

FOR  
THE  
LADY

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.

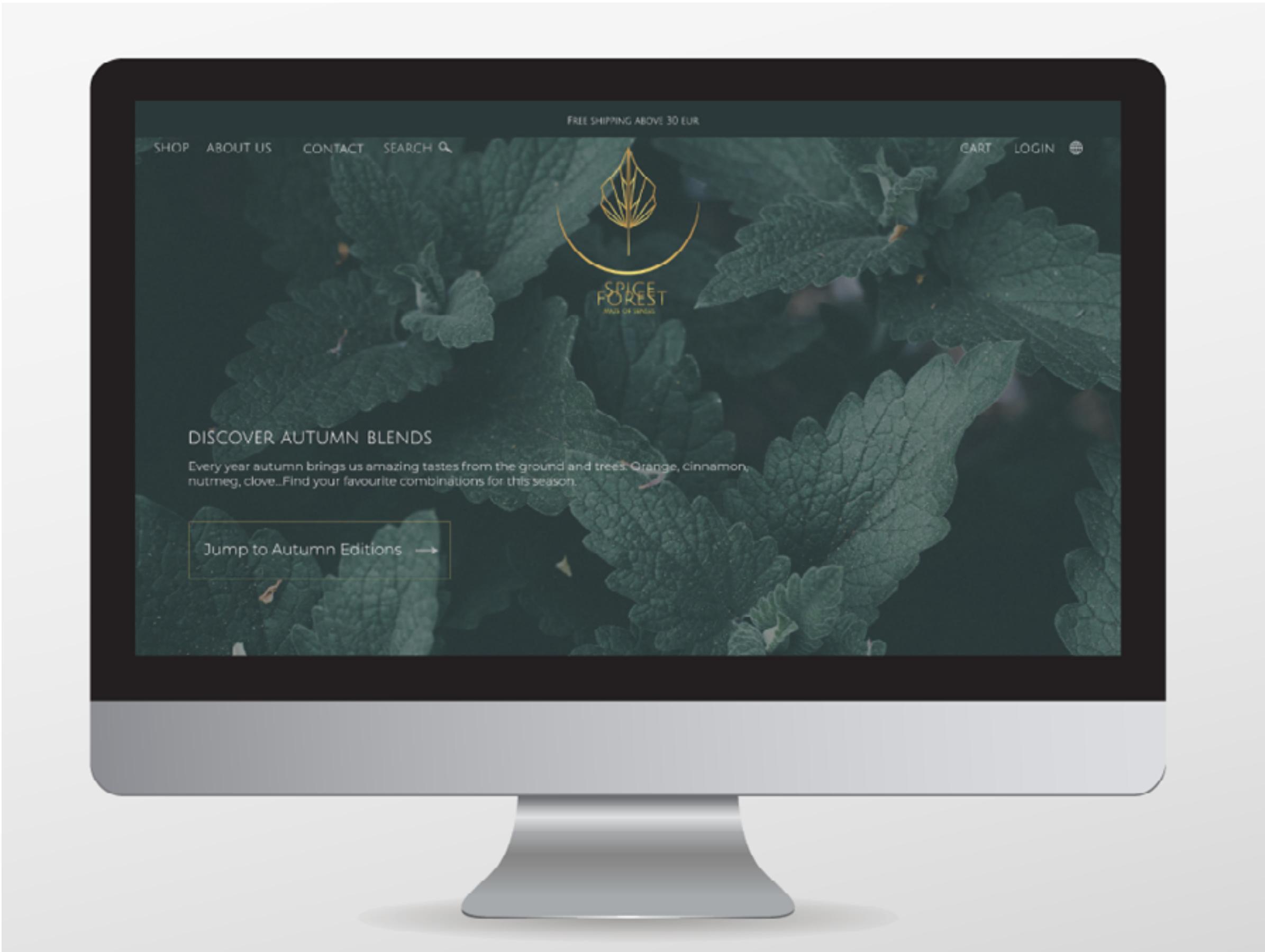


# 1 Spice Forest Branding



# Spice Forest Branding

landing page ➔



