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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.

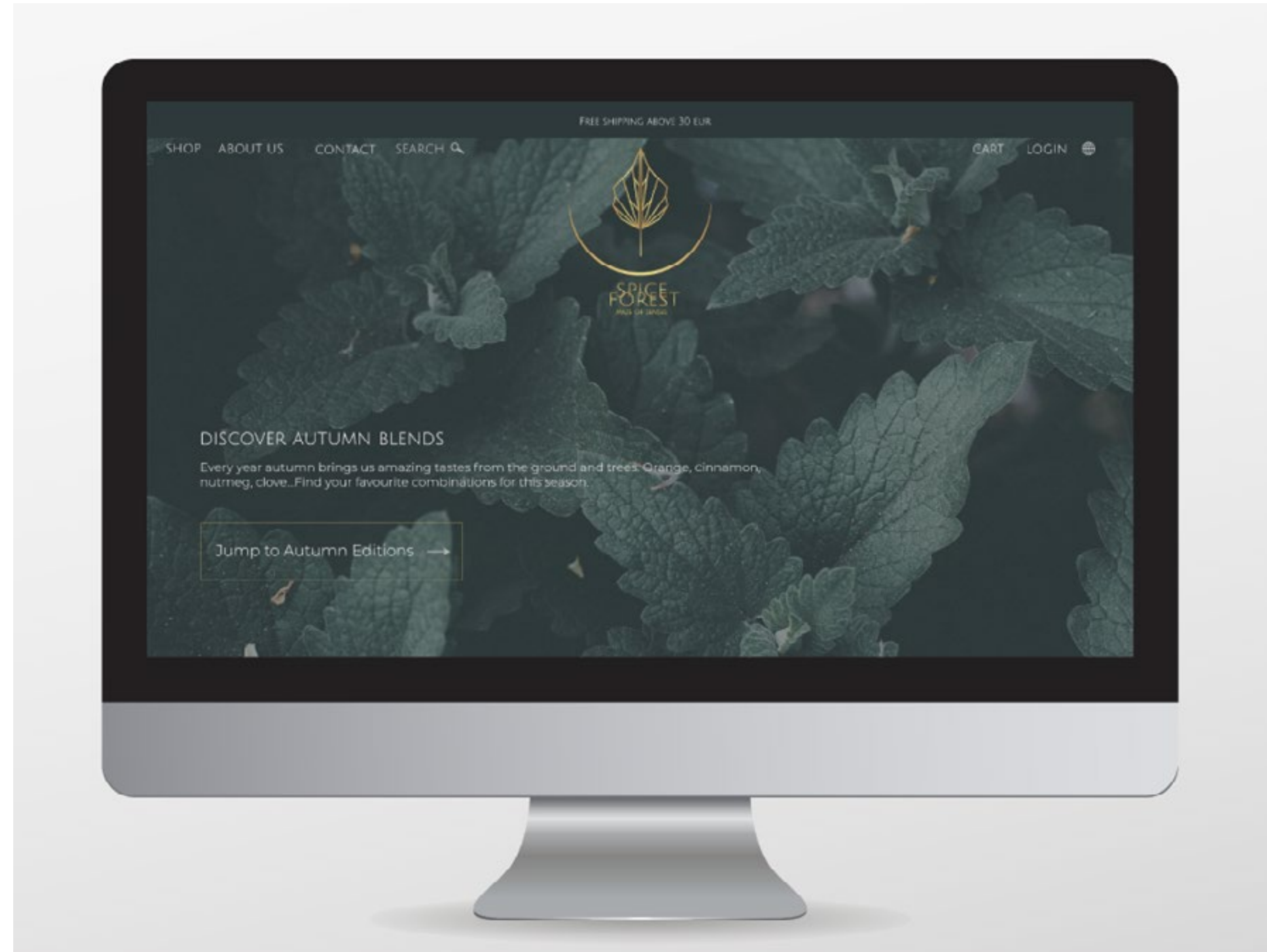


1 Spice Forest Branding



1 Spice Forest Branding

landing page ↗



1 Spice Forest Branding



2 bam 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.

