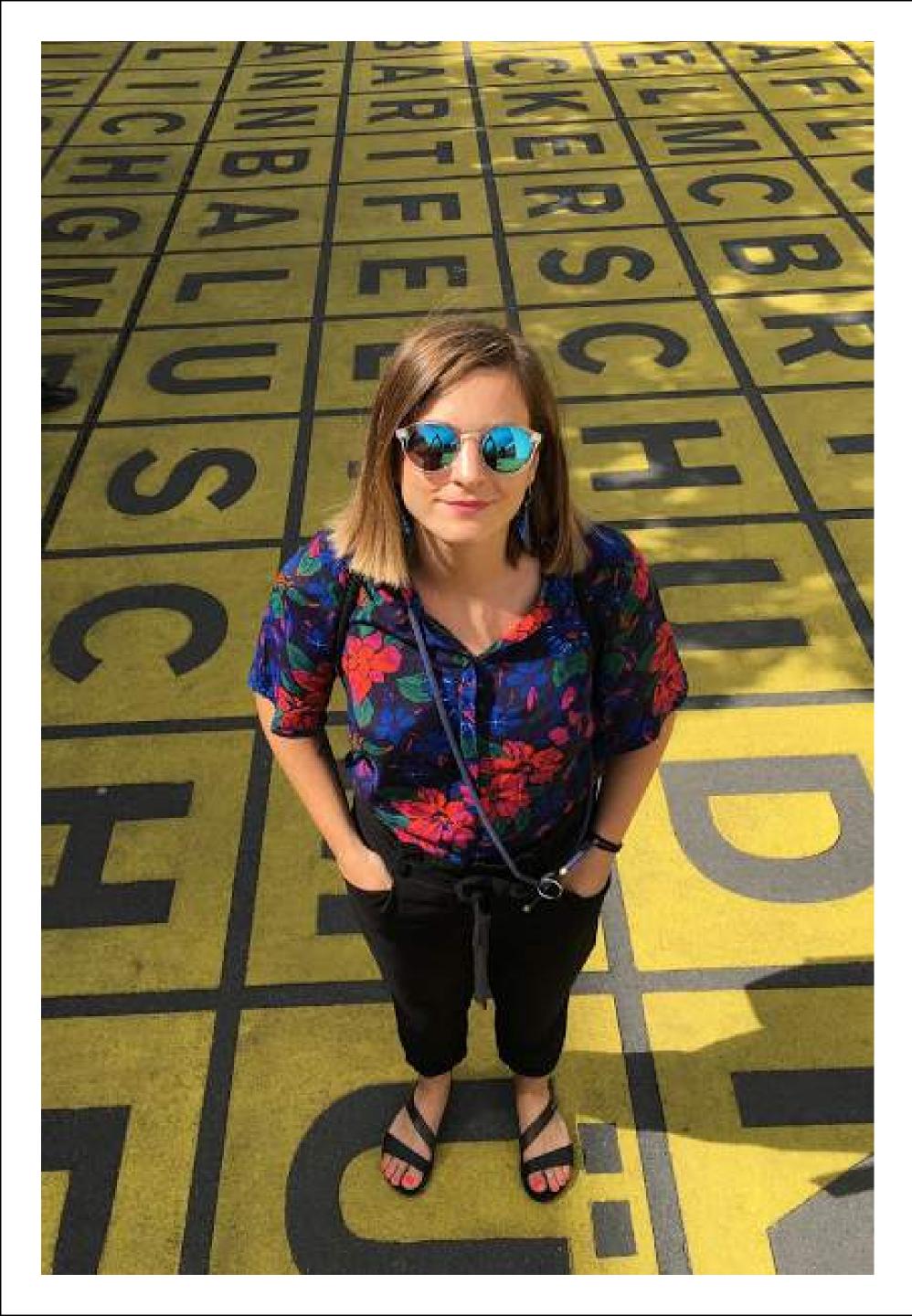
Katalin Uzoni

works of 2019



Hi!

My name is Kati Uzoni and Lam 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!



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.