# Spice Forest Branding



# 2bam 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.

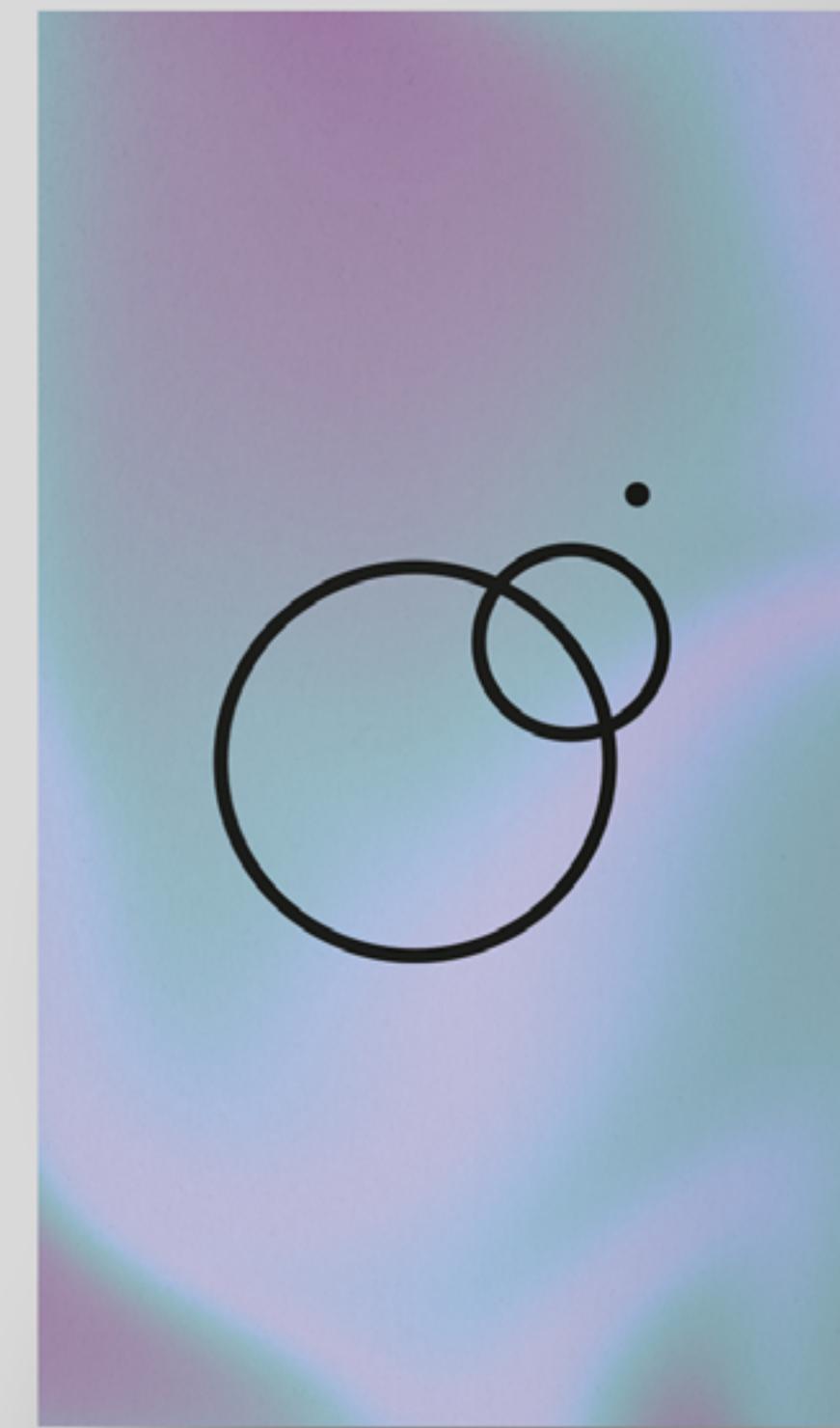
The main component in my design is the dream-like iridescent blob, floating through the elements.

