

FOR THE WORLD

Katalin Uzoni
works of 2019-2020



Hi!

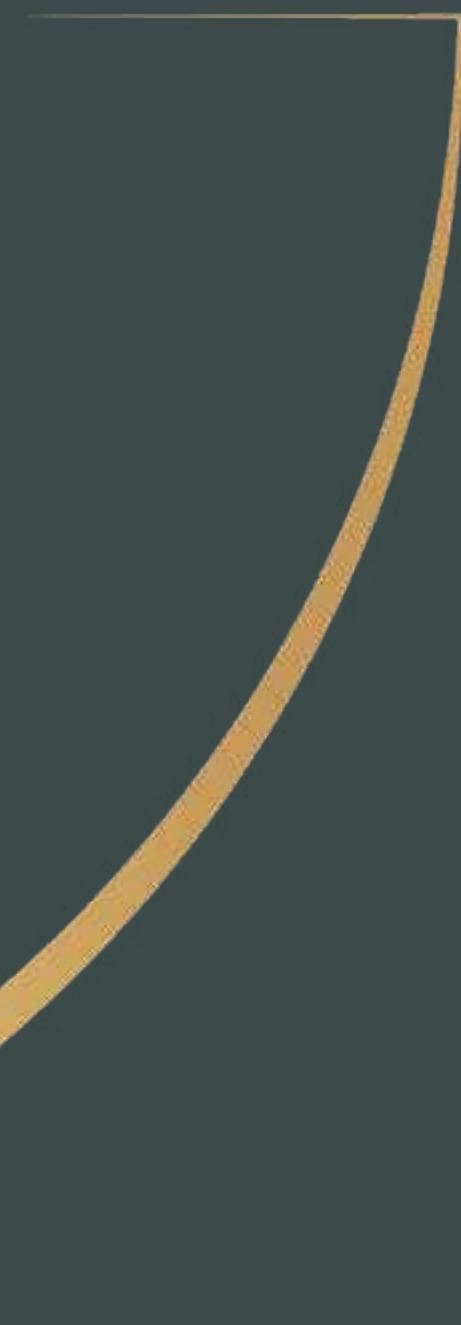
My name is Kati Uzoni and I am a beginner Graphic Designer. I have started my studies with a half year long course at ESDIP Berlin and since then I have been learning on my own. Figuring out what I would like to do was not easy for me. After five years of working in finance, slowly but surely it turned 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.