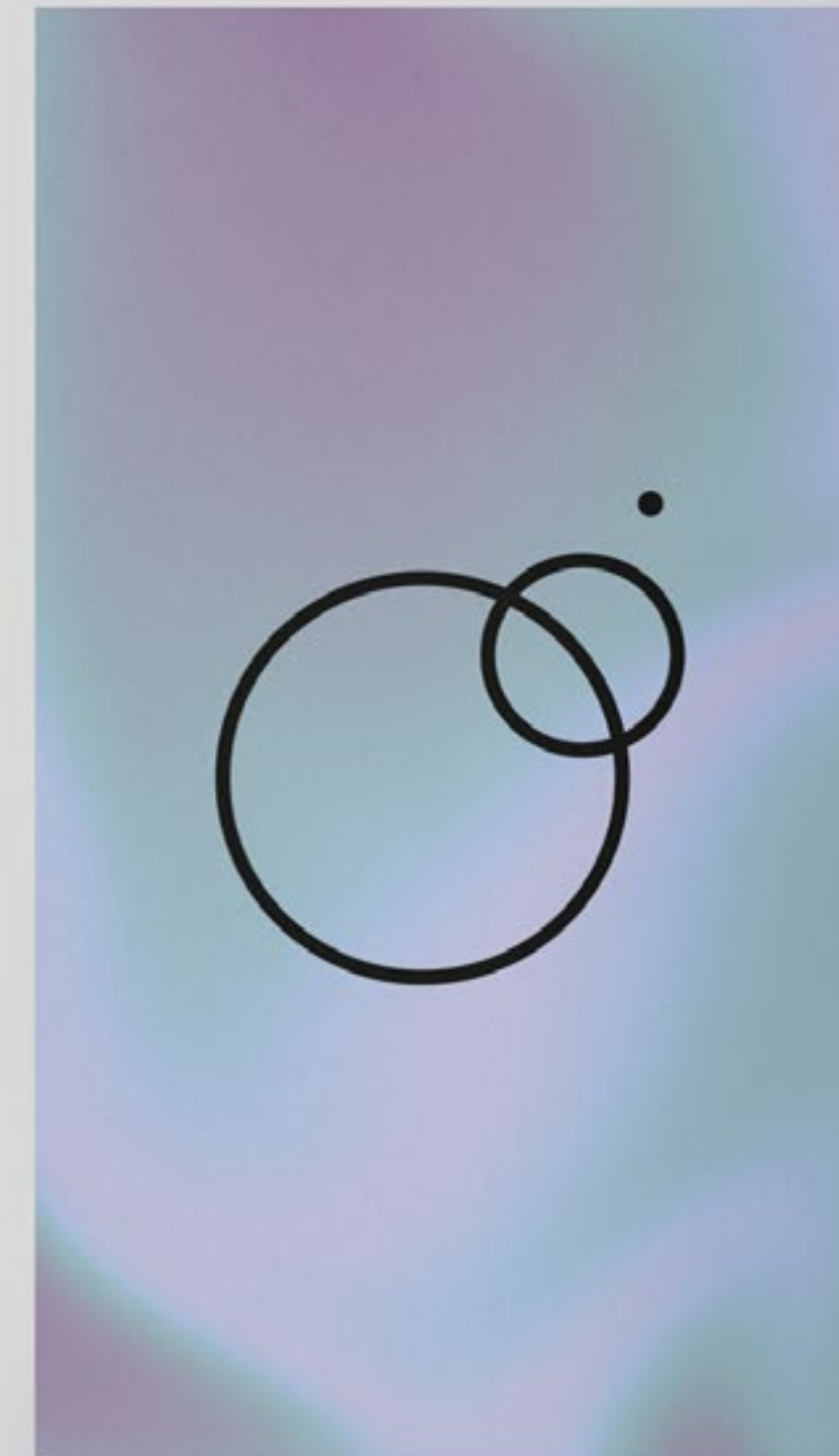
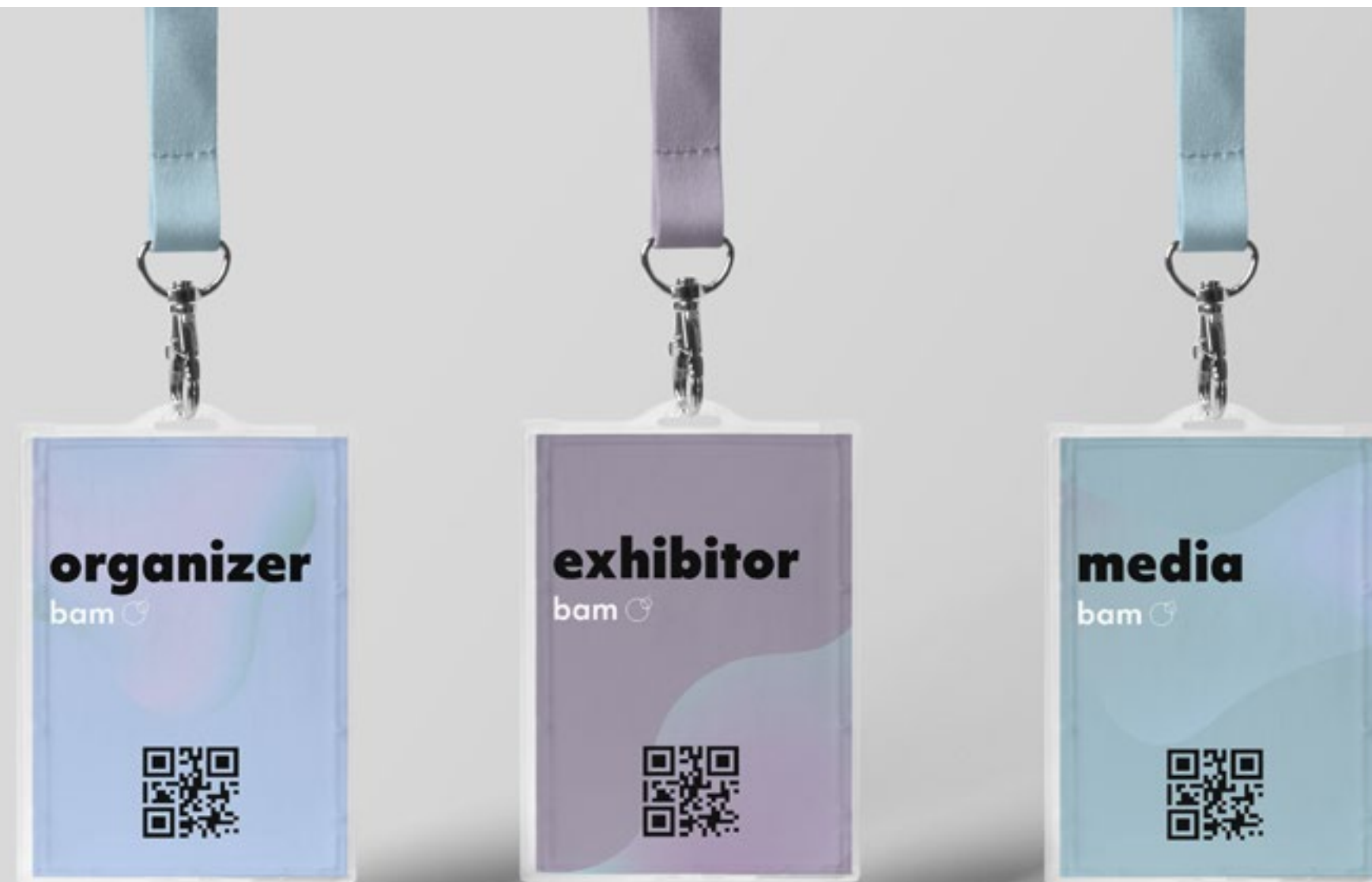
The main component of my design is the iridescent blob, floating through the elements. It creates the feeling of a dreamy bubble, expressed with colours and shapes.