# 2bam 2Visual Identity



# 9bam 2 Visual Identity

landing page ↗



# 2bam Visual Identity



# 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.

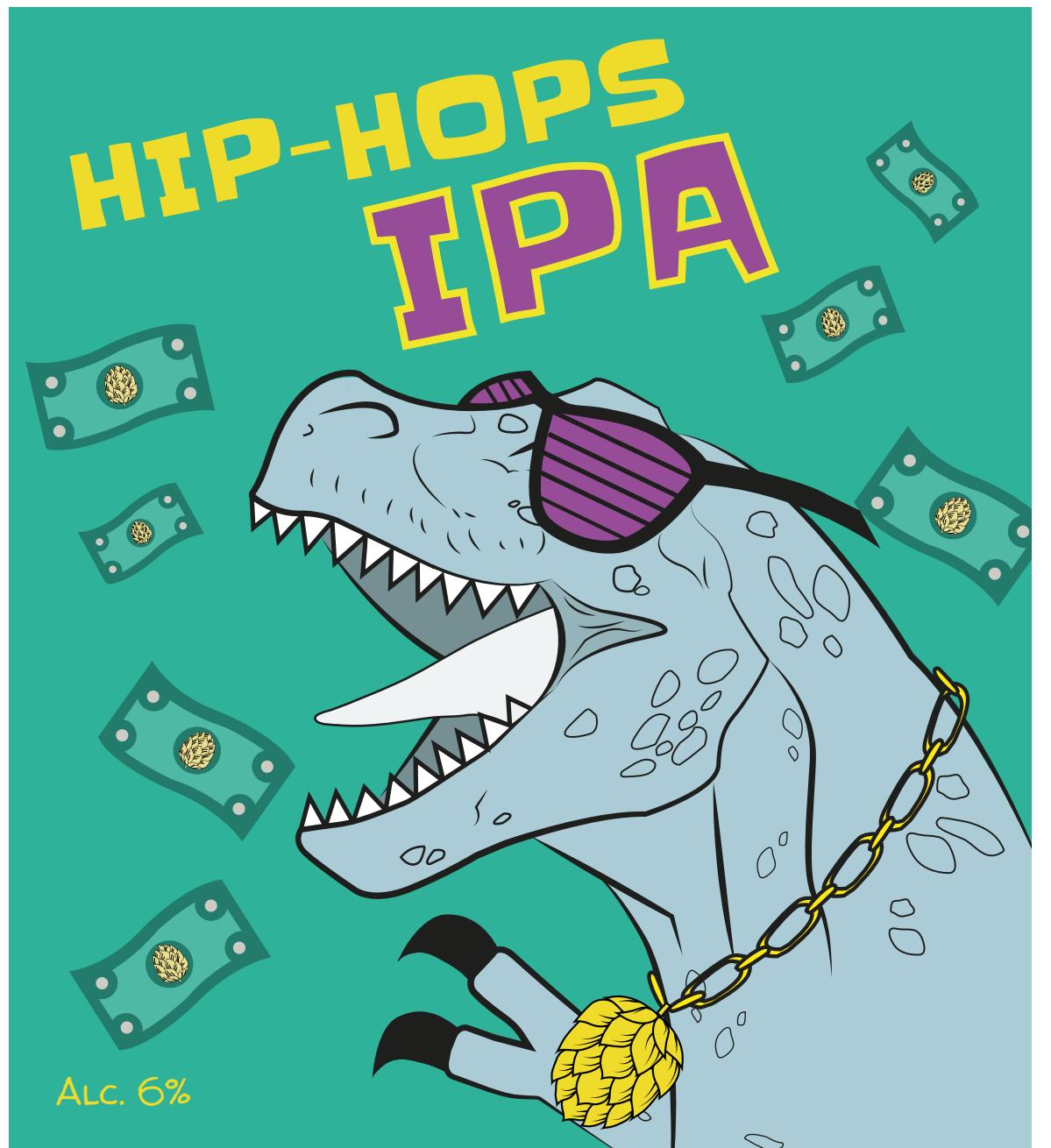
I like when there is something to muster, something to smile at.

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, 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, 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 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 academic who, in 2013, successfully campaigned for British hospitals to install handwash basins at eye level after noticing they were at waist height. This helped her speech in favor of Princess Churchill. Criado Perez has also been vocalistic of Twitter's policies around abuse-tweets, since she herself has been the target of severe Twitter harassment. And her Women's Room database of female experts tries to ensure that more women are tapped as sources in the media.



**LG:** Transportation, and really more broadly city planning, is something else you cover quite a bit in the book. You point out that in some societies, women walk more than men, and that's because they walk together, in pairs, together—referred to as trip-chaining—and even their safety isn't really considered. How do you fix something like that when the transportation systems are so firmly embedded?

**CCP:** There are a number of things that can be done. The obvious one is to move bus routes back, or to make say, things like改善 infrastructure and its health, and making to change them. When new lines are added and new stations are added, absolutely these things should be taken into consideration. But bus routes are very easy to change and to change about. In the case of the bus routes, women are much more likely to use buses. That's one easy way of addressing the male bias in transport infrastructure in a relatively short order.

Behind other developed countries, and there's a need to make sure that we're not costing people in terms of time and effort. It makes it harder for them to engage in their paid work, that has to get done.



**LG:** In the book when you refer to your campaign to get the Bank of England to put a woman on its banknotes, you write something that comes up often in the book. You write, "What is most striking is that the male bias is built into the system." What does that mean? 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's one that I think a lot of people say things like "we're not sexist, we're objective" and to know is an epistemological political project. This is something [feminist scholar] Nancy Tuomi argues. I think that that's such an interesting point of view, that it's not that we're sexist, that I frame it exactly, because I do think that even when... how should I say that? So, I think there are two things.