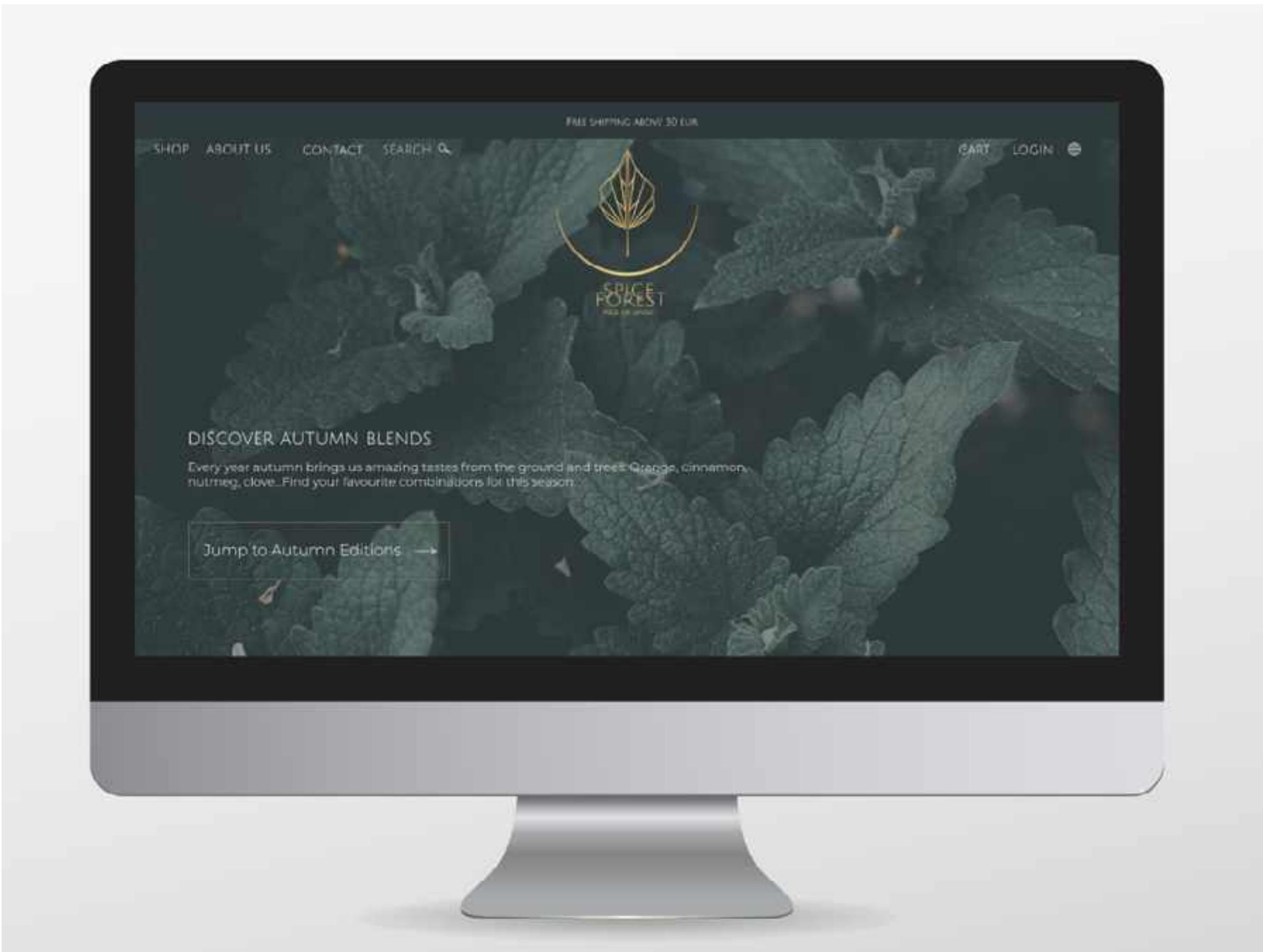


1 Spice Forest Branding



Spice Forest Branding

landing page ↗



Spice Forest Branding

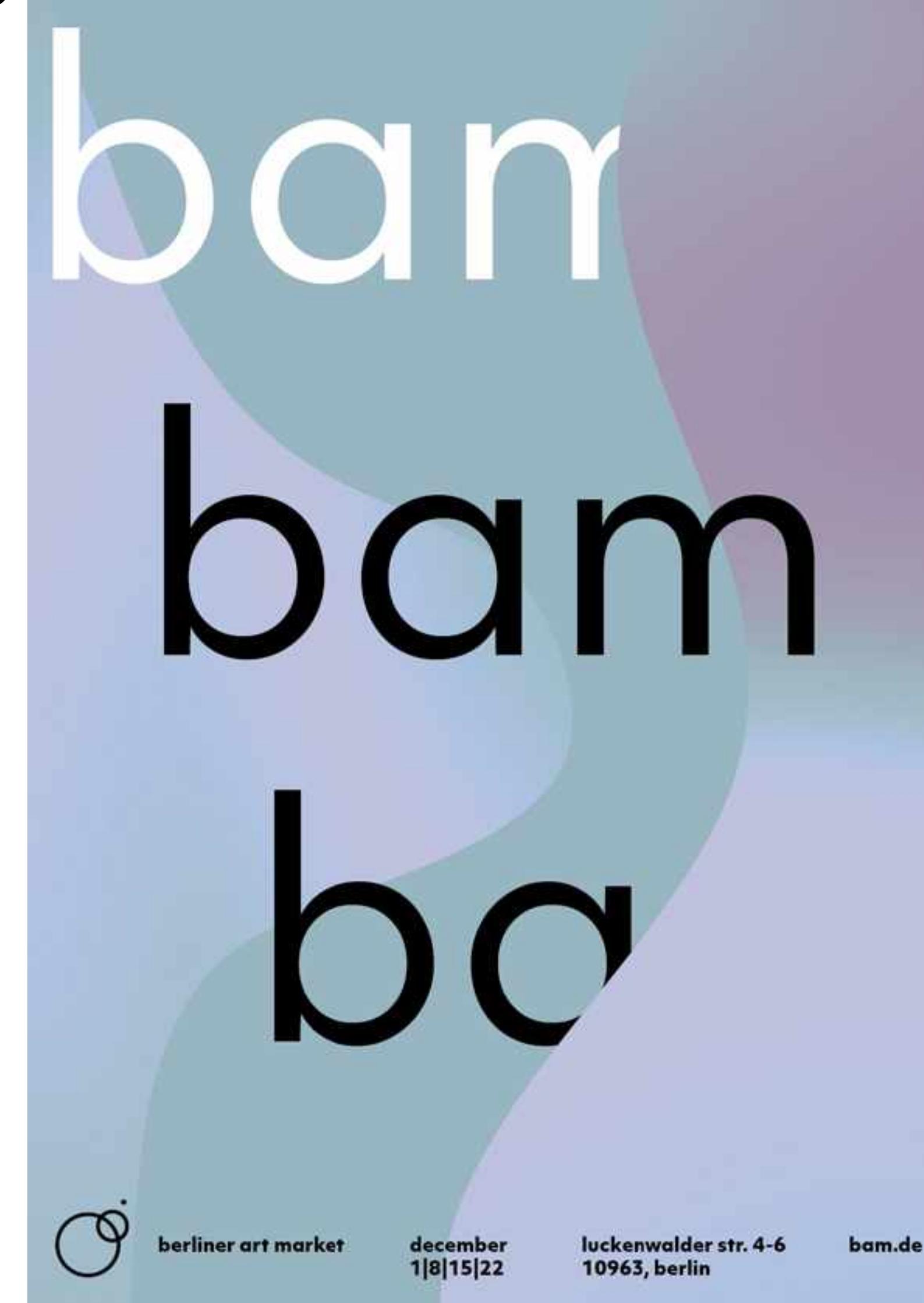


9bam 2 Visual Identity

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.

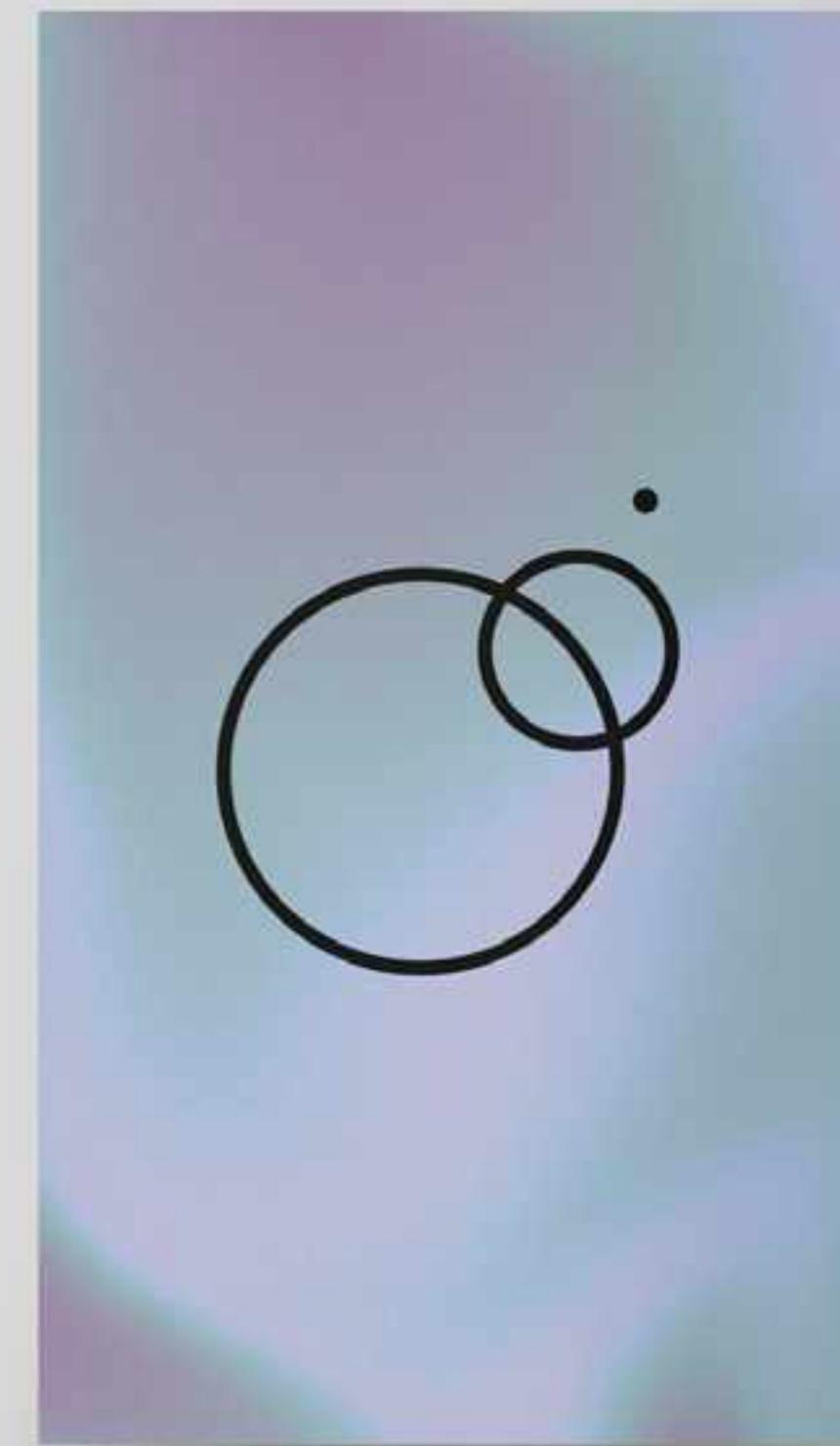
The main component of my design is the iridescent blob, floating through the elements. It creates the feeling of a dreamy bubble, expressed with colours and shapes.

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.