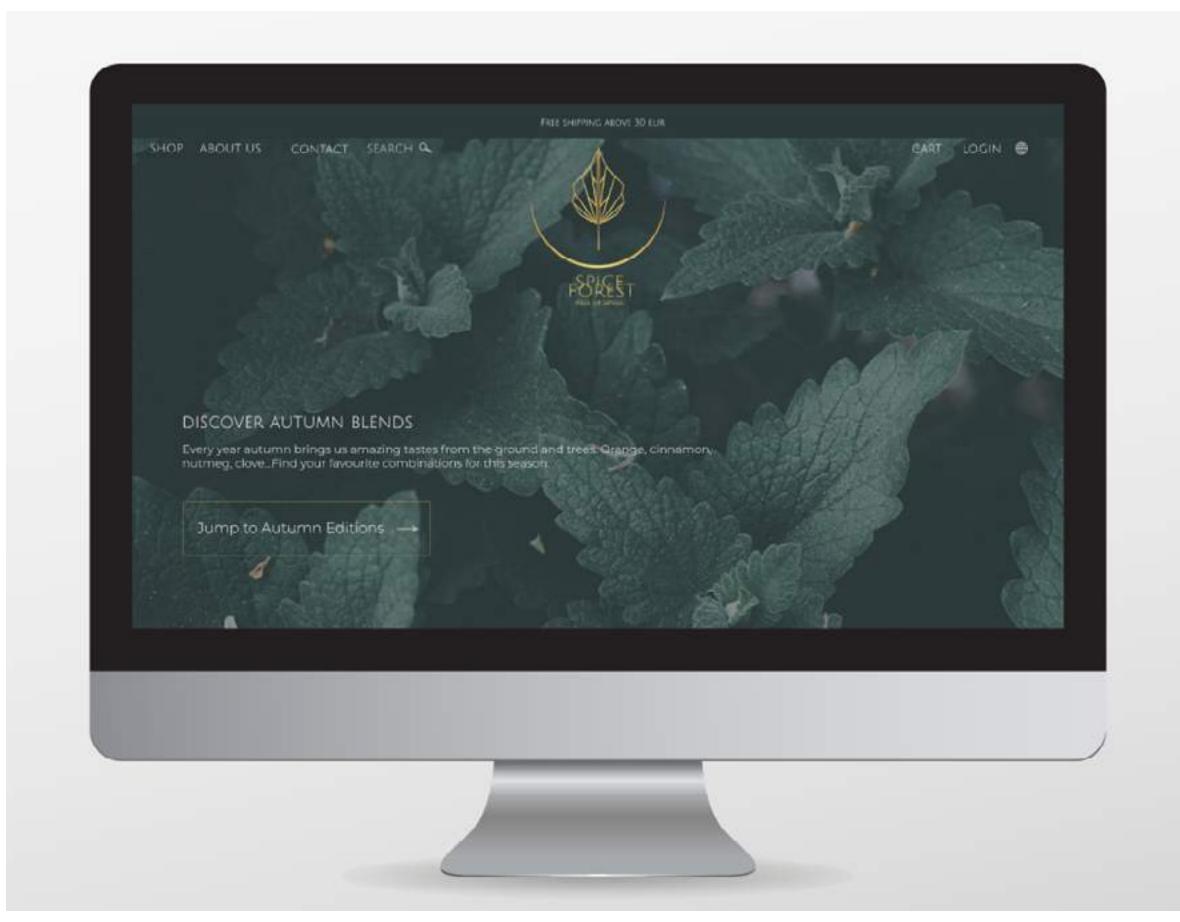
1 Spice Forest Branding





1 Spice Forest Branding

landing page 🚿









1 Spice Forest Branding







9 bam 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 there 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.