First of all, a lot of the male bias we come across, it's not that we're trying 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 remember Sheryl Sandberg going in to ask the head of Google to put in pregnancy parking and he said, I never thought about it, of course. And she says he feels bad about it, but he's right. He doesn't know that highlights the need for diversity, because it's perfectly normal that a guy who has never been pregnant, or also a woman who has never been pregnant, will not think about that. Of course, they could be better collecting data on the needs of women employees. But nevertheless, it wasn't an act of malice.

**LG:** When I think about bus in transport design, I think about this breastfeeding pod I saw last year in an airport. It's this Zappo-shaped pod in the middle of the airport terminal waiting for a flight. 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 response was, "Well, if there are adequate family rooms weren't designed in the airport back when it was originally built?"

**CCP:** I sort of take it one step further

and wonder why we have to lock 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 one time I've ever heard of a man who knew obviously some women would want to use them, but also, if a woman wants to put a muslin over her baby that should be enough.

"...the decision was made in the EU 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."



**Caroline Criado Perez:** I first came across the gender data gap in the world of medicine in 2004, when I was writing my first book. I was just so shocked that this was an issue in medical contexts, and in particular, in the medical context presents, even the anthropos and voice-recognition technologies we use every day. The 321-page book is a rapid-fire delivery of data sets, making it more of an academic text than a light read. I had to take a break to take with you on summer vacation, but despite the occasional meandering, *Invisible Women* arrives right back at the same seemingly inevitable conclusion. There exists real gender data gaps, and with "both a cause and a consequence of the type of thinking that conceives of humanity as almost exclusively male."

**LG:** That was just really groundbreaking. So really it was that, and me not being able to get it out of my head. And because I knew it was happening there, I realized it was happening in other places. Since then, I've been a feminist economist at the London School of Economics. I already knew about the default male bias in that area, but I started discovering all of these other areas where it was popping up. The more I learned, the more I realized I wanted to write a book. And then later when [Apple] introduced Siri, you could use it to find a vagus supplier but not an abortion clinic. So there's all sorts of examples like that, where there's not as much thought being put into, you know—female customers exist. Another example is VR headsets being too big.

**LG:** Can you talk specifically about the technology devices you highlight in the book? What are some examples of gender-biased designs? I always think about giant smartphones, because as a reviewer I often note that they just don't fit in my hands at all that well. But then in manufacturing, the companies might use pressure sensors with giant hands looking at the phones, so of course it seems small in comparison.

**CCP:** The origins of smartphones is a classic example of this because I actually got an iPhone 6, and I am stuck with an iPhone SE which I can't upgrade. The only small phone they had, they discontinued, and it's the only one I can't upgrade. I'm currently using the SE. And then later when [Apple] introduced Siri, you could use it to find a vagus supplier but not an abortion clinic. So there's all sorts of examples like that, where there's not as much thought being put into, you know—female customers exist.

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's affecting us or not fitting us, and so it's relatively easy to fix. What's more concerning to me is that these algorithms are trained with the data they are training them on. That goes from voice recognition systems that don't recognize female voices, to online dictionaries, to algorithmic systems, whether a certain CV will ever reach human eyes.

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

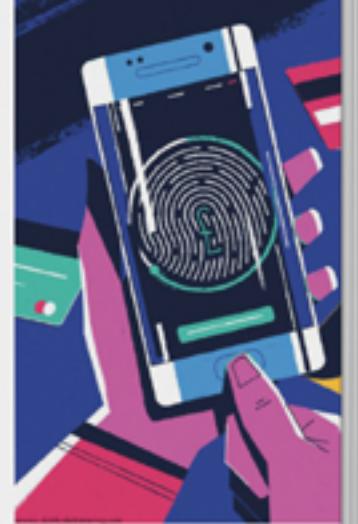
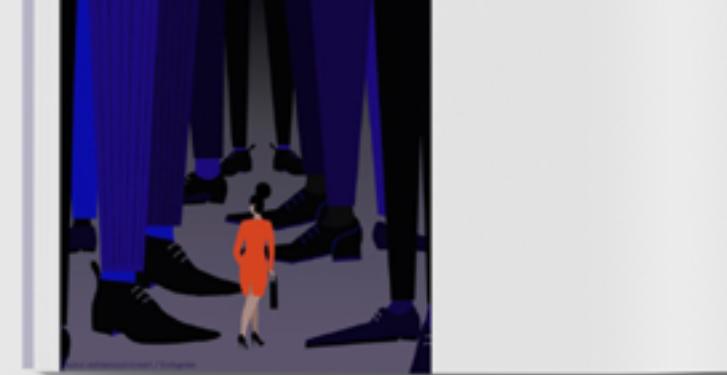


**LG:** Do you see a world in which technology can actually help solve some of these problems?

**CCP:** Maybe. I think that certainly women have been left behind by technology. It has lessened the amount of time that women have to spend doing certain things.