2^{bam} Visual Identity



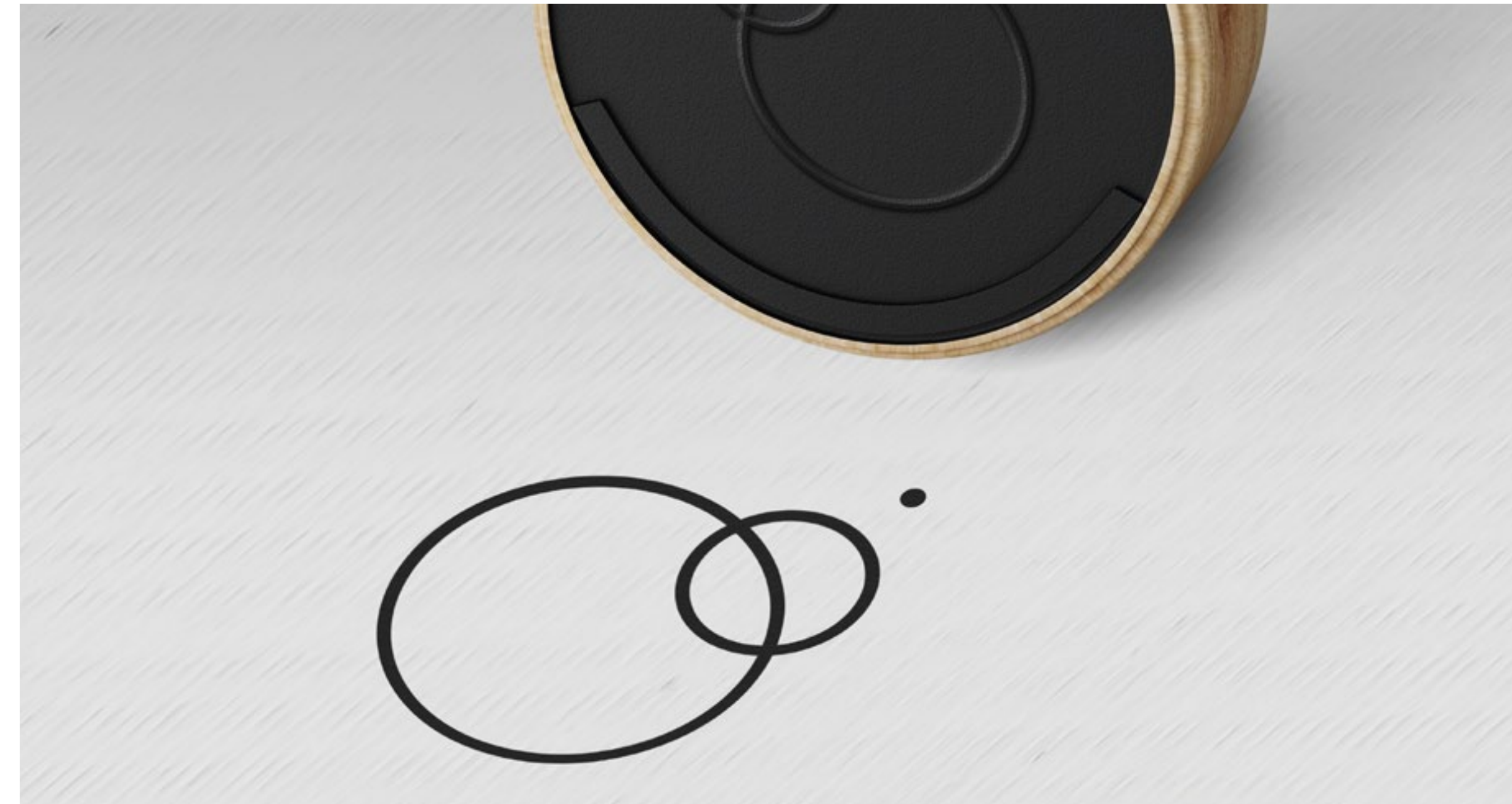
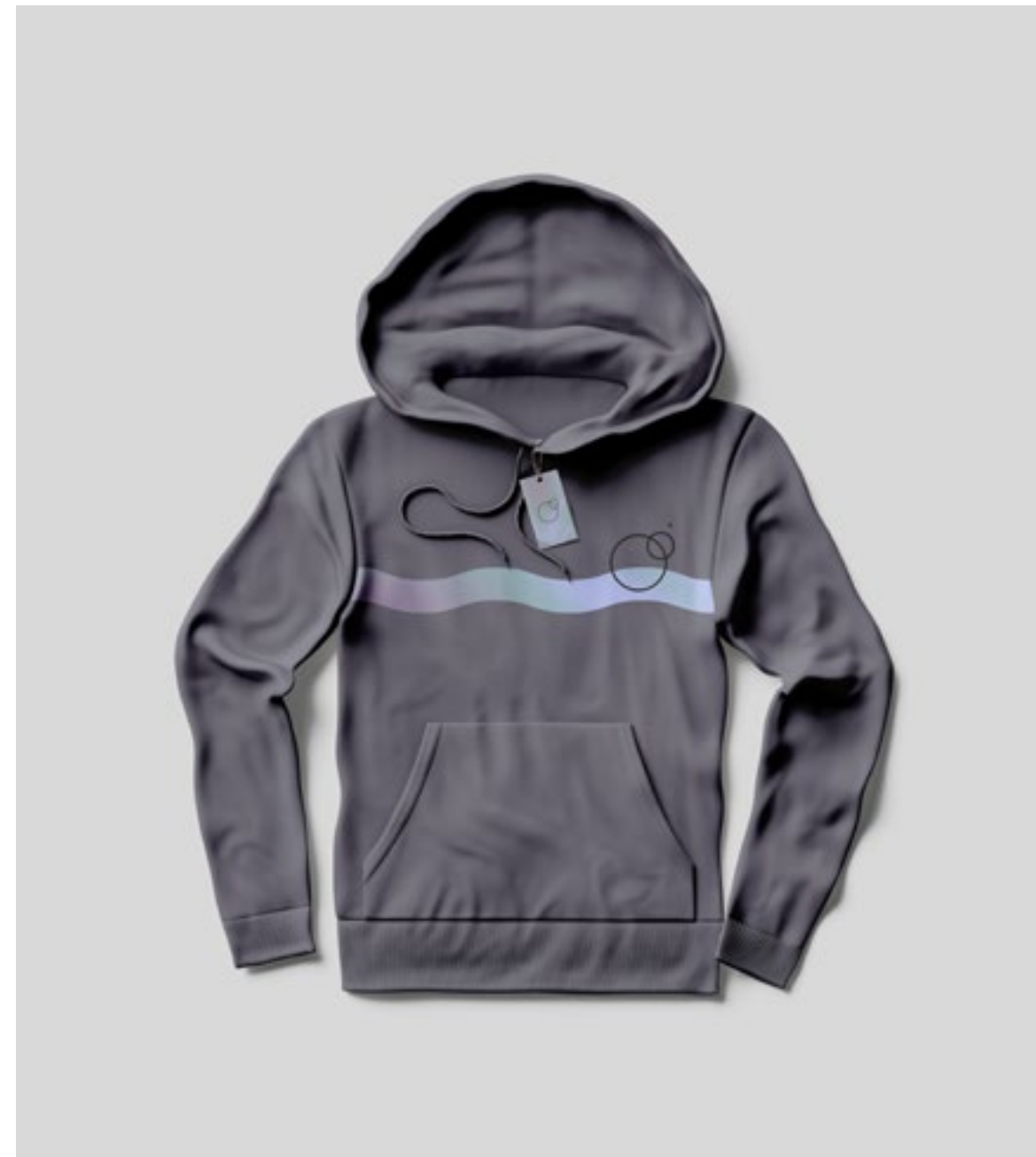
2bam Visual Identity

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.

