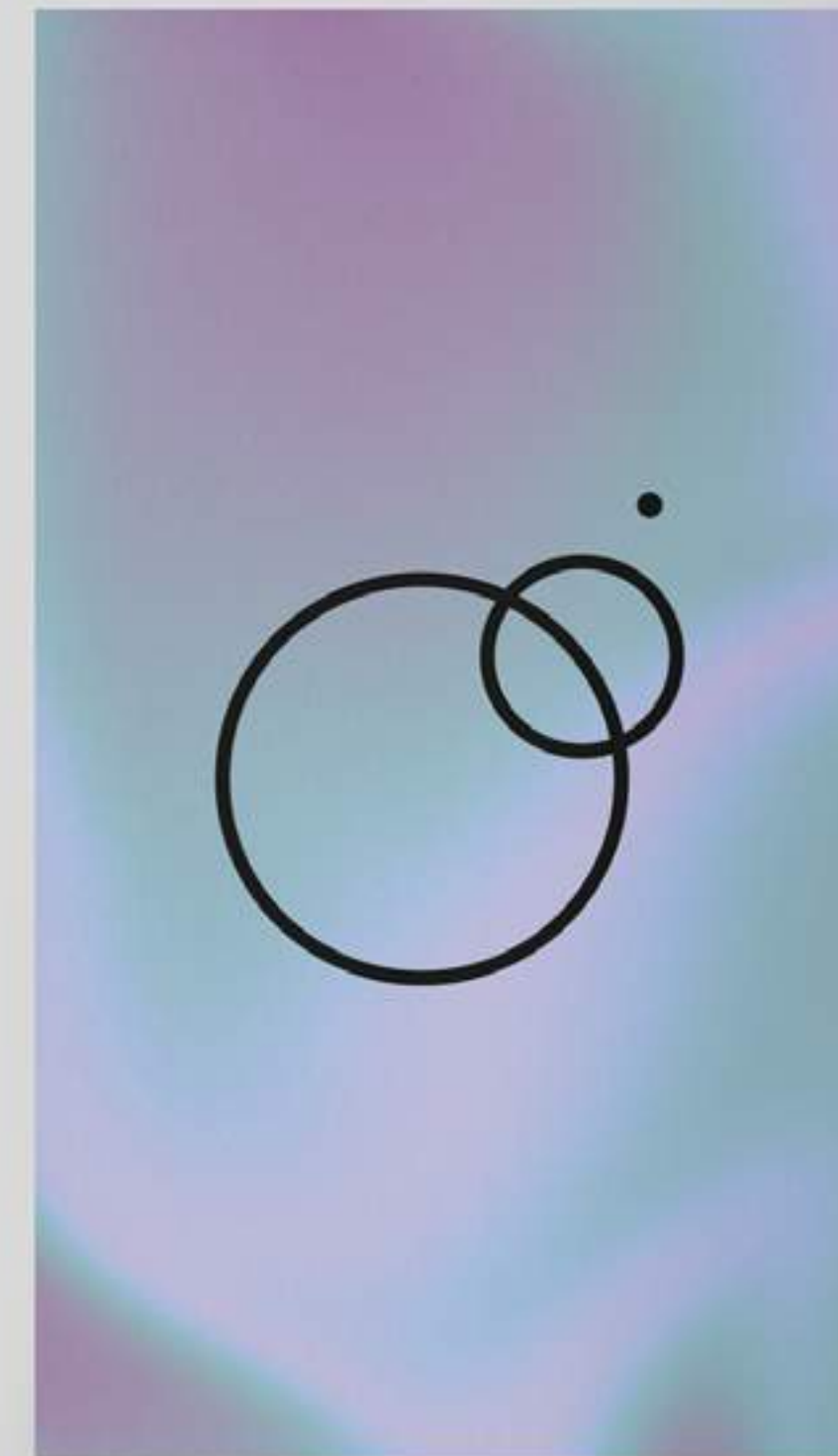
The main component in my design is the dream-like iridescent blob, floating through the elements.