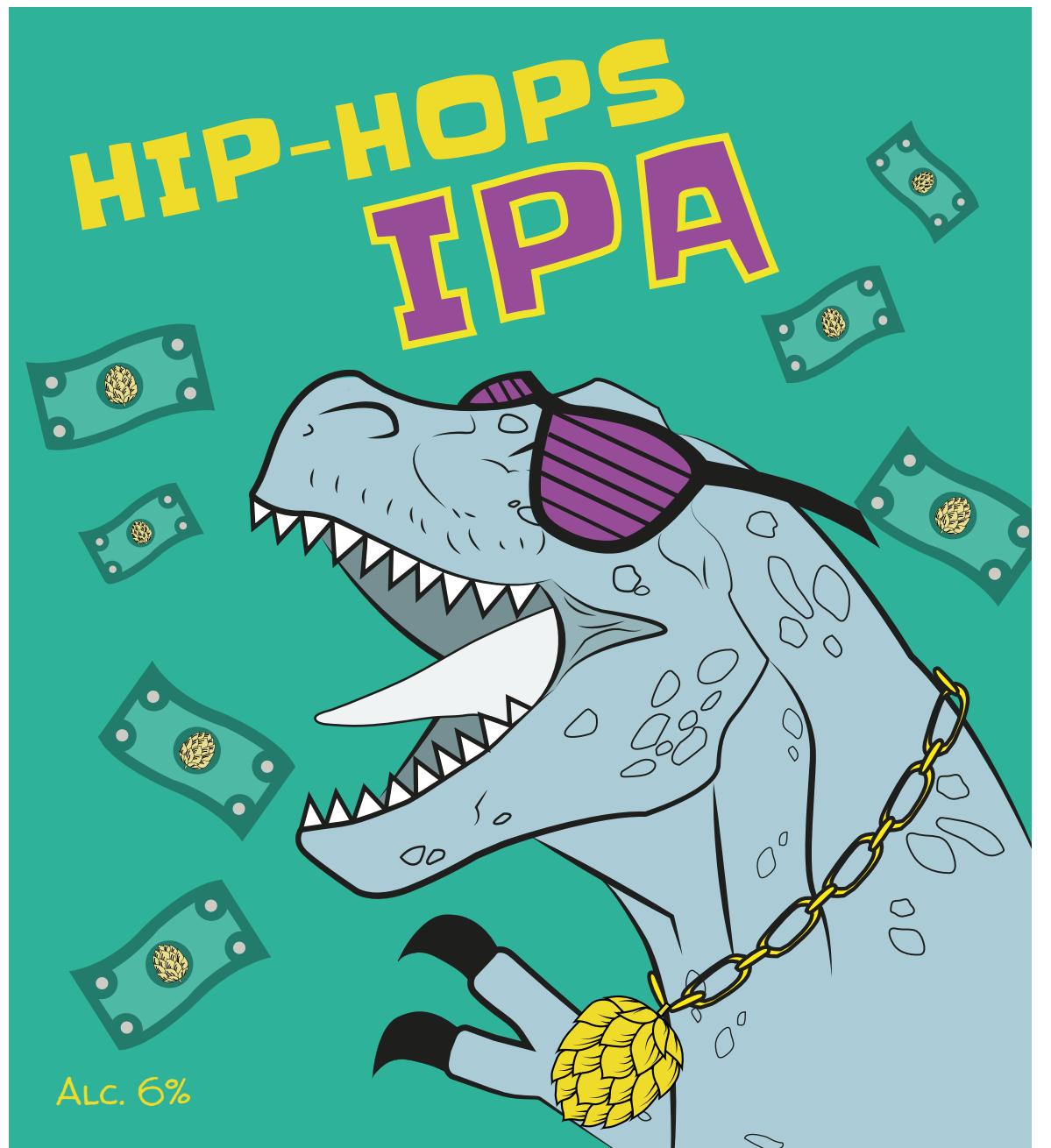
I like when there is something to muster, something to smile at.

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

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

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.



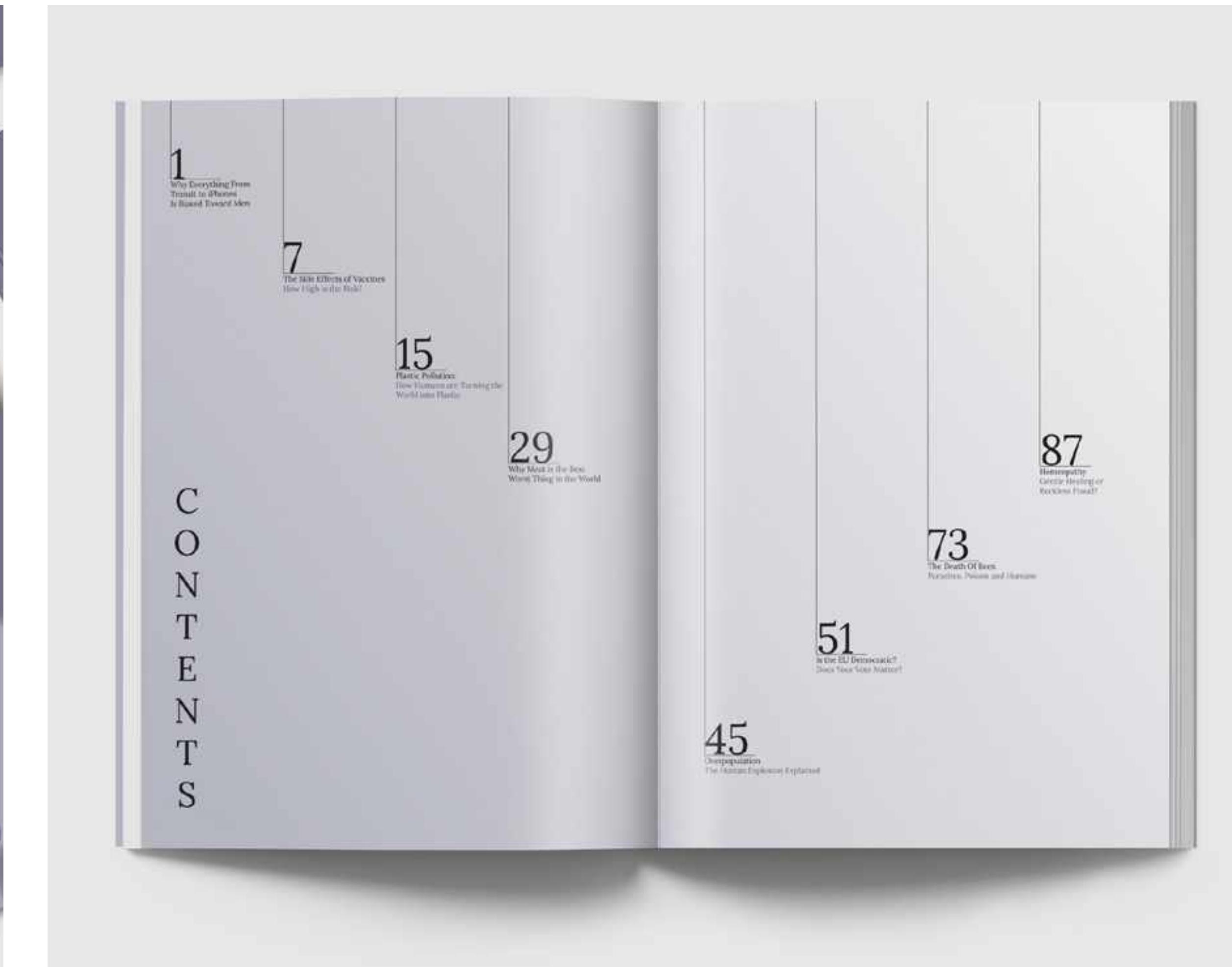
4 MINDSET 4 Magazine Design

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 *mainly* for men – and what can be done about it.