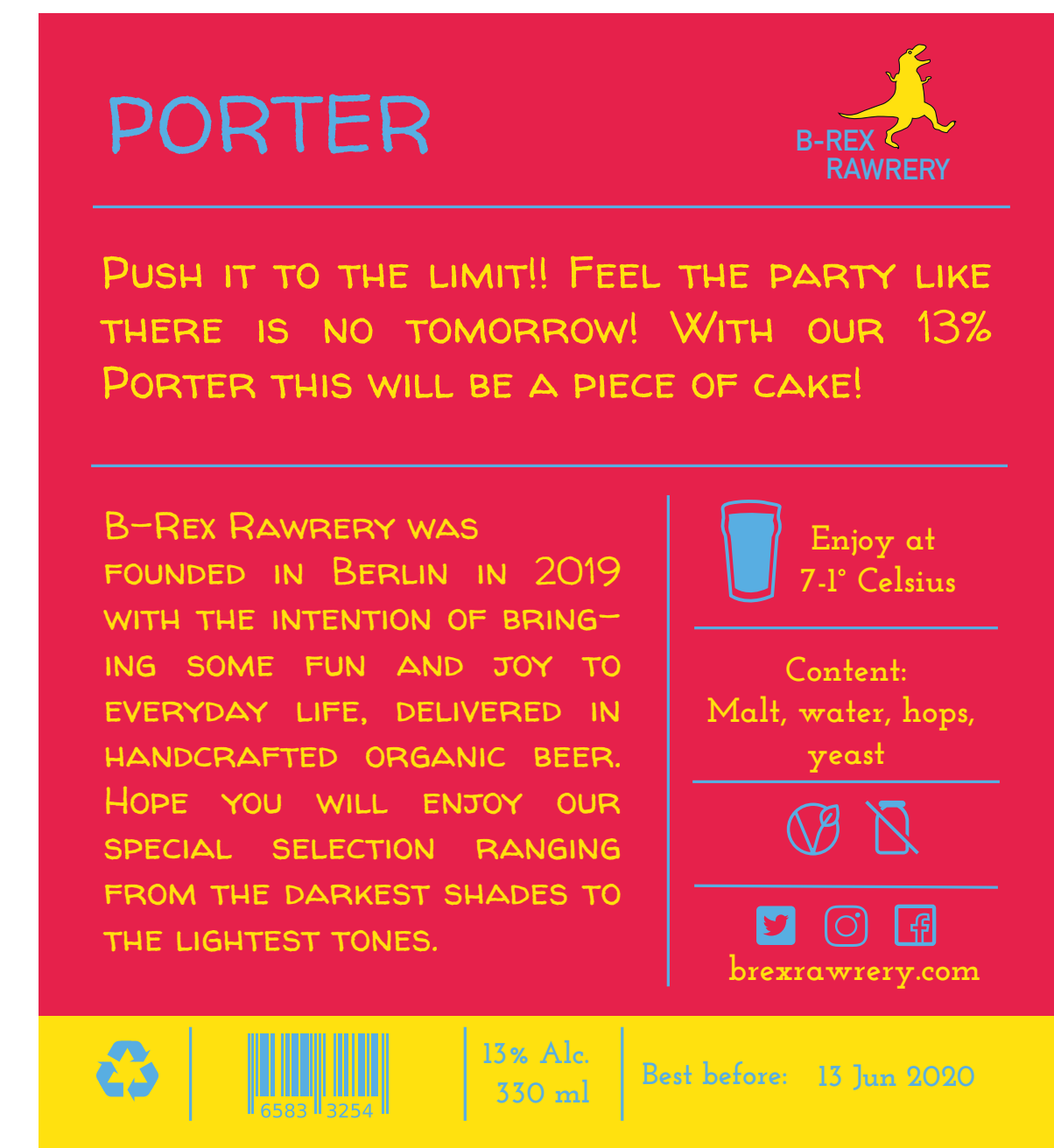
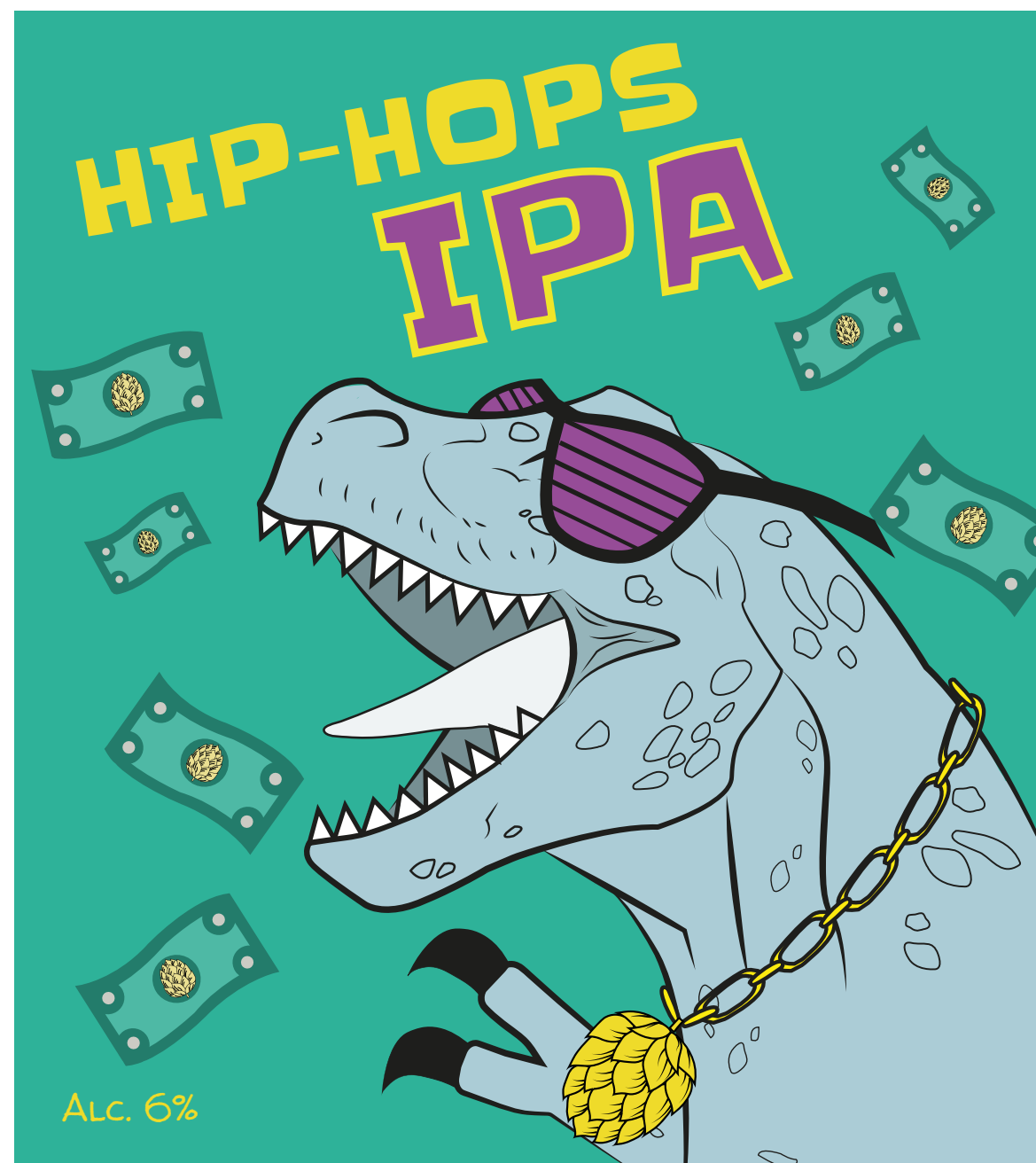
I like when there is something to muster, something to smile at.