2^{bam} Visual Identity



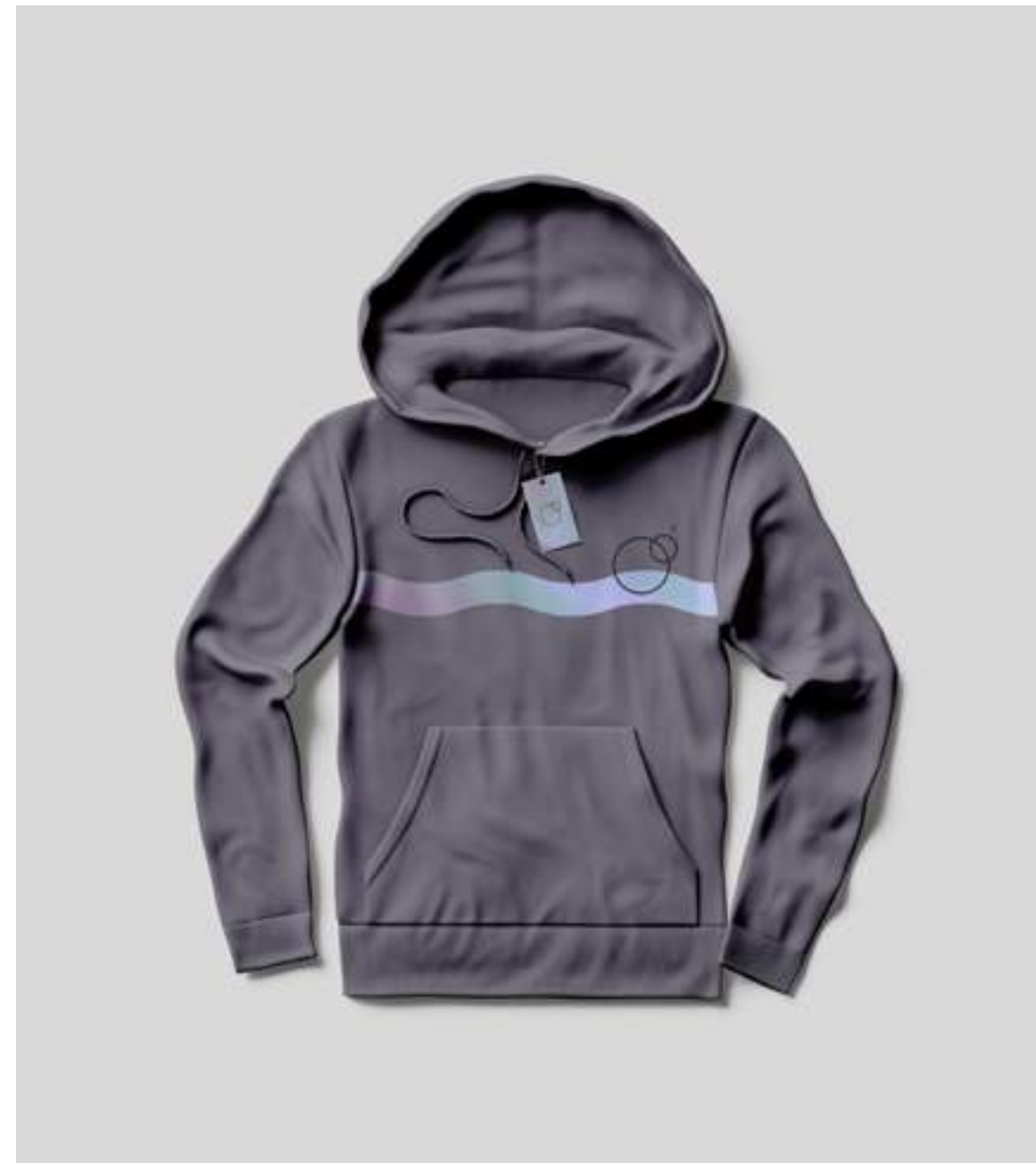
2bam Visual Identity

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.