One of the examples I talk about in the book is a female car crash system in Europe. 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.

There is hope, though. I don't know what that technology will be because I'm not an inventor, but I suppose the answer is, it depends on who is going to be allowed to do it. For example, the majority of VC's are men, and they are just much more likely to give funding to male entrepreneurs. And male entrepreneurs are much more likely to develop technology that benefits men, again, is not a conspiracy. That's just because you're more likely to develop something that fits a need you yourself have. Female entrepreneurs are more likely to develop something that fits a need that they have, but they're not getting the funding. And that goes back to the data gap. It's just this catch-22, and that's where the concern is because we don't have the data and because the majority of VC's don't have the money, they will not be able to solve the problems because will we give the women the money and resources to do it?



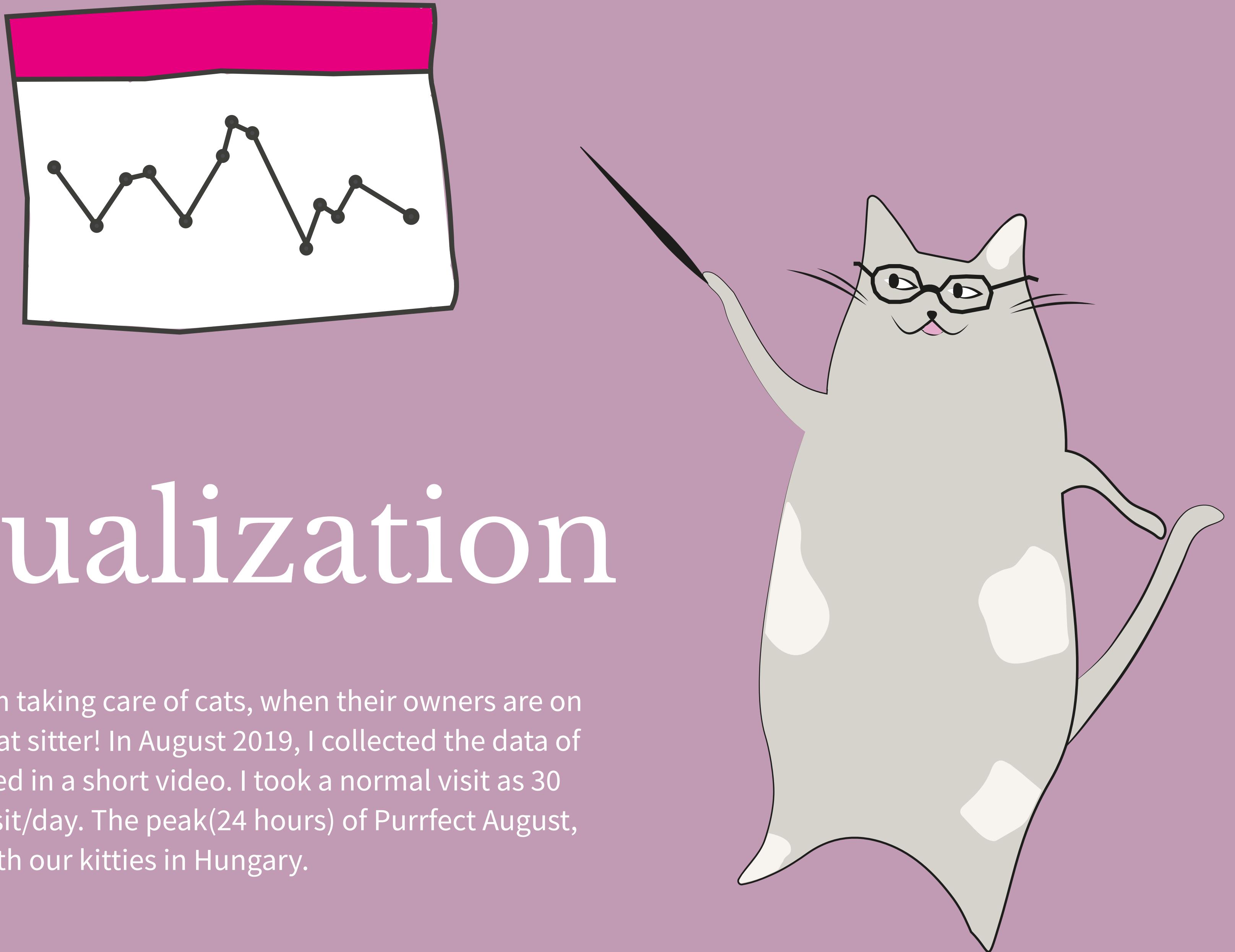
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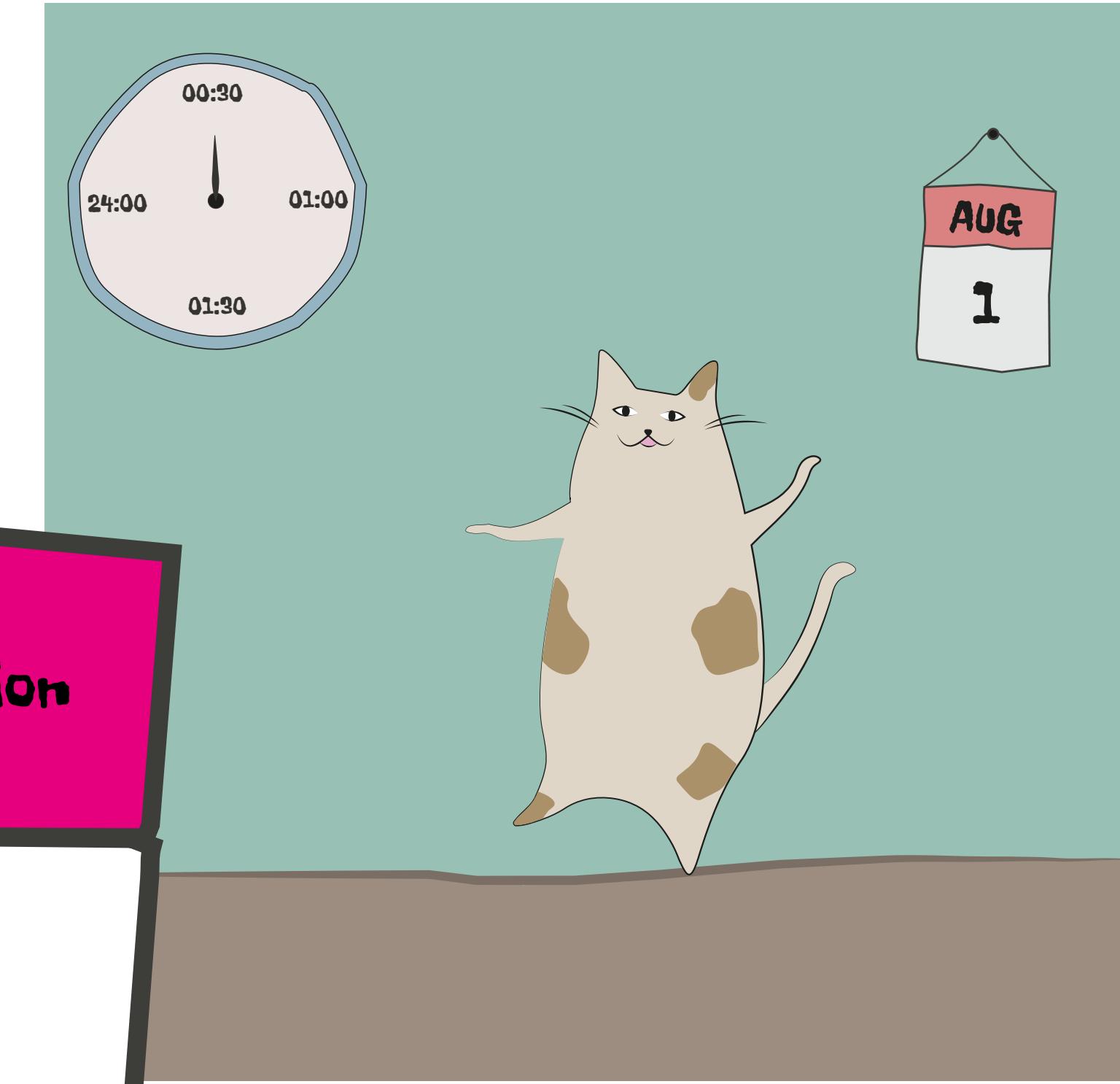
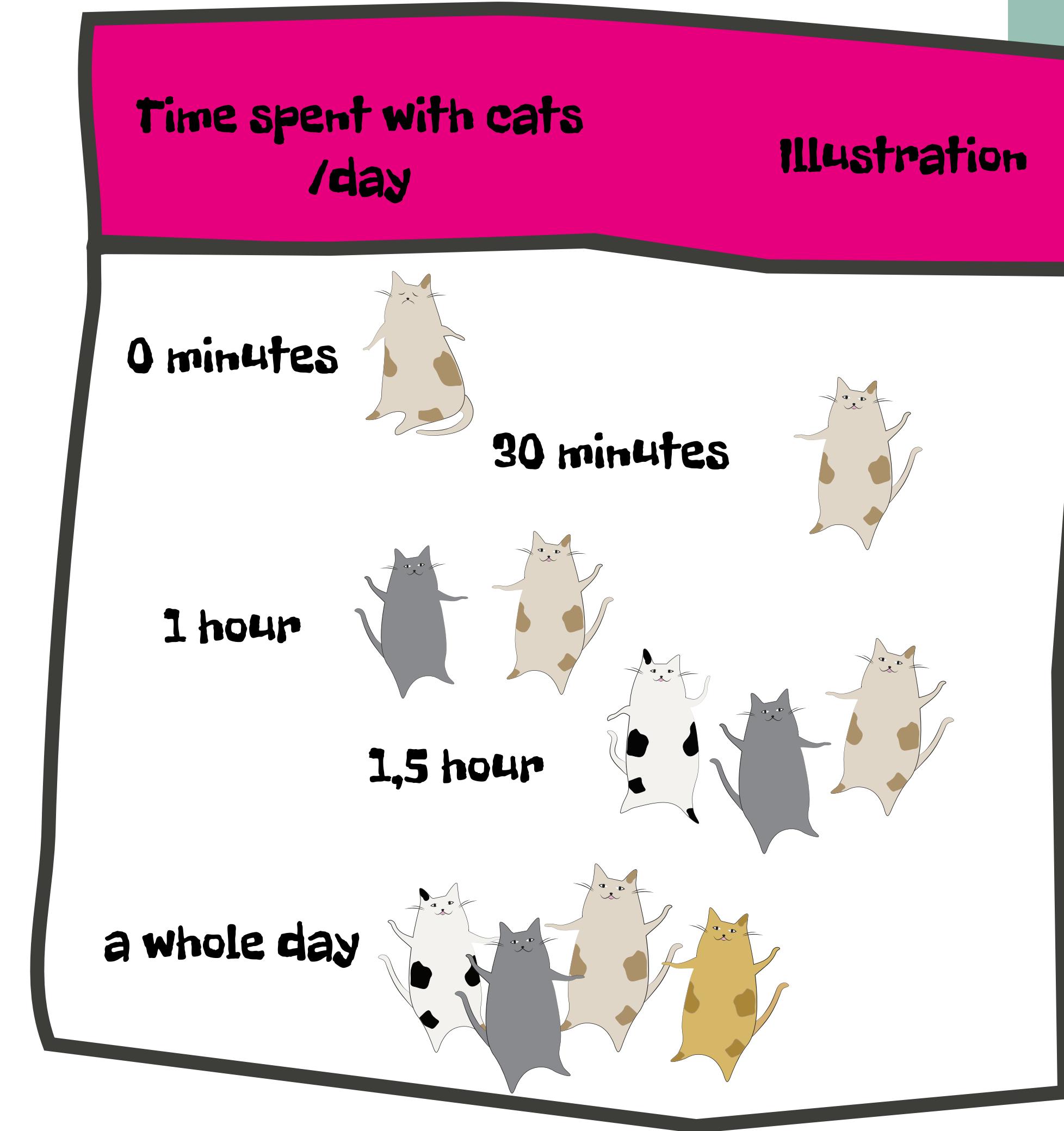
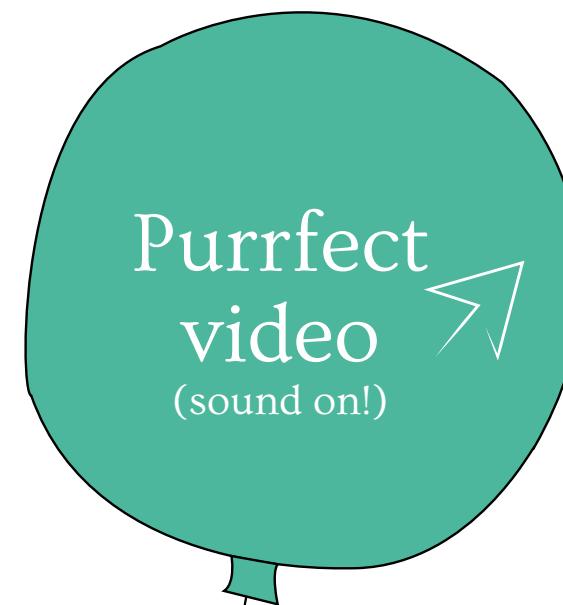