Caroline Criado-Perez is a social activist and journalist. When in 2011, successfully campaigned for the banknotes featuring the image of Jane Austen, after the Bank of England said it would be phasing out Elizabeth Fry's portrait in favour of Winston Churchill, Criado-Perez has also been a vocal critic of Twitter's policies around online harassment, about the need for such a change of culture. Twitter has responded. And her Twitter thread is available if you want to hear her argument that there's more work to be done on the metrics

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 keep things and friendly neighbors—whether it be city planning, and move there much more convenient. How do you feel about the thing 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 fossil fuels, or any other things like oilseeds or coal, and it's much more expensive to change them. What more than are added and new stations are added, obviously those things should be taken into consideration. But less, renewables are very easy to change and the like. When I was in India, this same places, whether are much more likely to use fossils. That's a real easy way of addressing the issue from a transport administration in a relatively short time.
Behind older developed countries, and there's a need in America for women to change race or the job labor force. But nothing is being done to help them do that, in reality that's very simple ways, ensuring firms to do the original work that has to get done.

A colorful illustration of a tunnel entrance. The tunnel walls are painted with various colors and abstract shapes. A road with a yellow center line leads into the tunnel. A person in a red jacket and blue pants stands on the left side of the road. A train with blue and white stripes is visible inside the tunnel. The overall style is vibrant and artistic.

LG In the bank where you refer to your savings as the bank of England to get a woman on its tellers' desks, you might wonder that comes up often in the bank. You know, "No one seems to deliberately exclude women. It's just what may seem appropriate is really highly male-biased." At what point though—especially now that we have access to more data—will what goes down the ignorement of data become deafening?

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

LG When I think about how to transport design, I think about the breastfeeding pod I saw last year at an airport. It's like Zappos-sponsored pods in the middle of the airport terminal, walking 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 pump-and-go pods?" and my thought was, "Isn't it terrible that adequate family rooms weren't designed in the airport back when it was originally built?" pregnancy parking and he said, "I never thought about it." Of course, had the men in his field had better training 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 human who has never been pregnant, to not think about that. Of course, they could have been reflecting back on the needs of women engineers. But nevertheless, it wasn't an act of malice.

CCP I sort of have it can stop further up so people have their children. It seems blander. The only way I think as progress is in any way, shape, or form, I count 100% of the world. I'm quite honoured by it... And I know ultimately some women would want to use plants, but like, if a woman wants to put 5 sticks over her baby that should be enough.

"the decision was made in the EU to finally introduce a female car crash test option and it's just a scaled-down male dummy, and it's only used in certain tests and in the passenger seat. Now tell that decision happened! That's not forgetting; that's a deliberate act."



In her new book, *Insatiable Women*, Claudia Purvis examines different dimensions of our modern world that appear to be designed with less consideration for women. Transportation systems, medical devices and treatments, tax structures, consumer products, even the technologies and risk-management techniques we use every day. The 117-page book is a multi-level delivery of data, notes, theorizing of some of an academic's theory that a light and hopeful road to take with men on women's issues. Yet despite the extensive referencing, *Insatiable Women* offers little light back on the many seemingly insurmountable challenges. There is a real gender data gap that is both a cause and a consequence of the type of methodology that constitutes the research we should exclusively read.

Laura Gable's first question is this: What gave the moment for you that whole new static? Was this the time, for all to write this book? "I've been observing and covering these issues for a very long time, but I was suddenly struck by the lack of a clear narrative," she says.

What you think is right is simply what you do. The only way we can tell is by what they say or how they act.

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



should be selected and used to help write some of

I think that virtually
any kind of feedback helped,
and the amount of time that
was spent doing certain things
was substituted in the level
of time necessary to complete
the three-study stage.
Other tools function by the
same basic principles.

I don't know what that means. I'm not interested in being an entrepreneur. I'm interested in who I am in the investing. Who we are, and they are just so keen to make me an entrepreneur. Are you serious? I think it's funny that

LG Can you talk specifically about the technology drivers you highlight in the study, and how these data sets have informed, framed design? I always think about giant smart phones, because as a researcher I often wonder what they just don't fit in my hands at that scale. But then in marketing, the companies might use promotional devices with giant hands holding the phones, so of course it seems small & incompact.

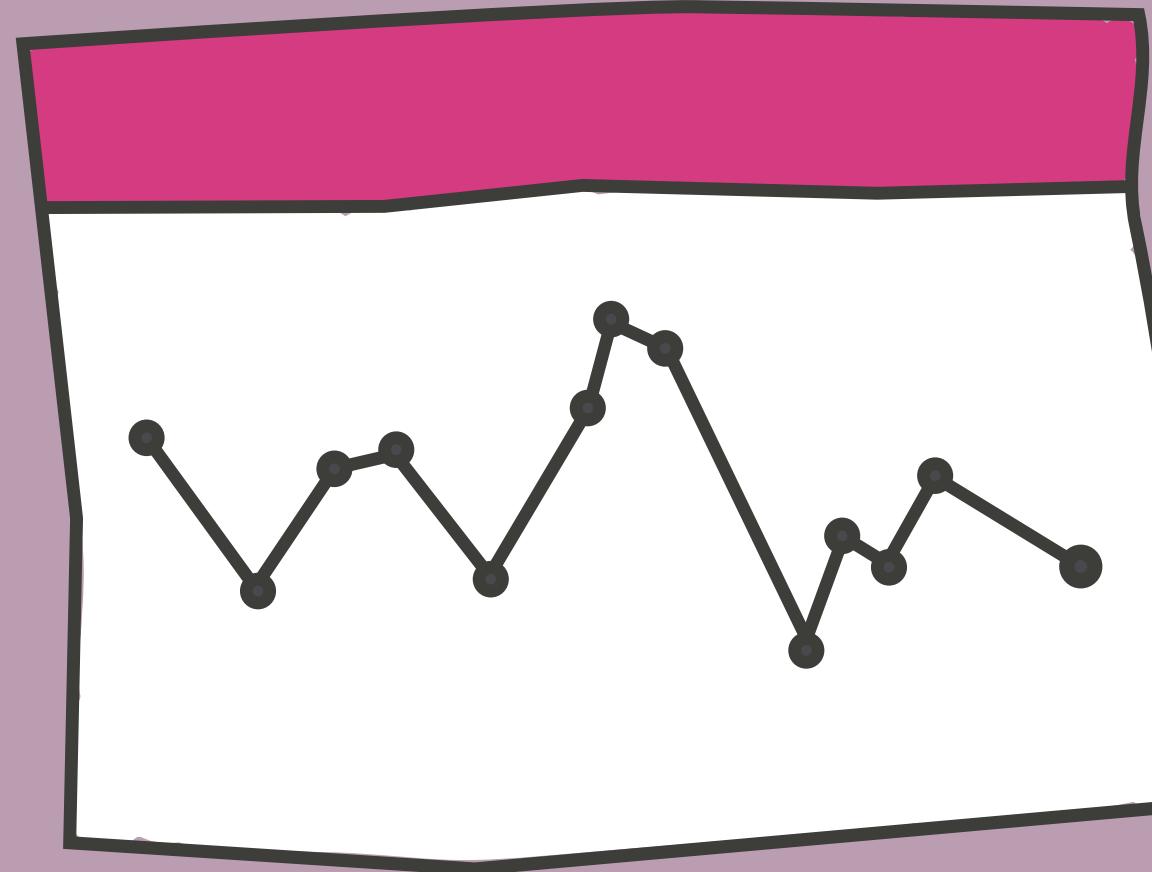
CCP The category of amorphous is a massive leapfrog of mine because I actually get 40% (percentage strain energy) from it. I'm so happy. And I now use it with an iPhone 5, which I can't upgrade. The only small phone they had was discontinued, and it's the only one that fits my hand. It's incredibly frustrating, and these last 3 days [Apple] introduced Siri, you could use it to find a specific number from an