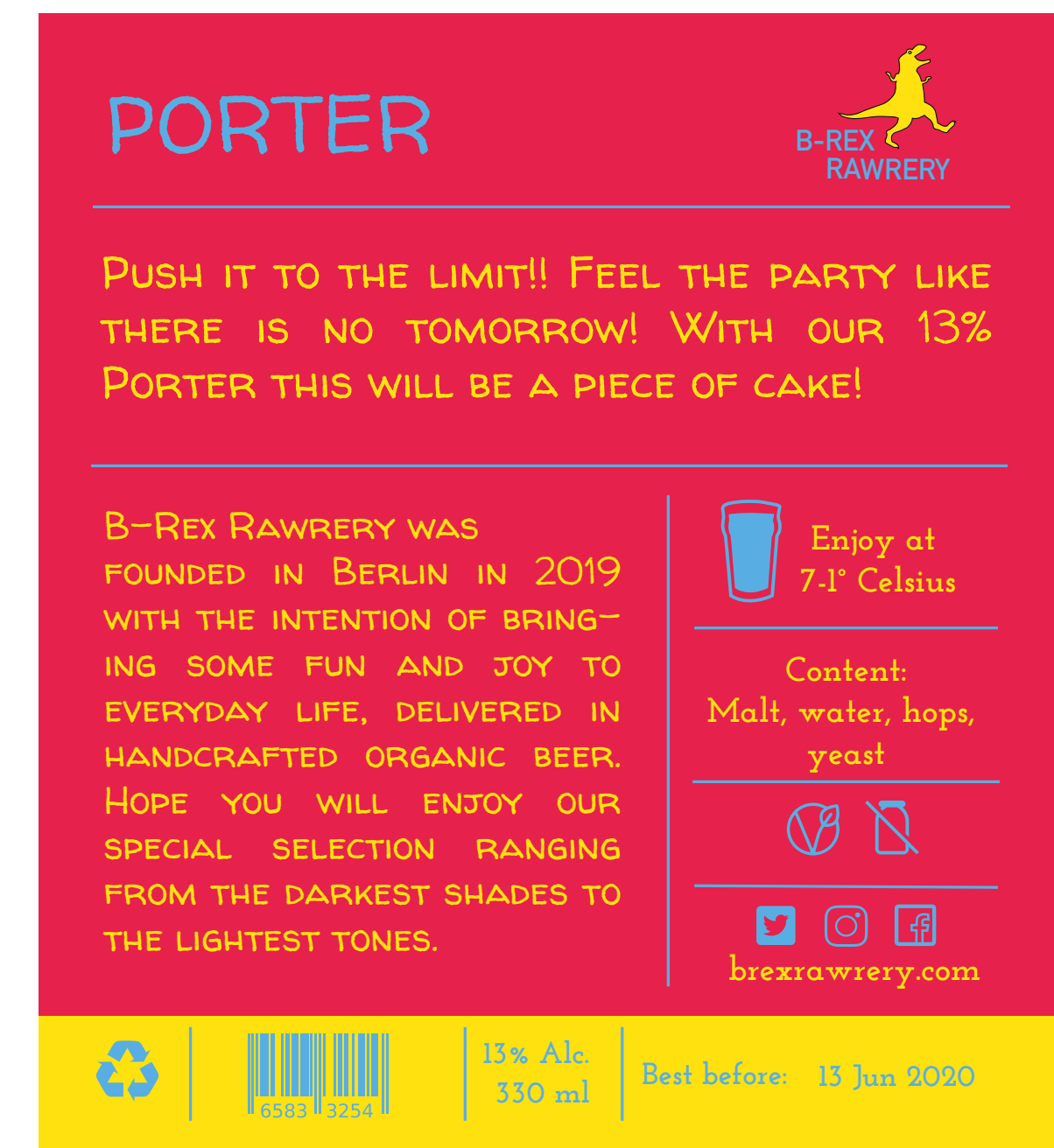
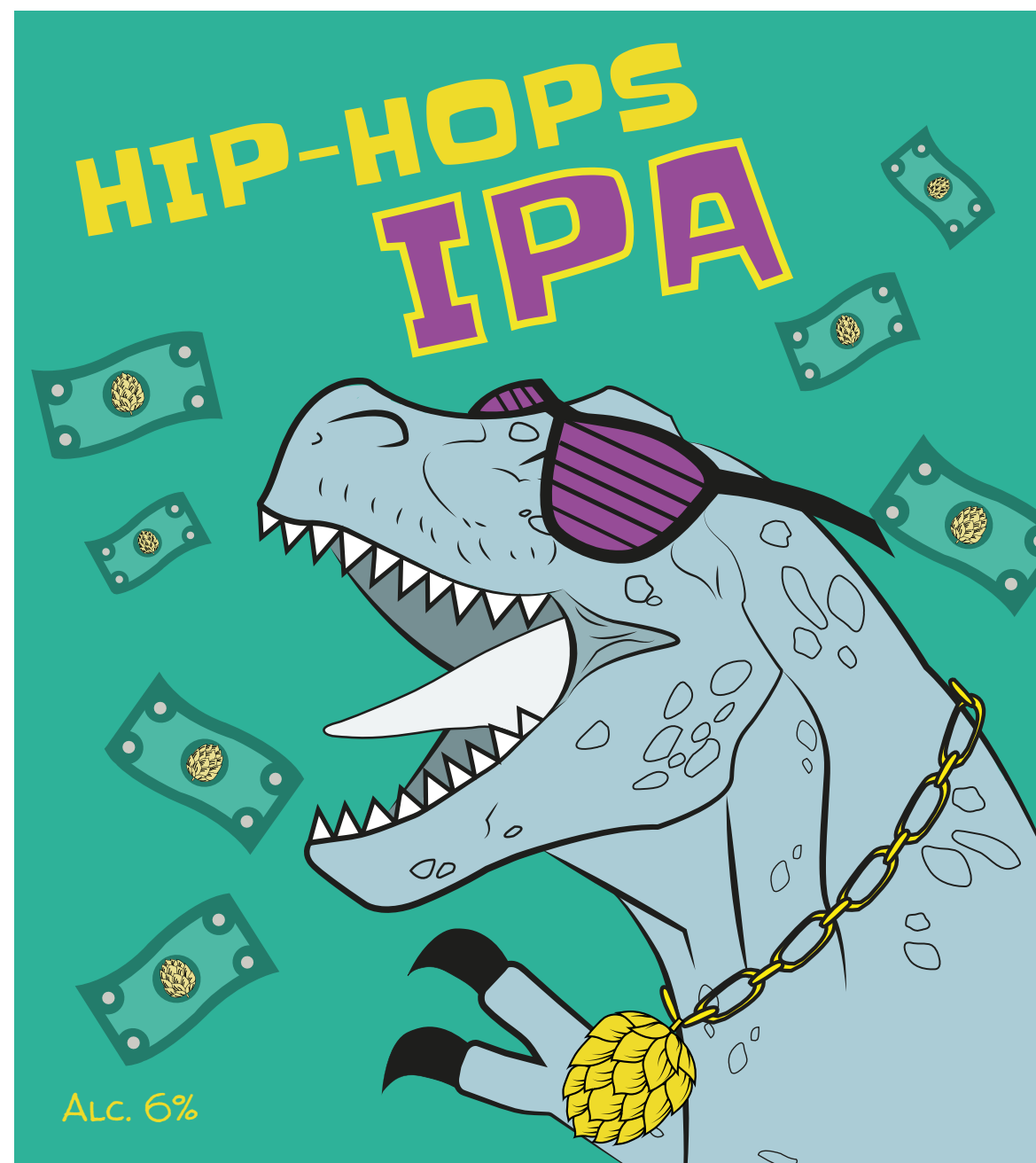
I like when there is something to muster, something to smile at.