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

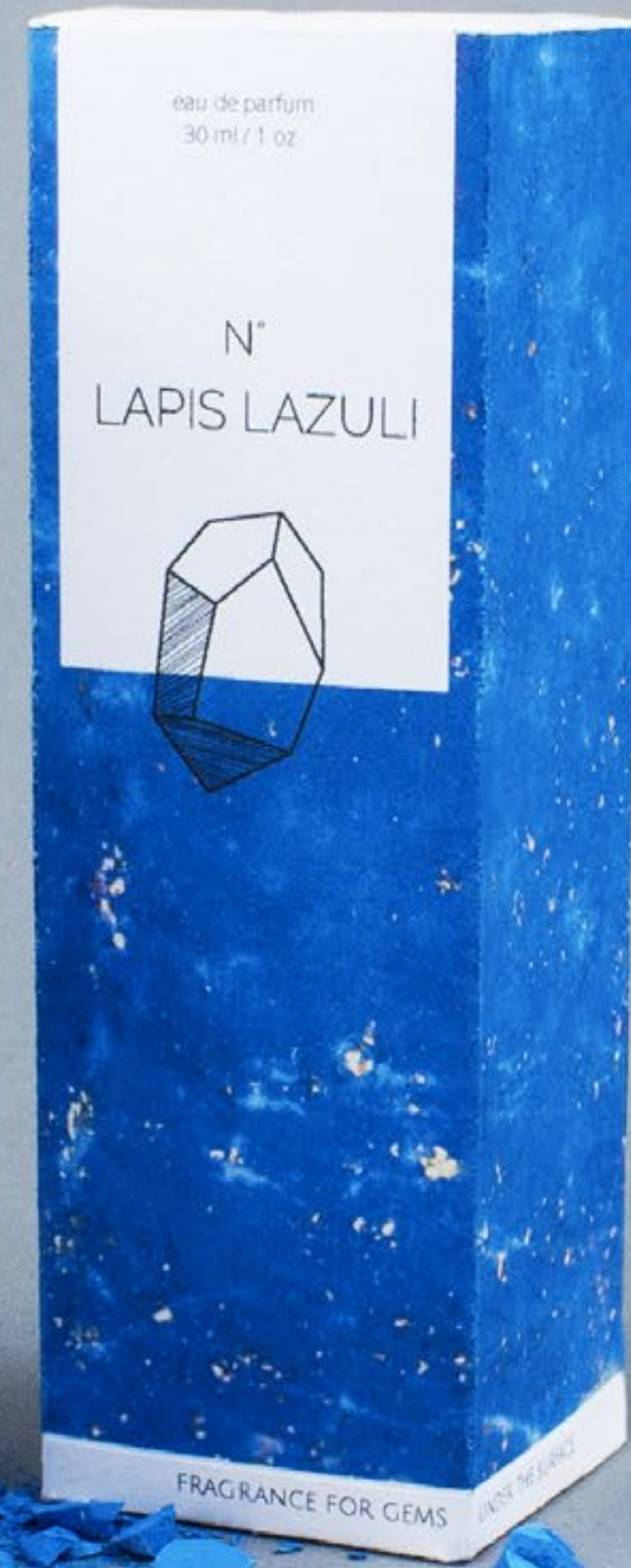


4 Lapis Lazuli Package Design

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.