But to me the most worrying examples are about algorithms rather than hardware. Because with hardware, it's kind of easy to see how it is affecting us or not (through us, and so on).

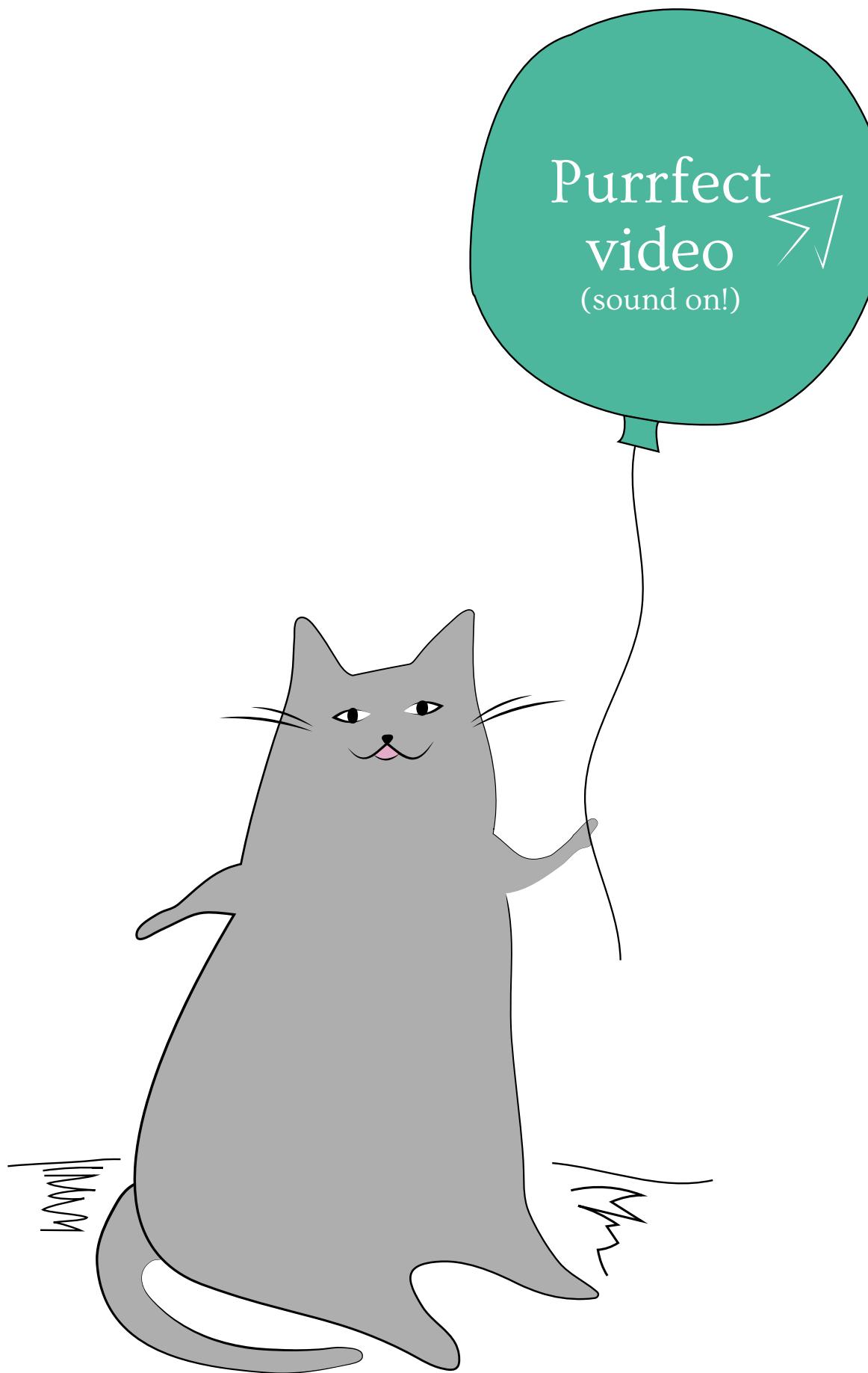
relatively easy to do. What's more concerning to me are algorithms being trained on highly biased data sets, and the way those algorithms are being transferred in all sorts of areas of our lives. There should come to be much understanding amongst the people who are creating these algorithms about the biases within the data they are training them on. The guys from voter manipulation systems don't even know what counts as voter information, so algorithms deciding whether a certain CV will ever reach human eyes.