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

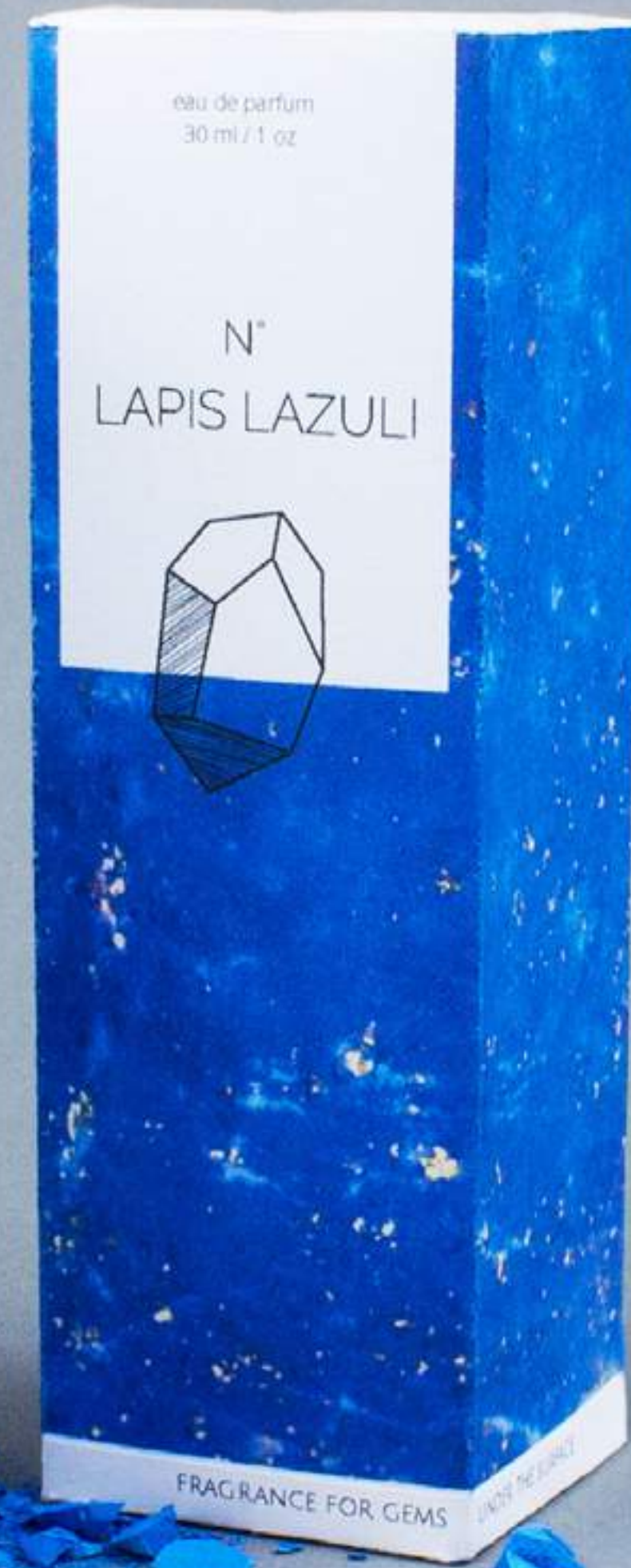


4 Lapis Lazuli Package Design

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

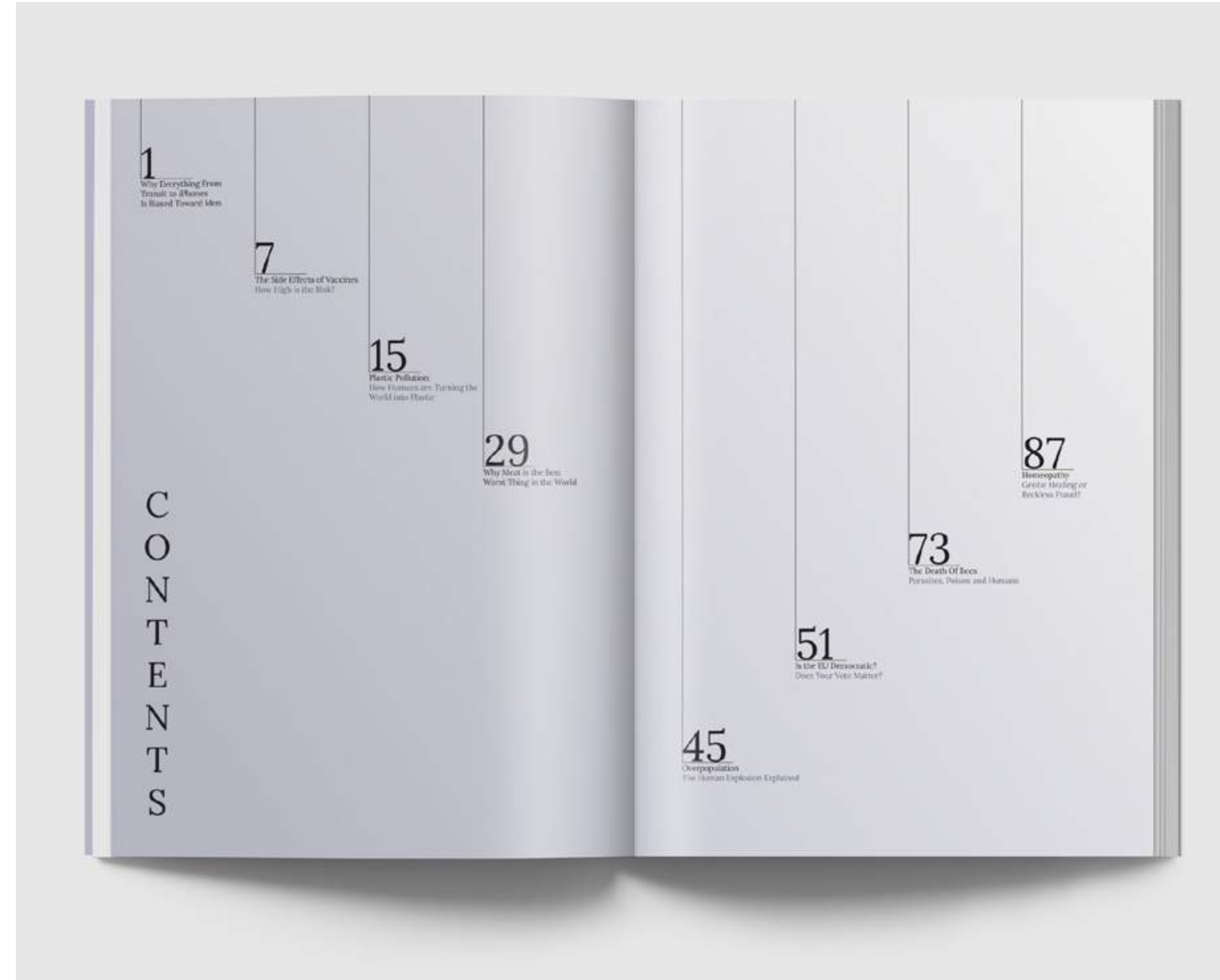
Mindset is a quarterly based magazine, expound important topics in an objective way.