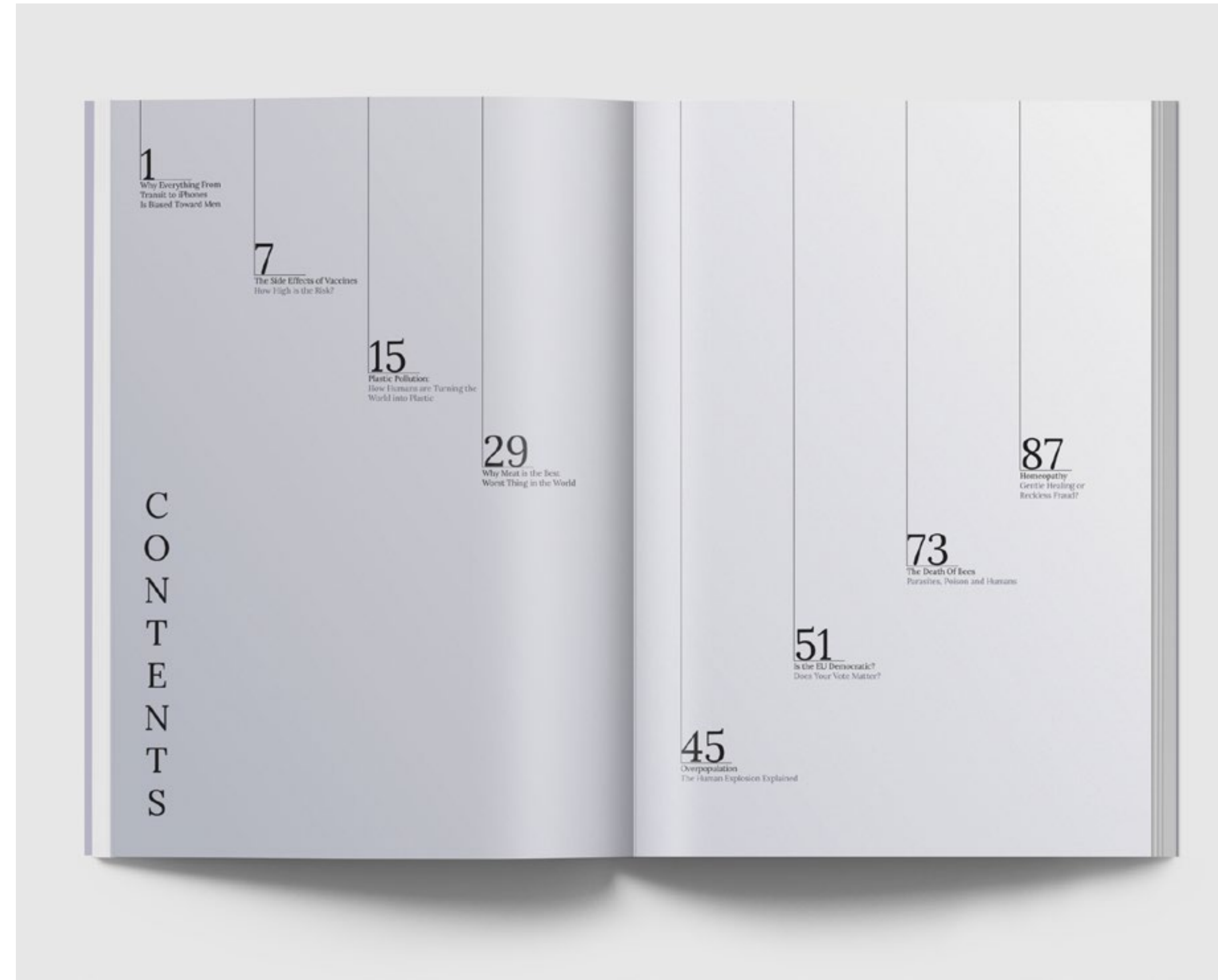


4 MINDSET Magazine Design

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 bookstores to feature the image of Jane Austen, after the Bank of England said it would be phasing out Elizabeth's portrait on one of its banknotes. Criado Perez has also been vocal critic of Twitter's policies around abusive 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.

2



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 the way they keep trips and errands together—referred to as trip-chaining—can even their safety such really considered. How do you fit 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 make bus routes because, as you say, things like subways are fixed and it's much more expensive to change them. When new lines are added and new stations are added, absolutely those things should be taken into consideration. But bus routes are very easy to change and the thing about buses is that, in some places, women are much more likely to use buses. That's not easy way of addressing the male bias in transport infrastructure in a relatively short order.

behind other developed countries, and there's a need in America for women to engage more in the paid labor force. But nothing is being done to help them do that in really this very simple way, enabling them to do the unpaid work that has to go down.



Illustration by: Rebecca D. Smith

More long term, it really is about the design of cities themselves and looking again at zoning laws. One of the big problems with the way we've laid out cities is that they've been laid out in such a way to serve the needs of this mythical male breadwinner who has a wife home in the suburbs. This man drives to work and comes home as a place of leisure, so you don't have as many services, you can just have a residential area. It's this idea that you just go home and you sleep. And it's completely untrue to how women and people live their lives. They've got to take kids to the doctor, to school, get groceries, check in on a relative...all the things we are doing on a daily basis requires a lot of complicated logistics.

In some societies women are also less likely to have access to a car than a man, if a household has one car, men dominate access to it. So women use public transport, but the public transport hasn't been designed for unpaid care work. The ridiculous thing about this as well is that by making it difficult for women to complete their unpaid care work, it makes it much harder for them to engage in their paid work. In the UK, for example, female labor participation has been dropping behind other developed countries, and there's a need in America for women to engage more in the paid labor force. But nothing is being done to help them do that in really this very simple way, enabling them to do the unpaid work that has to go down.



LG When I think about bias in transport, I saw last year in an airport. It's this Zipcar-sponsored pod in the middle of the airport terminal roadway 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 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 word. I'm quite horrified by it...And I know obviously some women would want to use them, but also, if a woman wants to put a maim over her baby that should be enough.

CCP That's a very good question, and it reminds me of a quotation someone sent 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 I've read a lot of. Nancy Tuana 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 when...how should I say this? So, I think there are two things.

First of all, a lot of the male bias we come across shows they just forgot to factor women in because it was a male-focused 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 always think of 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 for never 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 also a woman who has never been 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."

4



In her new book Invisible Women, Criado Perez examines different elements of the modern world that appear to be designed with less consideration for women. Transportation systems, medical devices and treatments, tax structures, consumer products, even the smartphones 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 tome than a light and hopeful read to take with you on summer vacation. But despite the occasional numbing, Invisible Women often arrives right back at the same seemingly inescapable conclusion: There exists a real gender data gap that is "both a cause and a consequence of the type of unthinking that connotes of homophobia as almost exclusively male."

Isaacs Goodie: My first question is this. What was the moment for you that made you think, OK, this is the time for me to write this book? You've been observing and covering these issues 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."



Caroline Criado Perez: I first came across the gender data gap in the world of medicine in 2014, when I was writing my first book. I was just so shocked that this was an issue in the 21st century, that doctors were misdiagnosing women because the symptoms of our heart attacks don't confirm to those of men. And that women were more likely to die and more likely to be misdiagnosed. Around that same time I also found out that we don't tend to involve 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 gettinking, 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 I'd studied behavioral and feminist economics at the London School of Economics, I already knew about the deficit male in that area, but I started discovering all of these other areas where it was popping up. The more I found out, the more learned about data gaps in technology, and car safety design...and even data gaps in village 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.

LG Can you talk specifically about the book, and how biased data sets have informed biased design? I always think about giant smartphones, because as a reviewer I often note that they just don't fit in my hands all that well. But then in marketing, the companies might use professional athletes with giant hands holding the phones, so of course it seems small in comparison.