5 August Data Visualization

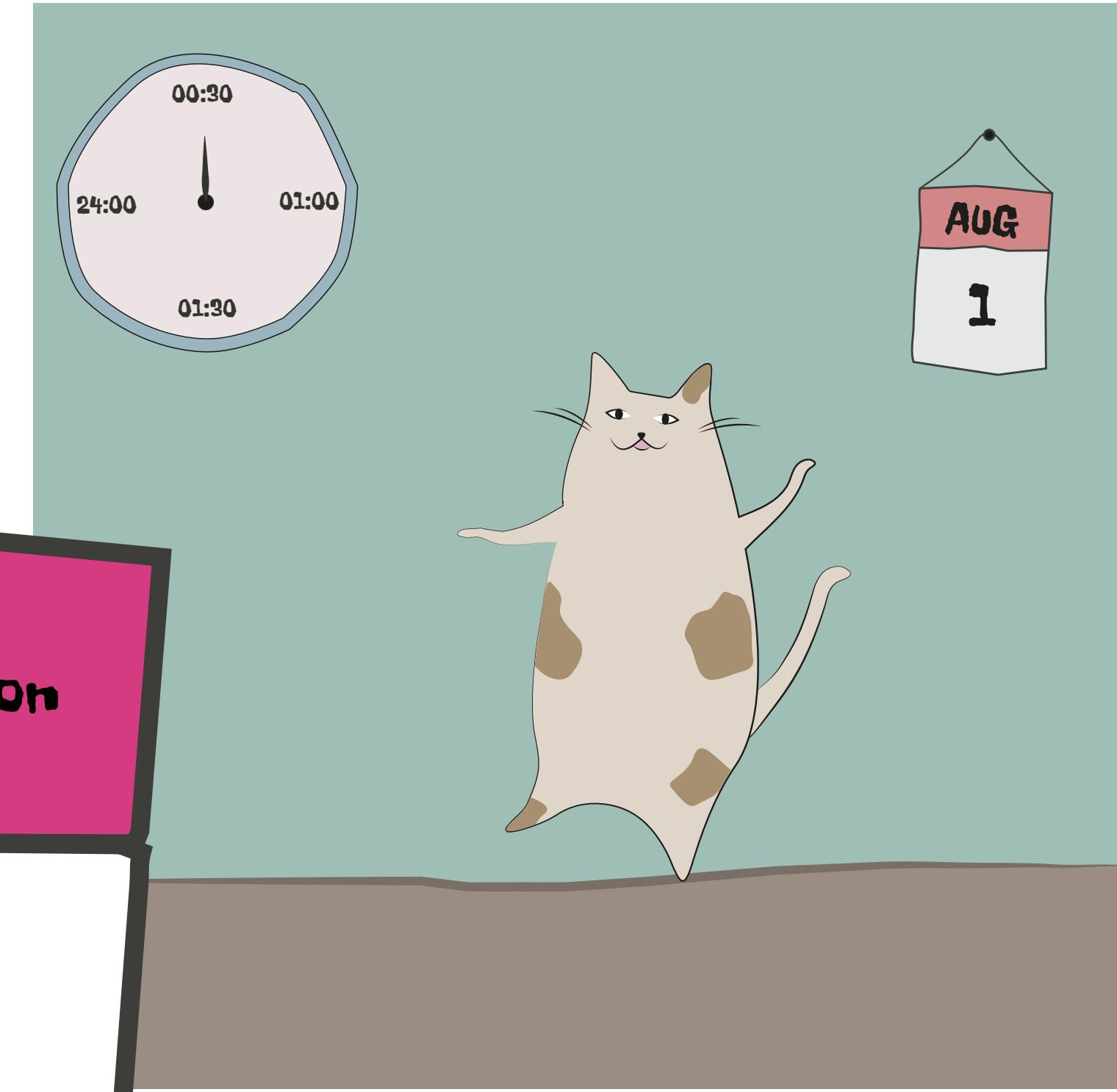
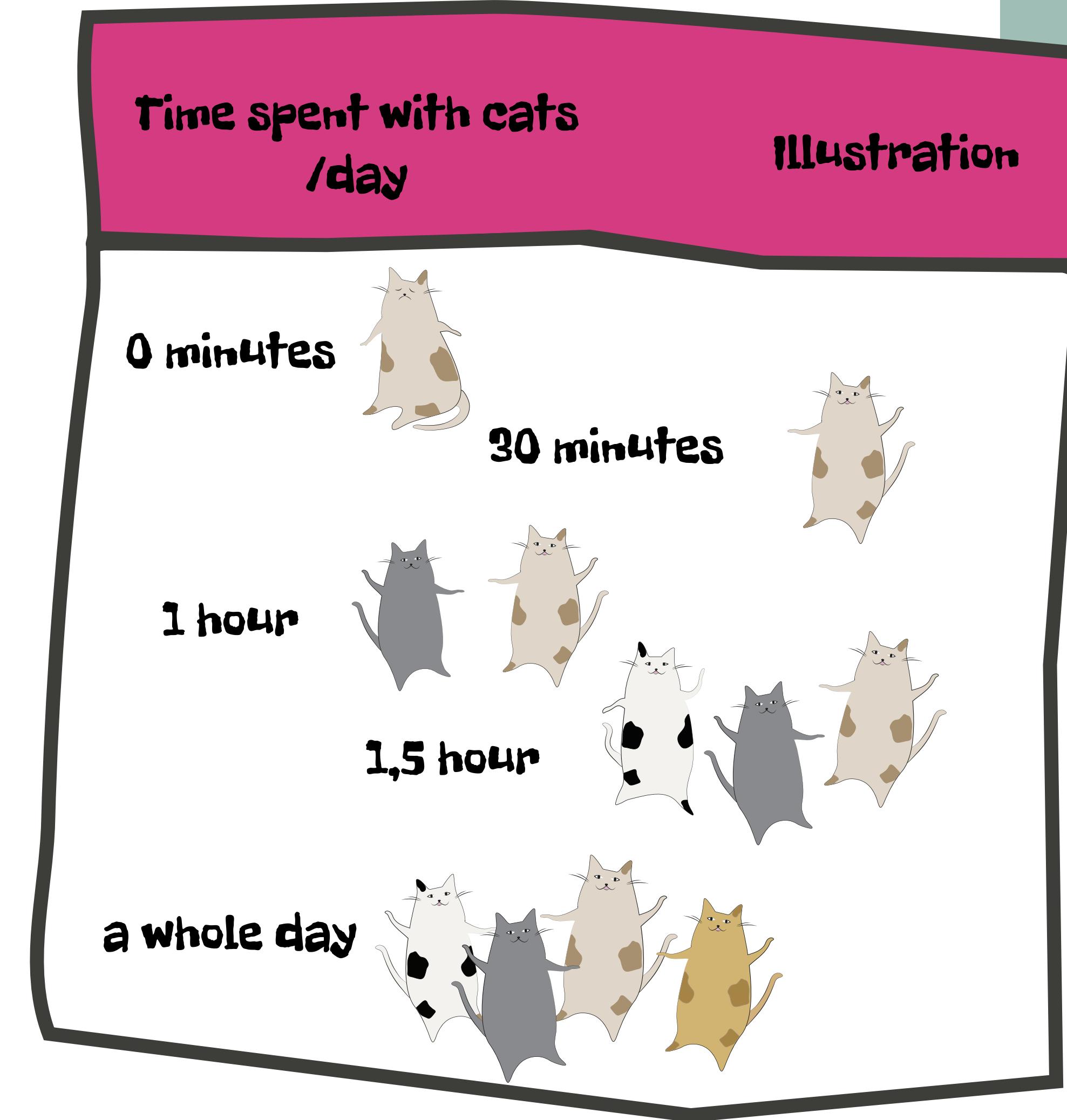
In my free time as a dream-hobby job I am taking care of cats, when their owners are on holiday. We can say, I am a professional cat sitter! In August 2019, I collected the data of the time spent with cats per day, illustrated in a short video. I took a normal visit as 30 minutes, so more than 30 means 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



Purrfect
video
(sound on!) 



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.