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





Why Everything From Transit to iPhones Is Biased Toward Men

In this WIRED Q&A, Invisible Women 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 who, in 2011, successfully campaigned for British banksnotes to feature the image of Jane Austen, after the Bank of England said it would be phasing out Elizabeth II's portrait in favour of William Shakespeare. Criado-Perez has also been vocal critic of Twitter's policies around abusive tweets, since she herself has been the target of several Twitter harassment. And her Women's Hours database of female experts tries to ensure that more women are tapped as sources in the media.

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LG Transportation, and really more broadly by city planning, is something that you never quite let go of in the booth. You point out that in some instances, women walk more than men, and that the way they long trips and errands together—inferred to be trip-chaining—and even their safety isn't really considered. How do you fix something like that when the transportation system as a whole is considered?

But there is a number of things that can be done. The obvious one is to move bus routes later, as you say, things like subway are fixed and it's much more expensive to change them. When new lines are added and new stations are added, obviously those things should be taken into consideration, but bus routes are very easy to change and the thing about it is that it's not a very big investment. There are many more likely to be buses. That's one easy way of addressing the problem in transport infrastructure in a relatively short order. In some other developed countries, and there's a need in America for women to engage more in the paid labor force, but not just in being done to help them, but that is really the only way to work, something that is not the unpaid work that has to get done.

[illegible]

Source: *U.S. Department of Commerce, Bureau of Economic Analysis*.

LG: When I think about kids in transport, design, I think about this breathtaking pool I saw last year in an airport. It's this big, square-pool-sized pool in the middle of the airport terminal walkway for women to nurse in. The person I was traveling with at the time said something like, "Isn't that an interesting idea that there are these pop-up mother's rooms?" And my thought was, "Isn't it terrible that adequate family rooms weren't designed in the airport back when it was originally built?"

CCP I want to take it one step further and wonder why we have to back women up in pods to feed their children, it seems bizarre. I'm not sure I see that as progress in any way, shape, or form. I can't think of the word. I'm quite baffled by it.... And I know obviously some women would want to use them, but still, if a woman wants to put a mouse over her baby that should be enough.

LG In the book when you refer to your campaign to get the Book of English to list a woman on its backbones, you wrote something that came up often in the book. You wrote, "No one 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—at what point does the ignorance of data become deliberate?

CCP That's a very good question, and it reminds me of a question someone sent 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 [elemental scholar] Nancy Tanesi argues. I think that that's such an interesting way of framing it. That's not the way that I frame it exactly, because I do think that even where... how should I say this? So, I think there are two things.

First of all, this of the main thing we women are aware about: they just forgot to factor women in because it was a male-biased team and they just sort of forgot we exist. It happens all the time by accident. And then there is simply just not knowing what women's needs are.

For example, I was at a meeting in Washington going to see the head of Google to put in pregnancy packing and he said, "I never thought about it, of course. And she says he thinks but for never having thought about it, that that highlights the need for biosecurity. Because it's perfectly normal that a guy who has never been pregnant would not know what the need is, but pregnant, to not think about that. Of course, they could have been collecting data on the needs of women employees. But nevertheless, it wasn't an act of malice."

"...the decision was made in the EU to finally introduce a female car crash system and it's just a scaled-down male dummy, and it's only used in certain tests and in the passenger seat. How did that decision happen? That's not forgetting, that's a deliberate act."

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In her new book *Female Workers, Creative Problems*, a follow-up to her first, *Women at Work*, the modern world that appear to be designed with less consideration for the woman. Transportation systems, medical devices and treatments, lab structures, consumer products, even the smartphones and voice-recognition technologies we use every day. The 323-page book is a rapid-fire delivery of data, making it more of an academic treatise than a light and hopeful read to take with you on summer vacation. But despite the statistics and anecdotes, Joyner writes about an artful light touch, and she has a few beautiful illustrations. There's a real gender class gap that is "both a cause and a consequence of the type of sustaining that conceives of humanity as almost exclusively male."

Caroline Criado Perez: I first came across the gender data gap in the world of medicine in 2014, when I was writing my book *How to Kill a Woman*. I was just so shocked that this was an issue in the 21st century, that doctors were misdiagnosing women because the symptoms of our most ailments don't coincide to those of men. And that women were more likely to be and more likely to be misdiagnosed. And that same time I also found out that we don't need to know female humans or animals or cells in medical trials, and the result of that is women have less effective treatment and more side effects.