CCP The category of smartphones is a massive hogwash of mine because I actually got RSJ [repetitive strain injury] from an iPhone 6. And I now am stuck with an iPhone 12 which I can't upgrade. The only small 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 as much thought being put into, you know—female customers exist. Another example is VR headsets being too big.

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 fitting us, and we 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 these algorithms are being introduced in all sorts of areas of our lives. There doesn't seem to be much understanding amongst the people who are coding these algorithms about the issues with the data they are training them on. That goes from voice recognition systems that don't recognize female voices, to online decision-making algorithms deciding 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 future to private companies that are using biased data sets, and there's no way of knowing what's going on there.

4



The point where I start thinking about this as a political project is when you start getting to the excuses. One of the things I'm asked most 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 the excuse. At that point it's not forgetting. It's about excluding. For example, with car manufacturers, 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.



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

CCP Maybe. I think the certainly technology has historically helped women. It has lowered the amount of time that women have to spend doing certain things. One of the examples I talk about in the book is mowers. Most women in low-income countries still cook using the three-stone stove, which gives off incredibly toxic fumes. So the stoves we have in modern homes are absolutely terrible when it comes to helping women when it comes to both the health burden and the time burden they reduce. 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 the inventing. The large majority of VCs 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 helps men. And that, again, is not a conspiracy. That's just because you're more likely to develop something that there's a need for yourself have. Female entrepreneurs are more likely to develop tech that helps women. And that's great, 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 mostly-male VCs don't recognize it, well technology be able to solve the problems because will we give the women the money and resources to do it?

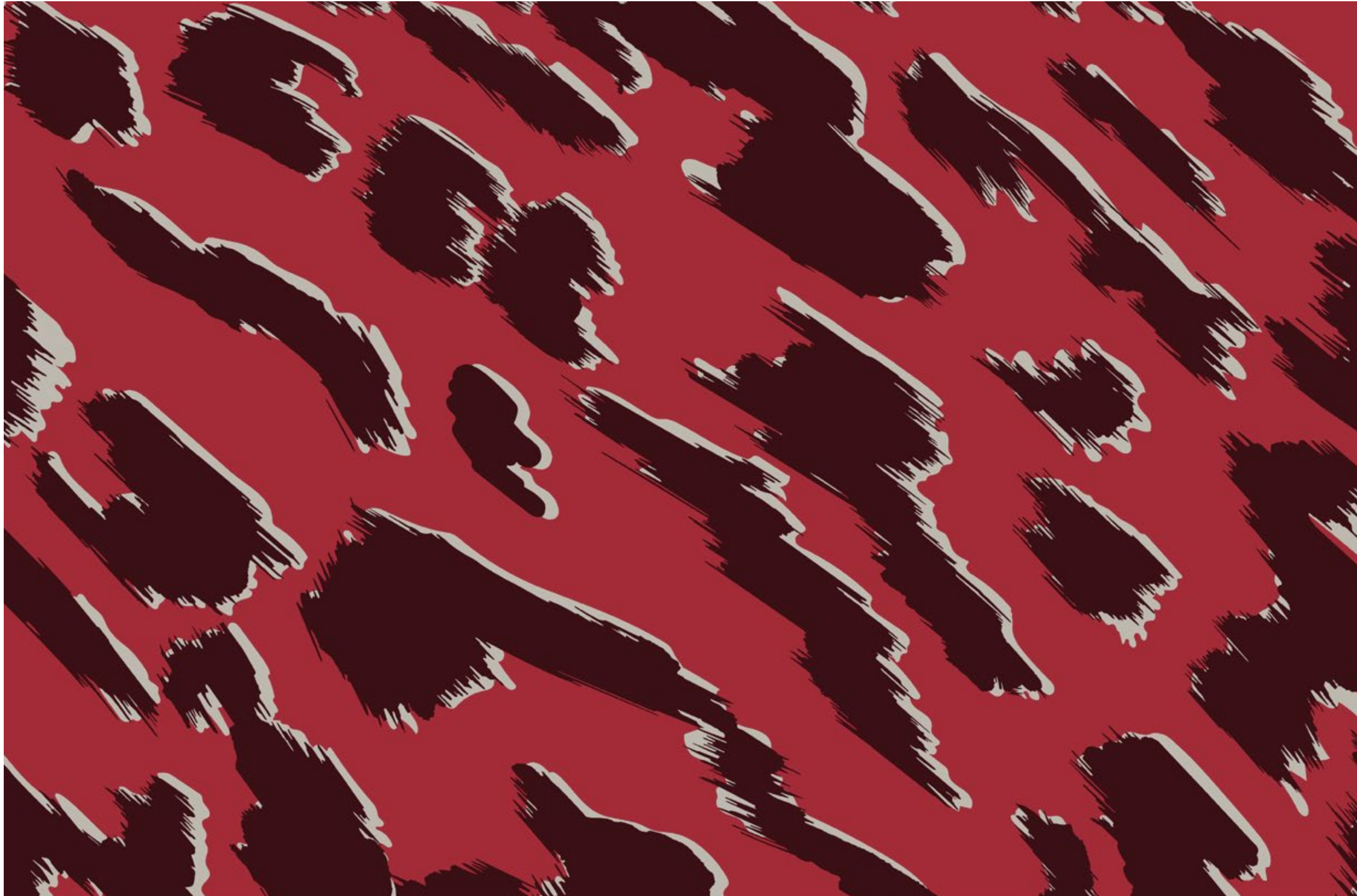


5 Prints for Dawid Tomaszewski

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 give 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.