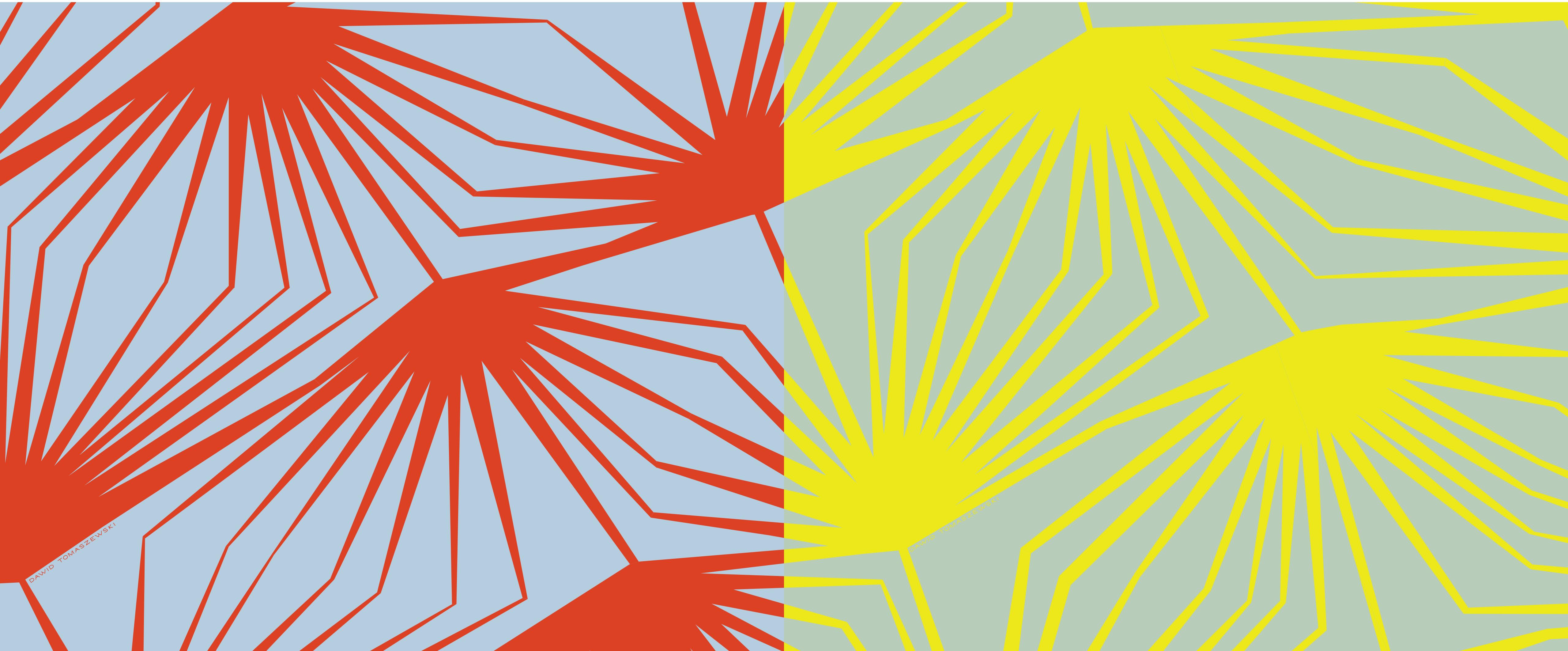
6 Prints

Print creation from sketch



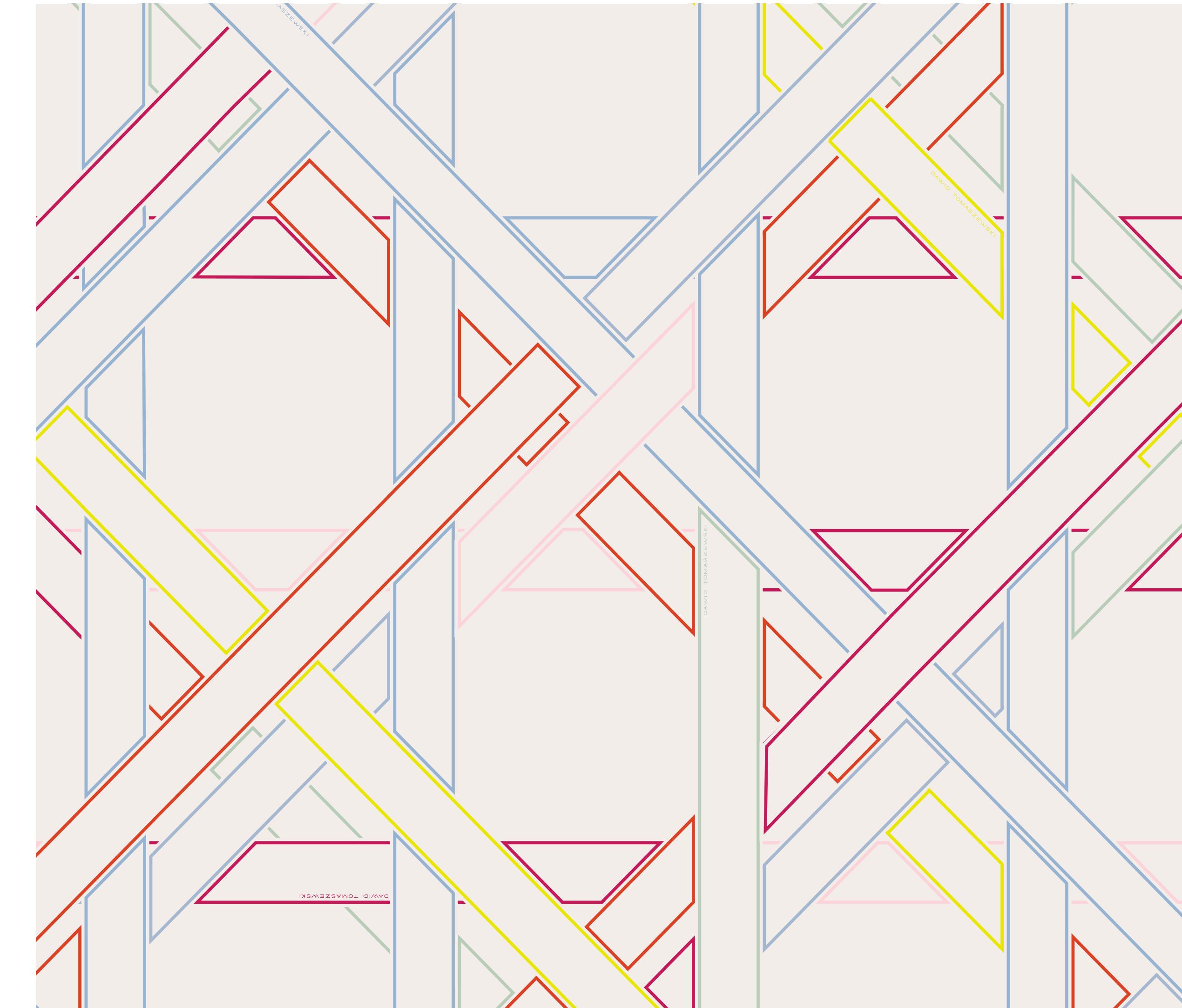
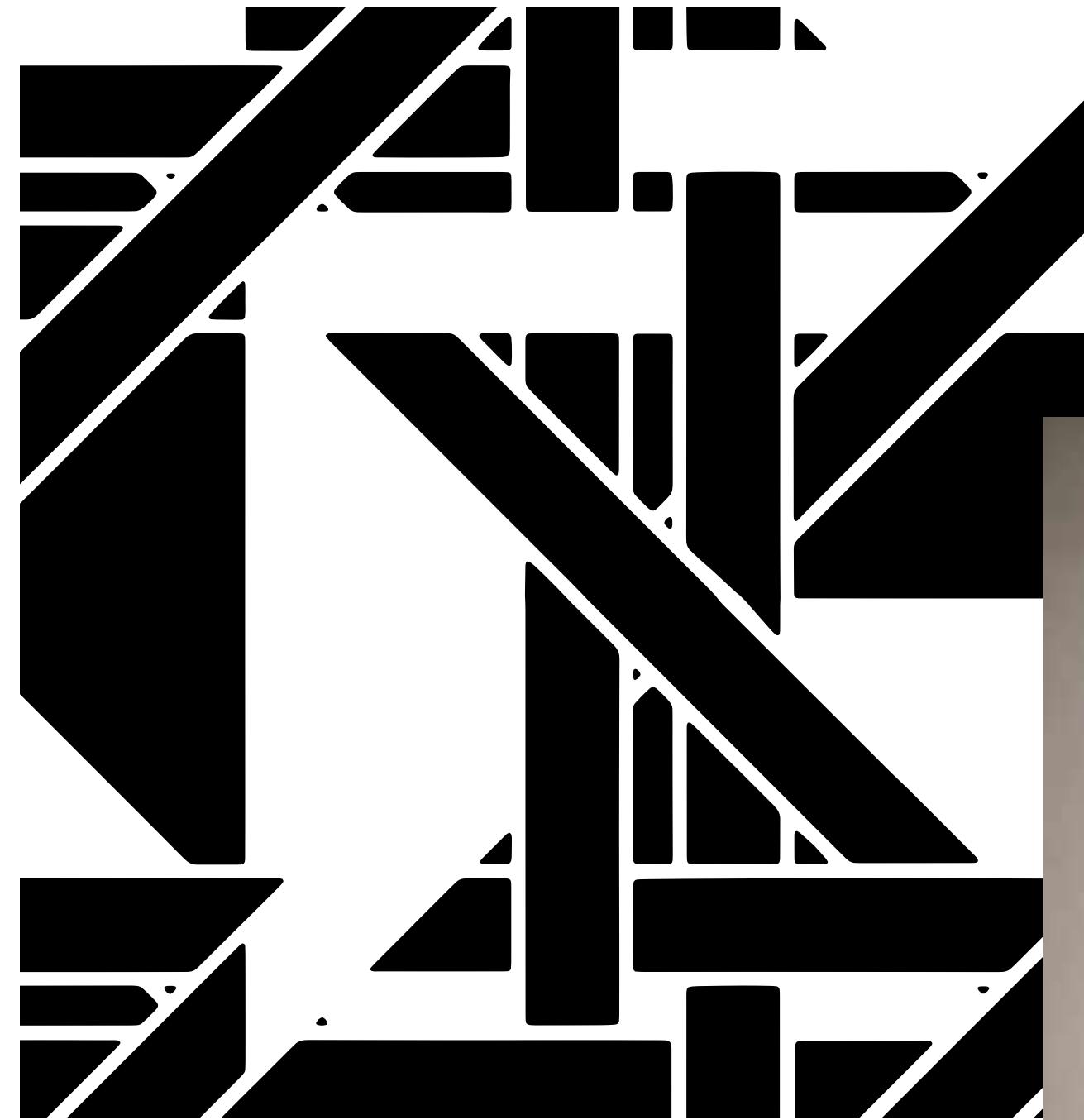
6 Prints