That was just really gonnecking. In reality it was that, and me not being able to get it out of my mind. And because I knew it was happening there, I realized it was happening in other places. Since I studied behavioral and finance economics at the London School of Economics, I already knew about the default bias in that area, but I started discovering all of these other areas where it was popping up. The more I found out, the more I started about data gaps in technology, and car safety design, and even data gaps in refugee policy. And so eventually it was just that I had so much information that the only way to cover it was to write a book.

Laura Good: My first question is this: What was the content for you that made you think, OK, this is the time for me to write this book? You've been observing and covering this issue for a very long time, but I'm wondering if there was something in particular that made you want to publish this book at this moment.

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



LG: Can you talk specifically about the technology devices you highlight in the book, and how *Smartest Data* serves as an informed travel guide? I always think about guest smart phones. Because as a reviewer I often note that they just don't fit in the hands all that well. But then I'm marketing, the companies might use professional athletes with guest hands holding the phones, so of course it seems small in comparison.

CCP The category of smartphones is a massive bazaar of mine because I actually got iOS (previous strain iPhone) from an iPhone 4, and I now am stuck with an iPhone 3G which I can't upgrade. The only smart phone they had, they discontinued, and it's the only one that fits my hand. It's incredibly frustrating. And then later when [Apple] introduced Siri, you could use it to find a vagina supplier but not an abortion clinic. So there's all sorts of examples like that, where there's not an inch through being put into you know—female customers need. Another example is VR headsets having too big

But to me the most worrying examples are not about algorithms that outrun hardware. Because with hardware, it's kind of easy to see how it is allocating on not fitting in, and so it's relatively easy to fix. What's more concerning to me are algorithms being trained on highly biased male data sets, and the way those algorithms are being introduced in all sorts of areas of our lives. There doesn't seem to be much oversight about the people who are introducing these algorithms about the biases with the data they are training them on. That goes from voice recognition systems that don't recognize female voices, to online dating sites, to algorithms deciding whether a certain CV will get over certain human eyes.

And this is often proprietary software, so we don't always get to see how the gender bias is being introduced. So we're not educating the future to private companies that are using biased data sets, and there's no way of knowing what's going on there.



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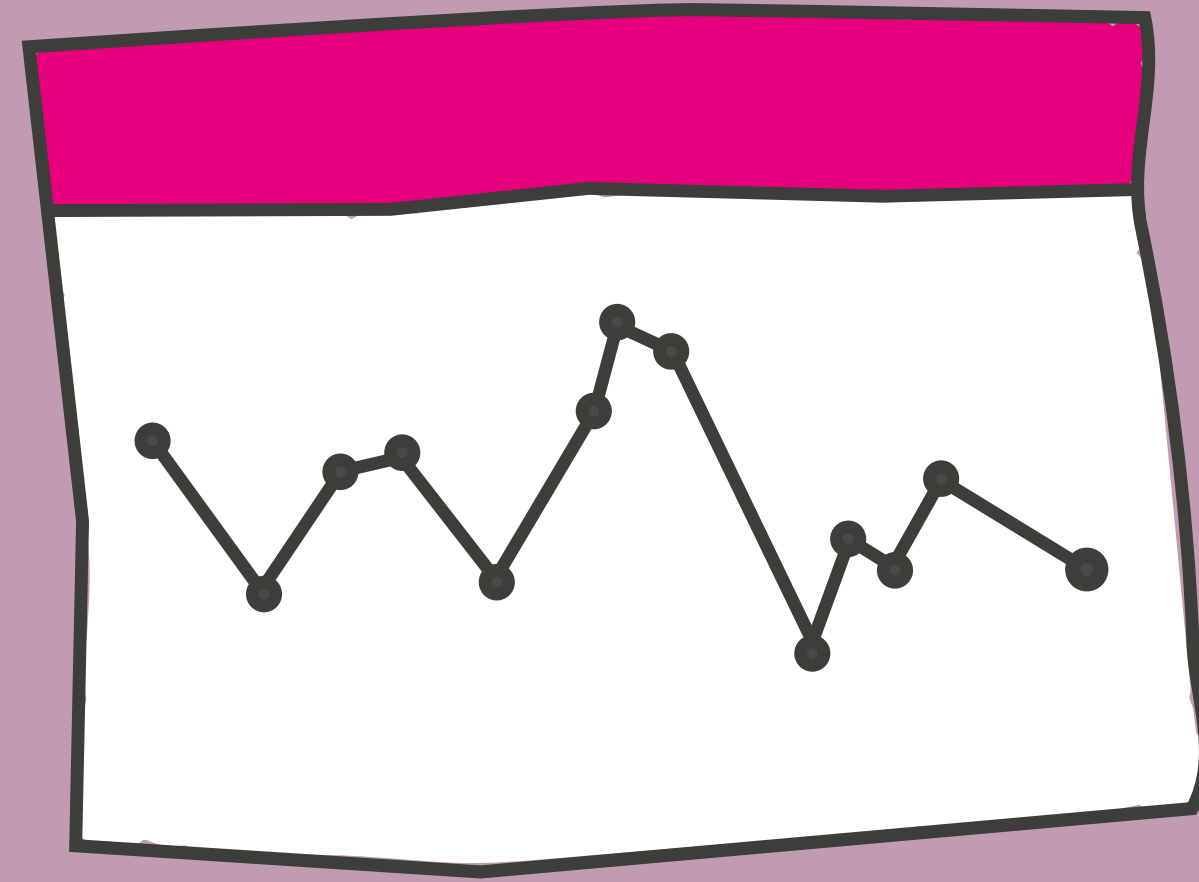
The point, where I start thinking about this as a political project is when you start getting to the museum. One of the things I'm most proud about the book is, "What is the example that made you the most angry?" And I can't really choose one, but the thing that does really make me angry and never ceases to be in the museum. At that point it's not forgetting. It's about erasing. For example, with our manufacturers, the decision was made in the EU to finally introduce a ban on car crash systems and it's just a decided-made thing, and it's only used in certain tests and in the passenger seat. How did that decision happen? That's not forgetting; that's a deliberate act.