Dam Visual Identity

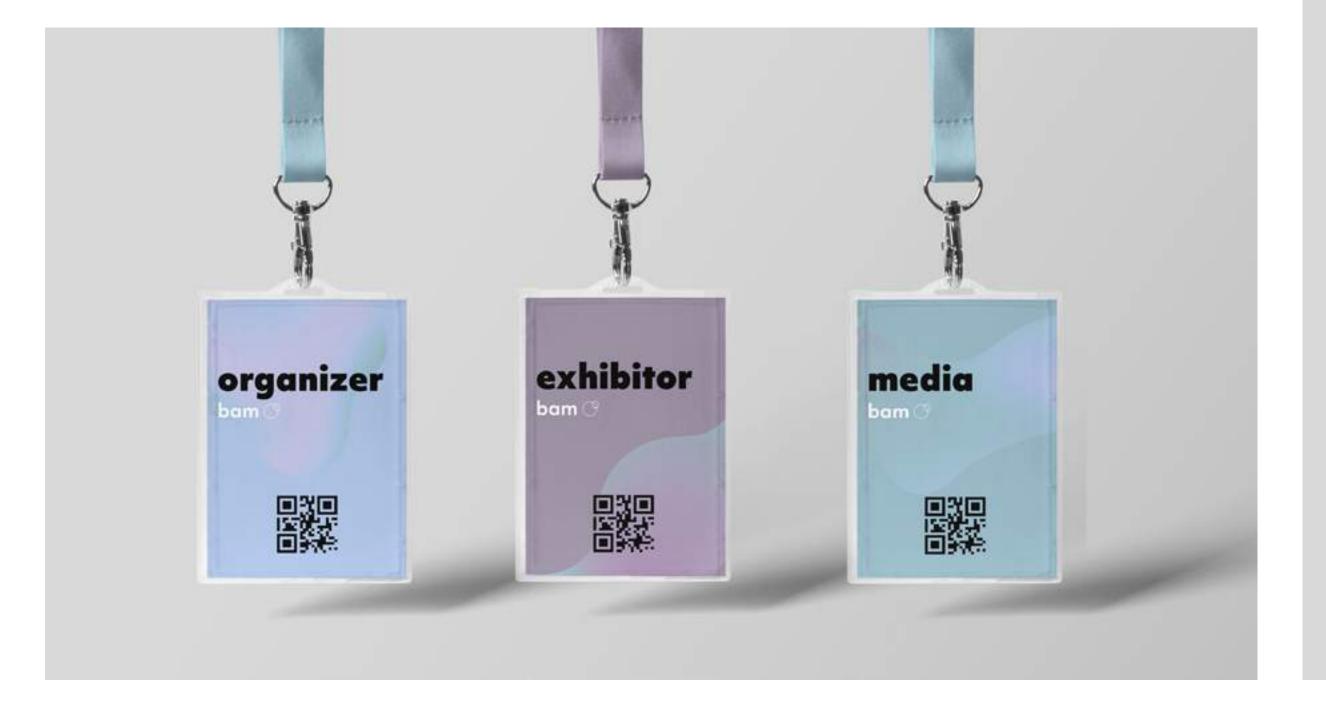
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9 bam Visual Identity