Print creation from sketch



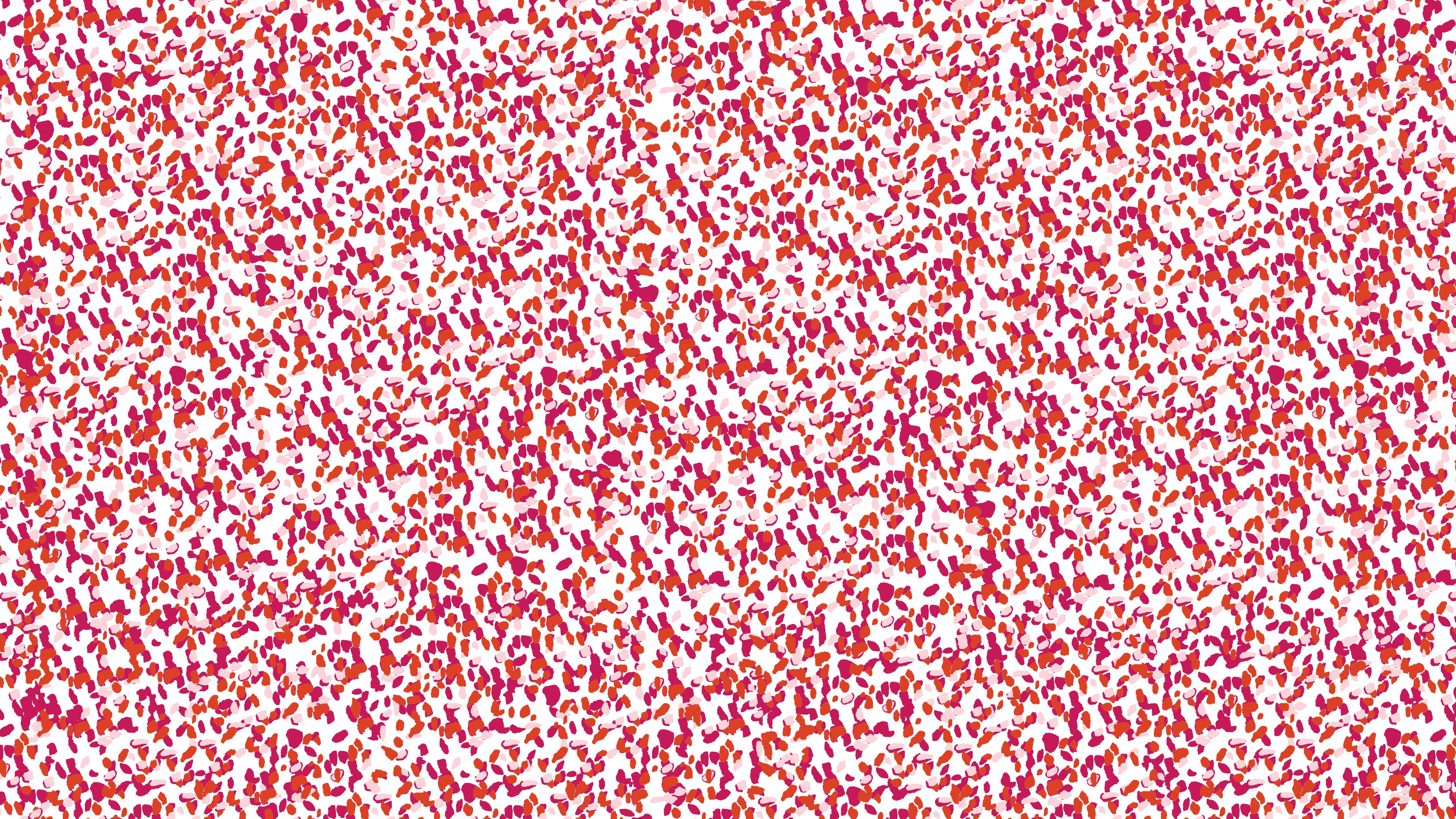
6 Prints

Print building based on original



6 Prints Recolouring





CV

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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 development
- 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 | ✓ | XD | ↑ |
| Sketch | ✓ | After Effects | ↑ |

SOFT SKILLS

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

INTERESTS