LG Do you see a world in which technology can actually help solve some of these problems?

CCP Technology is probably that eventually will be used to help people with disabilities. I remember the absence of time in the past when I was able to do things that I can't do now. One of the engineers I talked about in the book said that he had a friend who was blind and used a cane. He said that he had a friend who was blind and used a cane. He said that he had a friend who was blind and used a cane.



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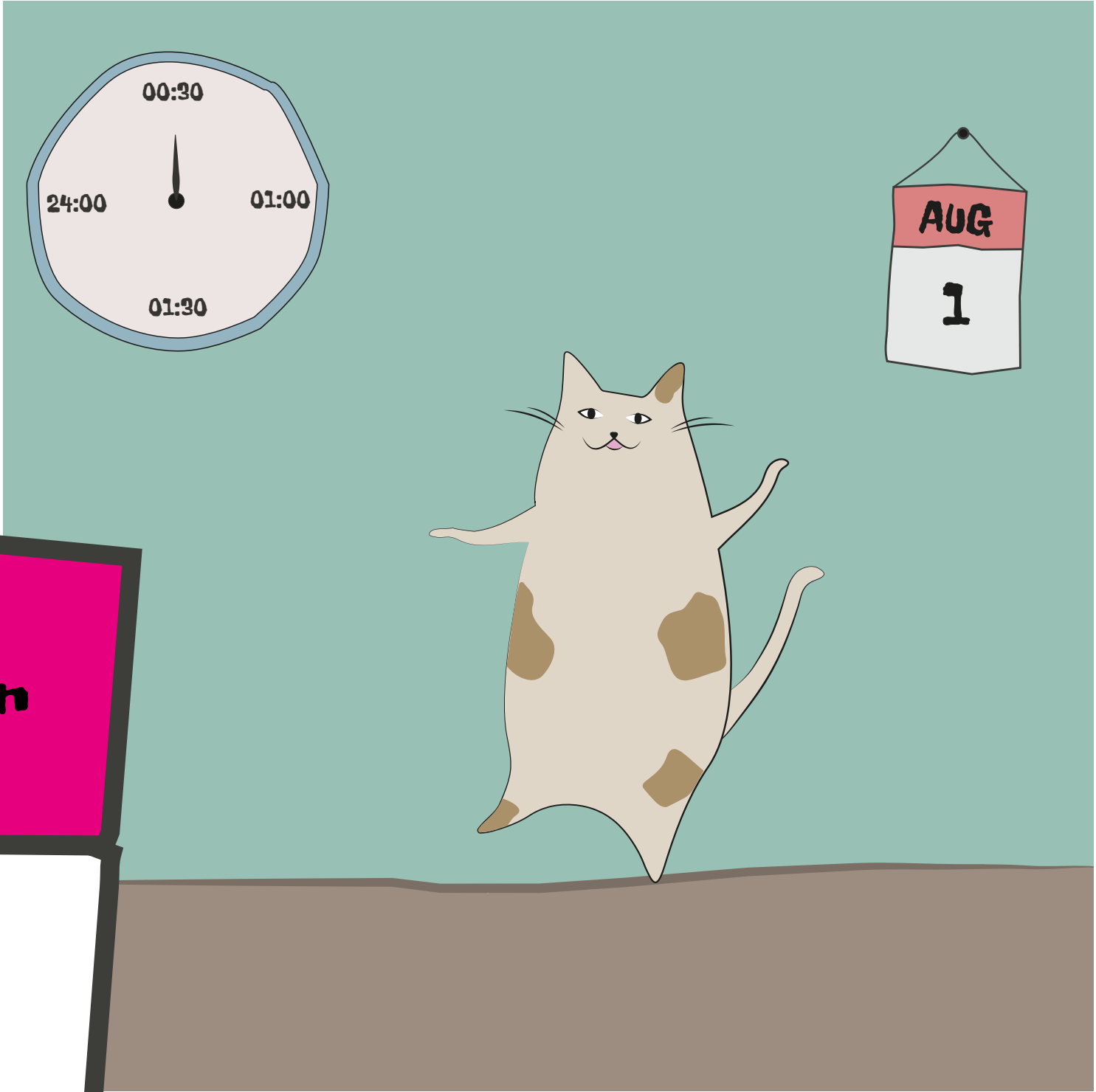
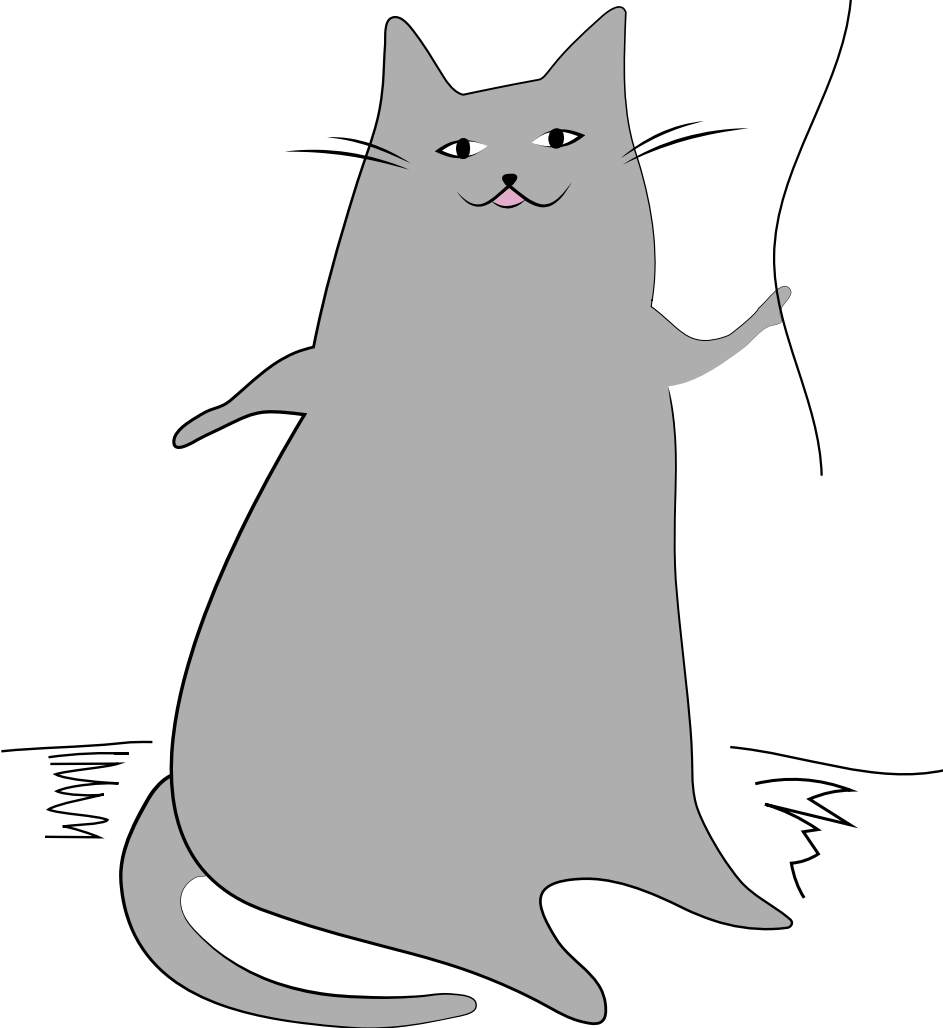
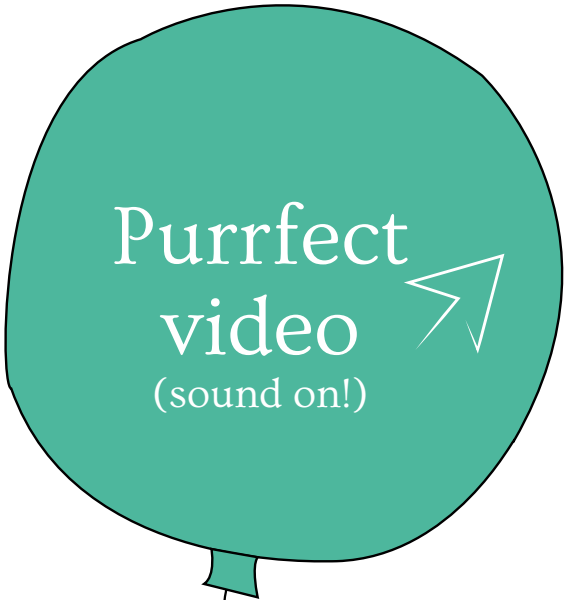