landing page >//





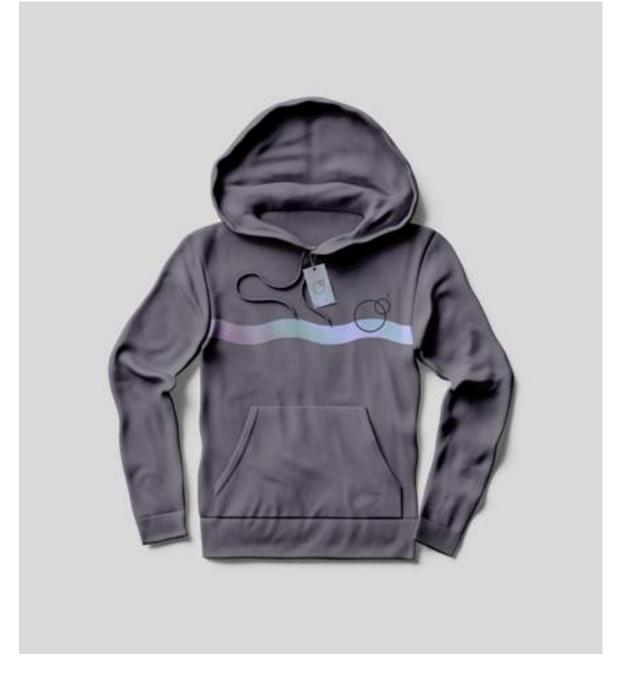


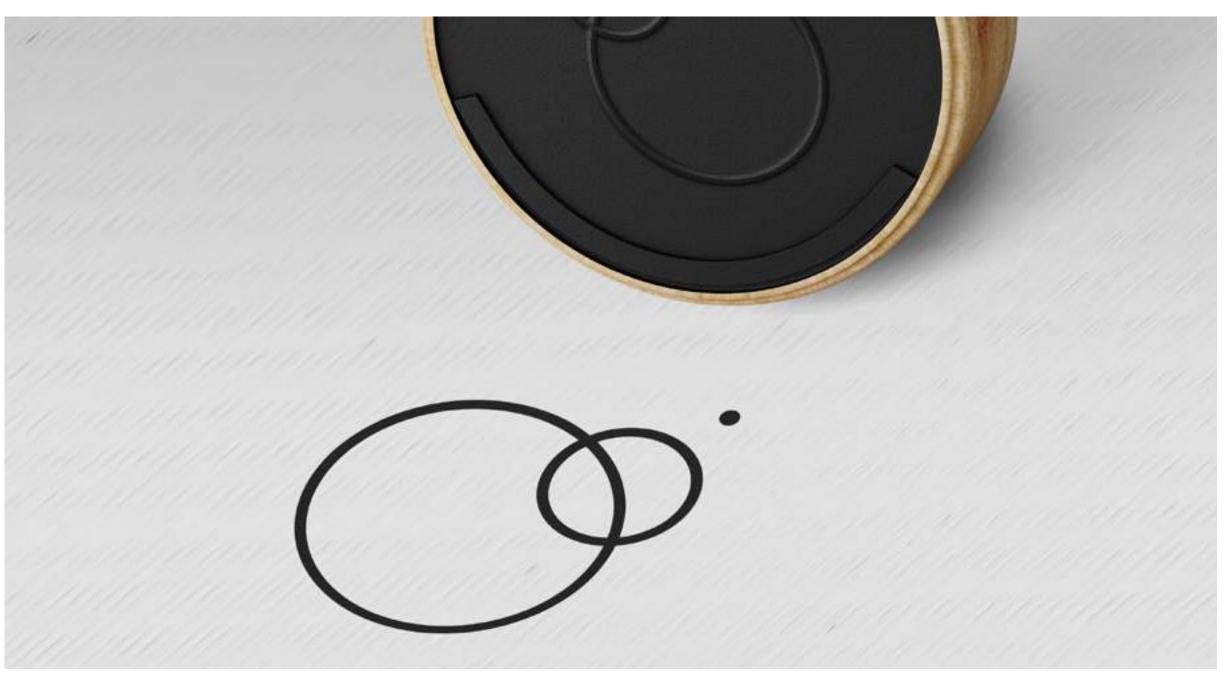
2 bam Visual Identity

GIF >









3 B-Rex Rawrery Series

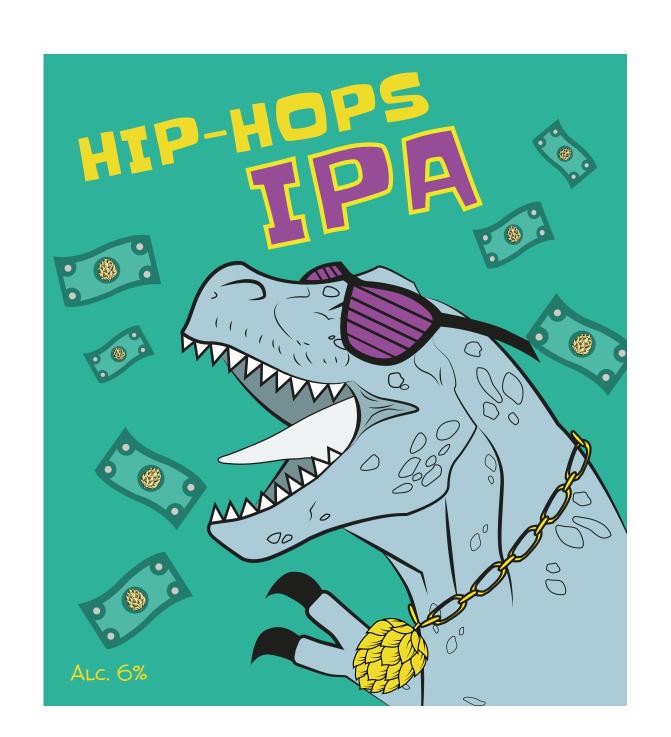
When I go to the store to grab some beer, I am always looking for the colourful, cartoon-like ones.