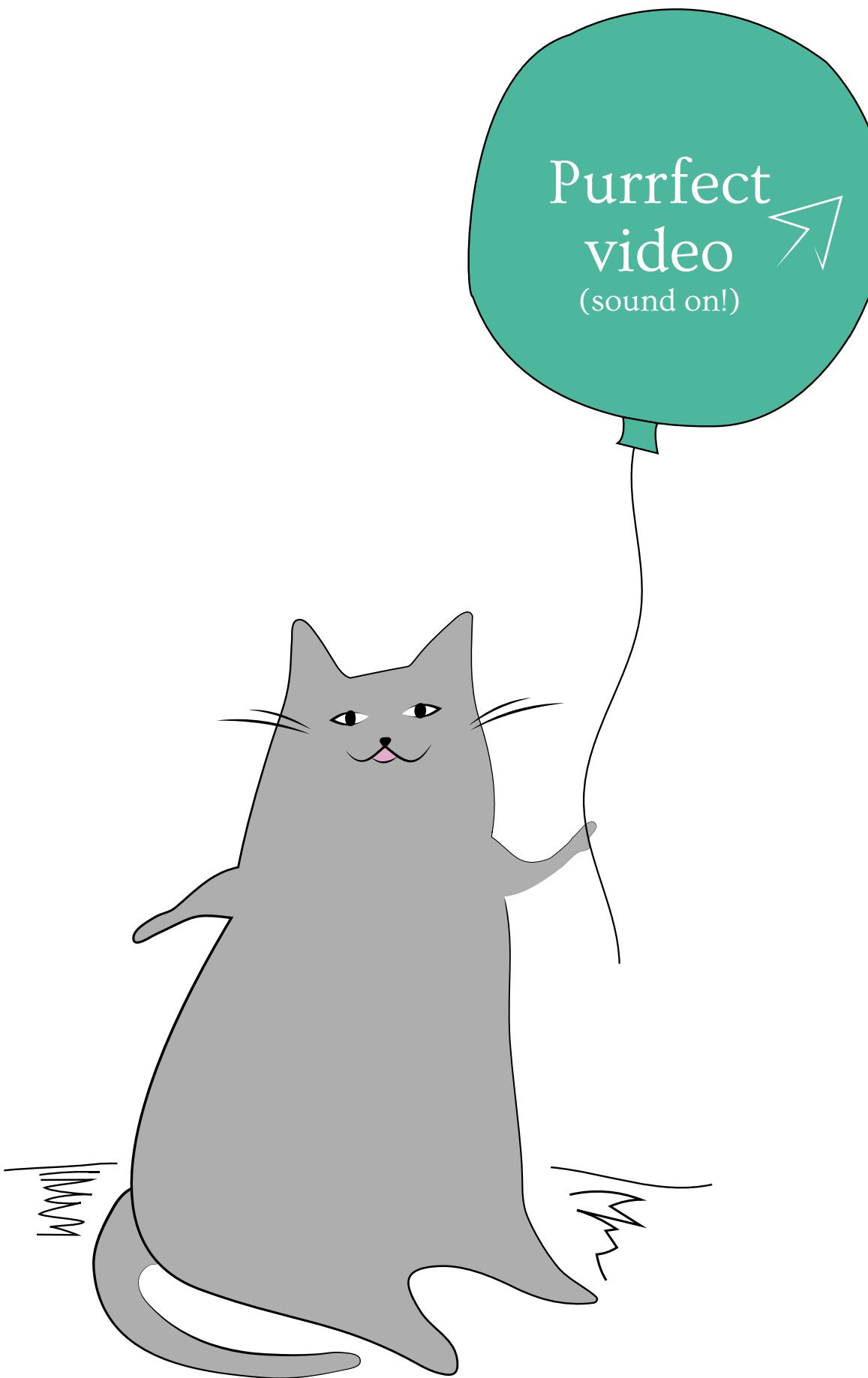


# 5 August Data Visualization

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



# CV

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

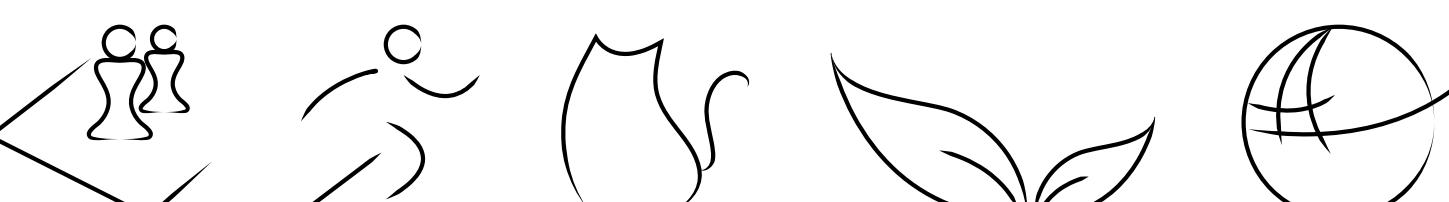
## SOFT SKILLS

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

## LANGUAGES

Hungarian	English	German
native	fluent	B1

## INTERESTS



BACK TO  
THE TOP



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