5 August Data Visualization

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 ✓
Illustrator ✓
Sketch ✓

InDesign ✓
Premiere Pro ↑
After Effects ↑

KNOWLEDGE

Logo design
Web design
Data visualization
Photo Retouching

Layout and grid
Editorial design
Typography
Identity&Branding

SOFT SKILLS

Organization
& Prioritizing

Communication
& Clarity

Creativity
& Reframing

Problem-solving
& Lateral thinking

Teamwork
& Cooperation

Flexibility
& Integrity

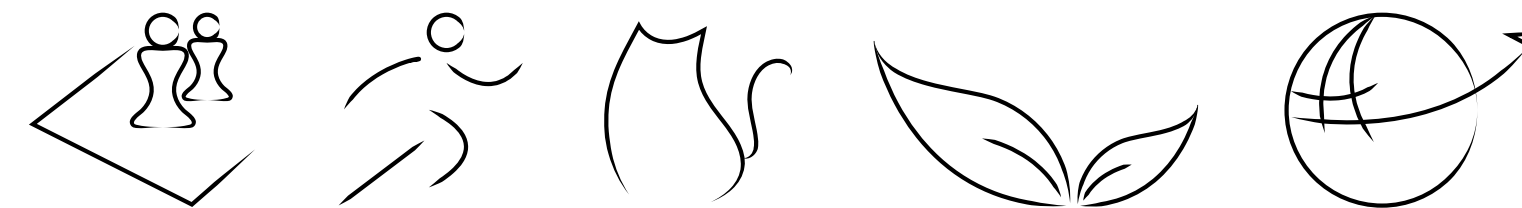
LANGUAGES

Hungarian
native

English
fluent

German
B1

INTERESTS




BACK TO
THE TOP 

CV



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