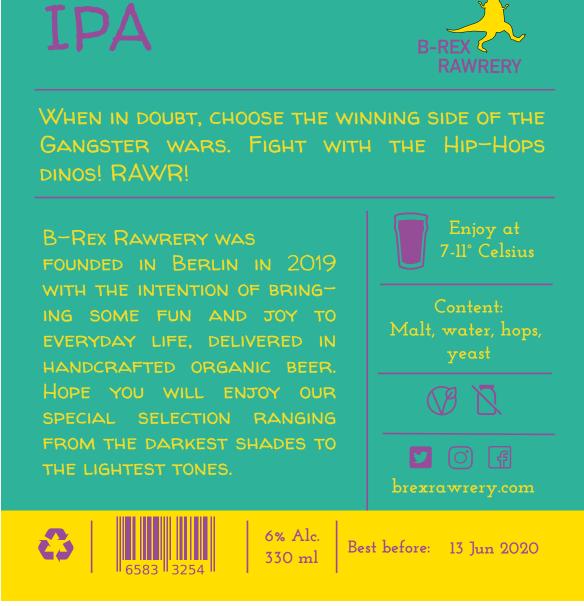
I like when there is something to muster, something to smile at. B-Rex Rawrery wants to tell a story of a drunk dinosaur, shows up in different roles, different situation. Easy to find a favourite, to identify yourself with one.



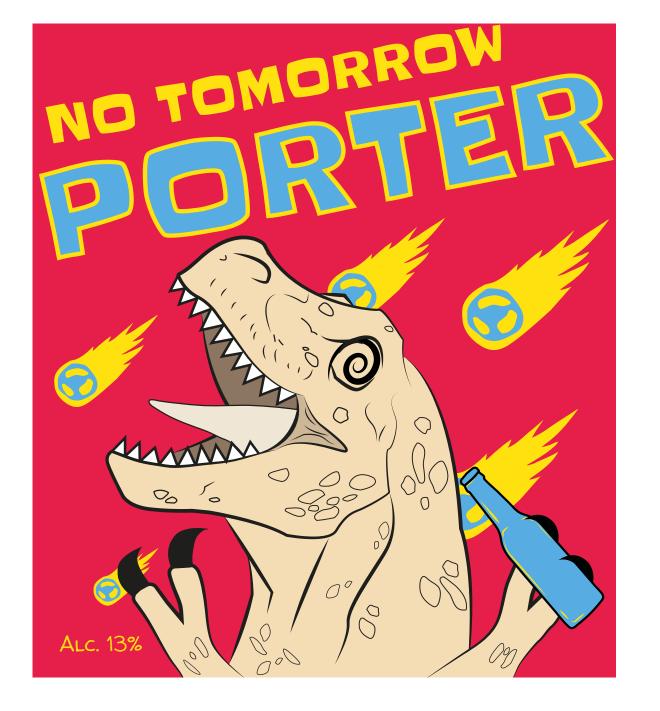


3 B-Rex Rawrery Series













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 gemsunder the surface.



AMINDSET Magazine Design

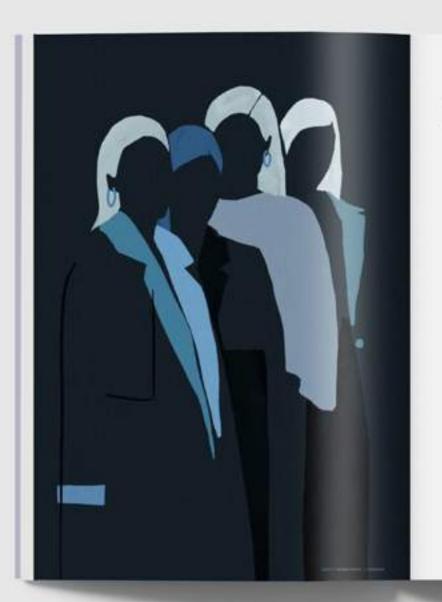
Mindset is a quarterly based magazine, expound important topics in an objective way.

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 QUA, Invisible Women author Caroline Criado Percy explains how elements of the modern world were designed more for men than women.

Cambine Cracks Prover in a social articles and postulate view, in 2012 conveniently companymed for Enthals hashing and include the image of last student, after the facts of figurest said to entit be placety and Elec-bed by a postulation for the "Advance Carried E. Cracks Press has also became considerate or The Story applica-tion and advances to exercise the constitution of Electronistic Largest of severe Twister Secretarios. See last Wise-

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CCP and sender only we have to lock women up in pade to find their stallburn, t weeks biggere. Tin not easy I see that as progeneral source, on the court of these is possible or one of the second. The guide (secretically it. ... Acal.) I know obviously some waspen would want to more these, holds also, it is written worth to put a moutine over her hally that always be enough. LG to the book when you rathe to your form companies to get the flook of England to put a remain on the fundaments, you writer womenting that attention of other to the book. You write. "No one means to differ party exclude: momen. It's put what may were electric is whoshy highly make haself. It what point them, and the hase serves to more that with —at what point does the type-ment of data become deliberate!

CCP That's a very good question, and it may be seen to the on Twitter the other size. It was summering short how ignorance or a reliased to have no operating short or the section of the

shows they not forget to factor women in be-cause it was a male-blased trans and they part sort of Regist we uses. It happens all the time by seckloss, And then there is simply just not by accident, And there there is simply just not beening what wemen's mean are. For example, I always Chick of Shoryl Asmiberg giving in to ank the bond of Google to put to programmy parking and he said. I review Unought about it, of control, and also says he been had for more having thought about it. But that highlighes the error for elements, because its periodity commod that a gay who has never been proposed, or also a review of the feet have been proposed, or also a review of the corol been programs, to also a review of about that O's covers, they could have been coolering data on the nevert of second and of males. worst on act of malice.

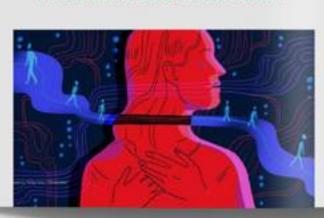
"... the doctaton was made in the EU to finally introduce a female car cresh viction and it's just a acabel-down male dummy, and ICs only used to certain tests and in the passenger sent. New did that decision happen? That's ant forgetting that's a deliberon art."

is far new book to cable Women, Orbalo Peren enamines different elements of the modern world that appear to be designed with test auendernation for vectoria. Transportation systems, medical devices and prostructor, tox structures. medical devices and treatments, his structures, consumer products, even the enumphones and rokes encognition to the obligates is our energy day. The 123-yang howk his rapids fee dedicing of data arts, making it more of an ecultima is too than a light and hapeful read to take with you or sensor receives flut displies the actioned members; [Avoides Visiones after actives right back at the name seemingly bear-table conclusion. There is not a real grader data gap that in both a case and a consequence of the type of southering that concerns of his months as almost exchangely made.

Caroline Orbato Press. I first come person the greater data gap to the world or con-stne in 2014, when I was writing on the I food. Twen just no obscient that this was no course the 21st century, that doctors were reindings. ing women because the employee of our fourth at units short confirm to those of term. Led that women were more likely hadde and more their to be mindisproved. Amonth that some time I also found and fifter we look hard to income to also found as attractive look to read to income to without need to income to attract, and the result of their is women to use effective transmission of their investment and more still offices.

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



LG: Can you talk operationly about the frank-ology devices you highlight in the look, and him housed data sets have latterped tissued design! I shouly think about gives another. How just short fit in my hunds of that well But then is muriating the companies might use professional athletes with glant hands looking the phones, so of coorse it writes small is its comparison.

CCP The integers of must planes in a CCP involve highest of mine become Lactually get RN hapkenhor at an injury) from all Bloom 6, and I now an unack with an after the other Lacel suggested. The only usuall places they had, they alms conditional, and I/s like units. year that fits me hand. It's incredible fro And then later when (Apple) serveduced Sirt, you could use it to find a viagra supplier but nor an aborton oldes. So there's all sorts of susseption that, when there is no a model thought being part of the strain of the supplier of the su



Det to me the most verrying mangles are and the distribution father than hardways. Se-cause with hardways, it's bird of easy to see how it a affecting us or not filting us, and so it's returnery says for its. What more conveneng to the new algorithms being quanted on highly blassed make data seen, and the very blasse algo-cities are when the more and the very blasse algo-cities are being introduced in all news of arms. rithms are being introduced in all sorts of areas of our lines. There doesn't seem to be much of our lines. There doesn't seem to be trust understanding mengit the people who are recting them algorithms about the towers with the data they are reasong them on. That goes from voice recognition repleme that don't rec-ordate finally vesses, he relies distinuation, to algorithms deciding whether a contain CV will are: reach human eyes. And this is office proportiant without my con-duct always get to now whether greater him is being accounted for Se with endouring the future to private companies that are using based data sets, and thereis no way of leavening what's going on their.

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LG the year sees a world by which technolo-

CCP Maybe: I think that certainly include sentencing law before Early Indiped women. It has knowned the associate of time that women thank though on an change. One of the examples I talk about in the local Ches of the examples I talk about in the tests in streem. After section in the electron summaries still cook using the Universations discuss which gives off tearpolity tooks flames, to the element we have its teachers have always we have its teachers from the flames in the middle where it courses to brighing, where what it is to be to be the teachers they ended to the business and the time bearing they ended.

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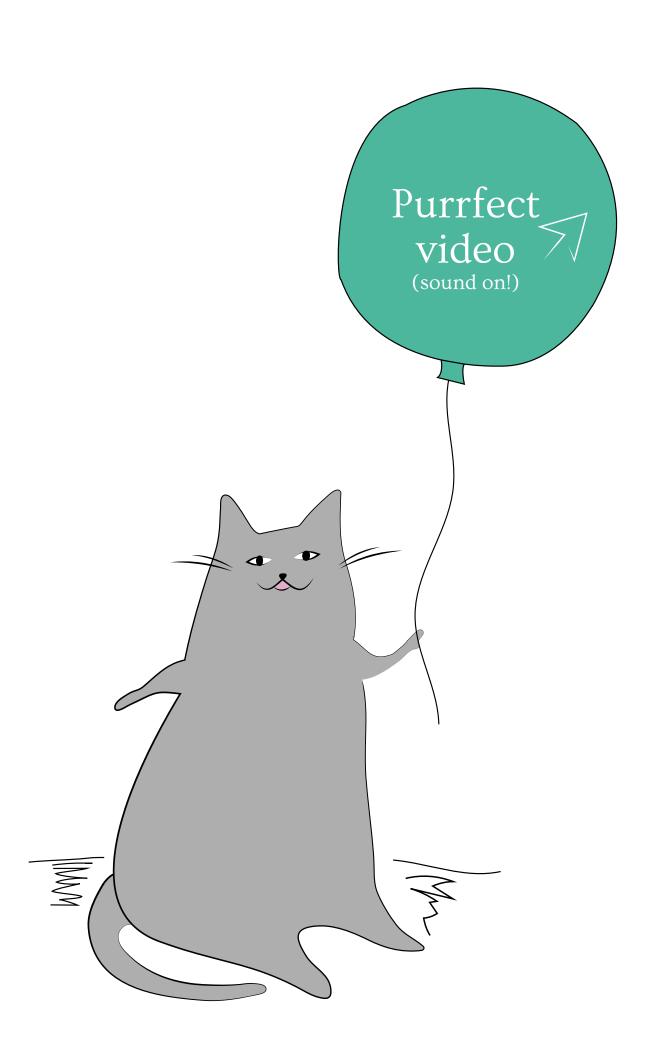




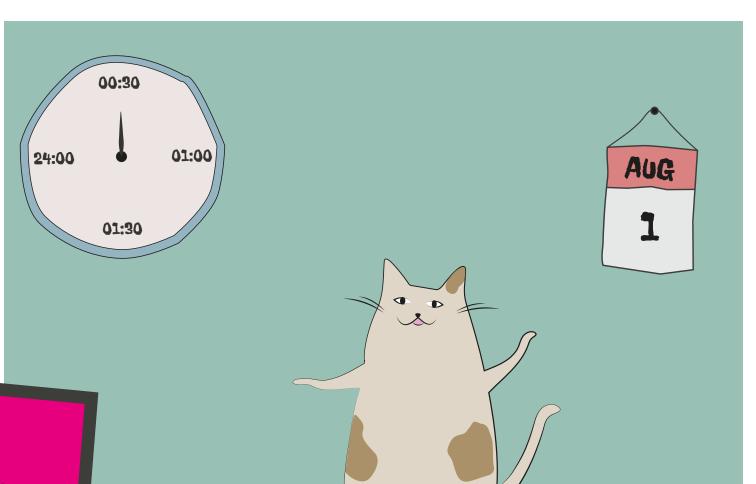
5 August Data Visualization

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 / InDesign / Illustrator / Premiere Pro ^ Sketch / After Effects ^

WEB DESIGN SKILLS

HTML CSS

KNOWLEDGE

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

SOFT SKILLS

Organization Creativity Teamwork
& Prioritizing & Reframing & Cooperation

Communication Problem-solving Flexibility
& Clarity & Lateral thinking & Integrity

LANGUAGES

Hungarian English German native fluent B1

INTERESTS





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