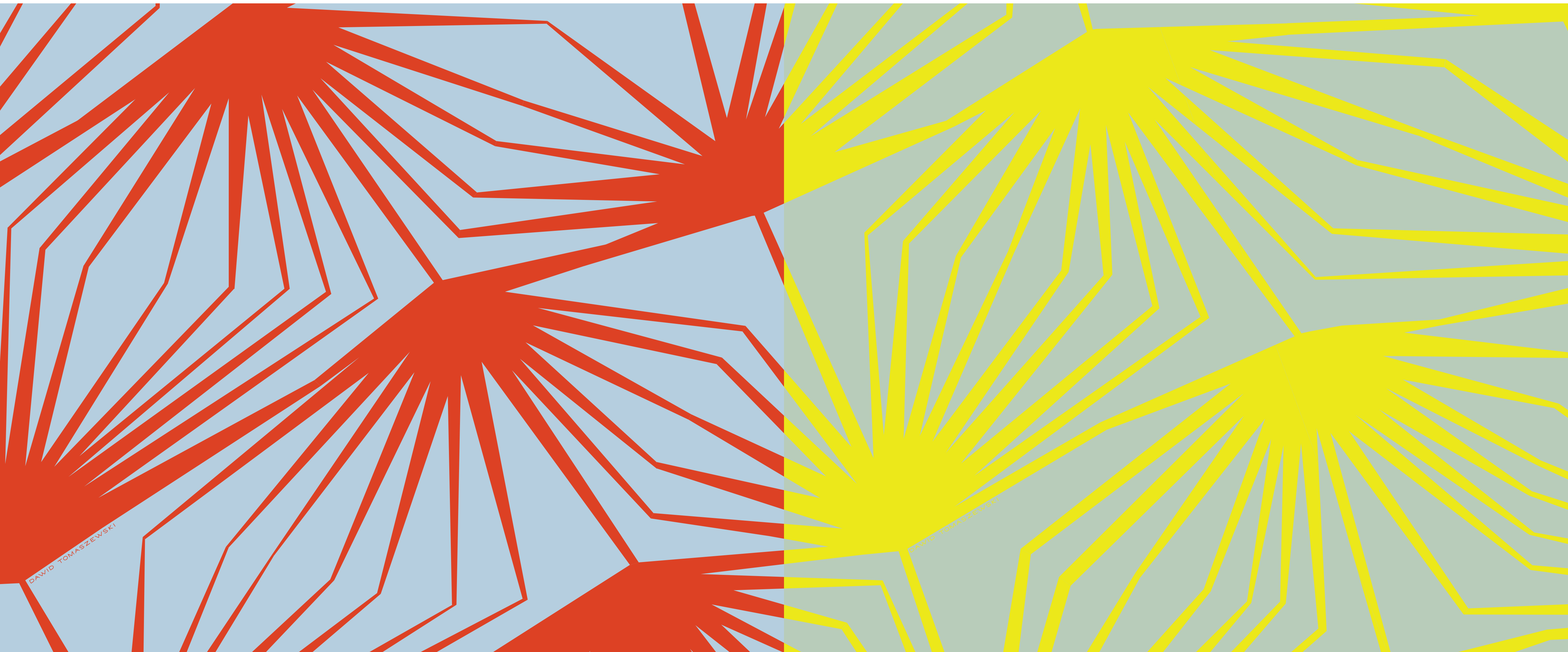
5 Prints

Print creation from sketch



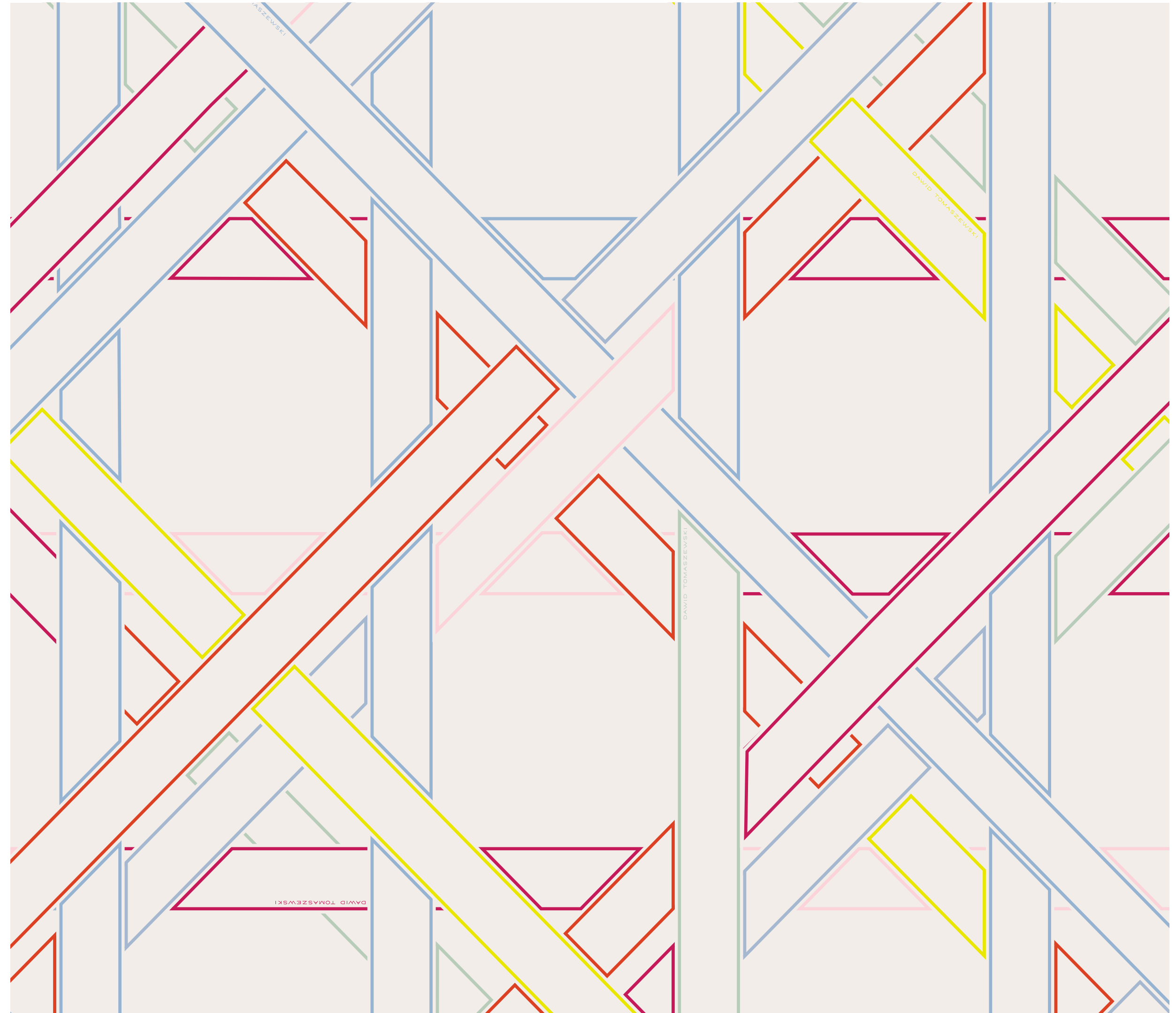
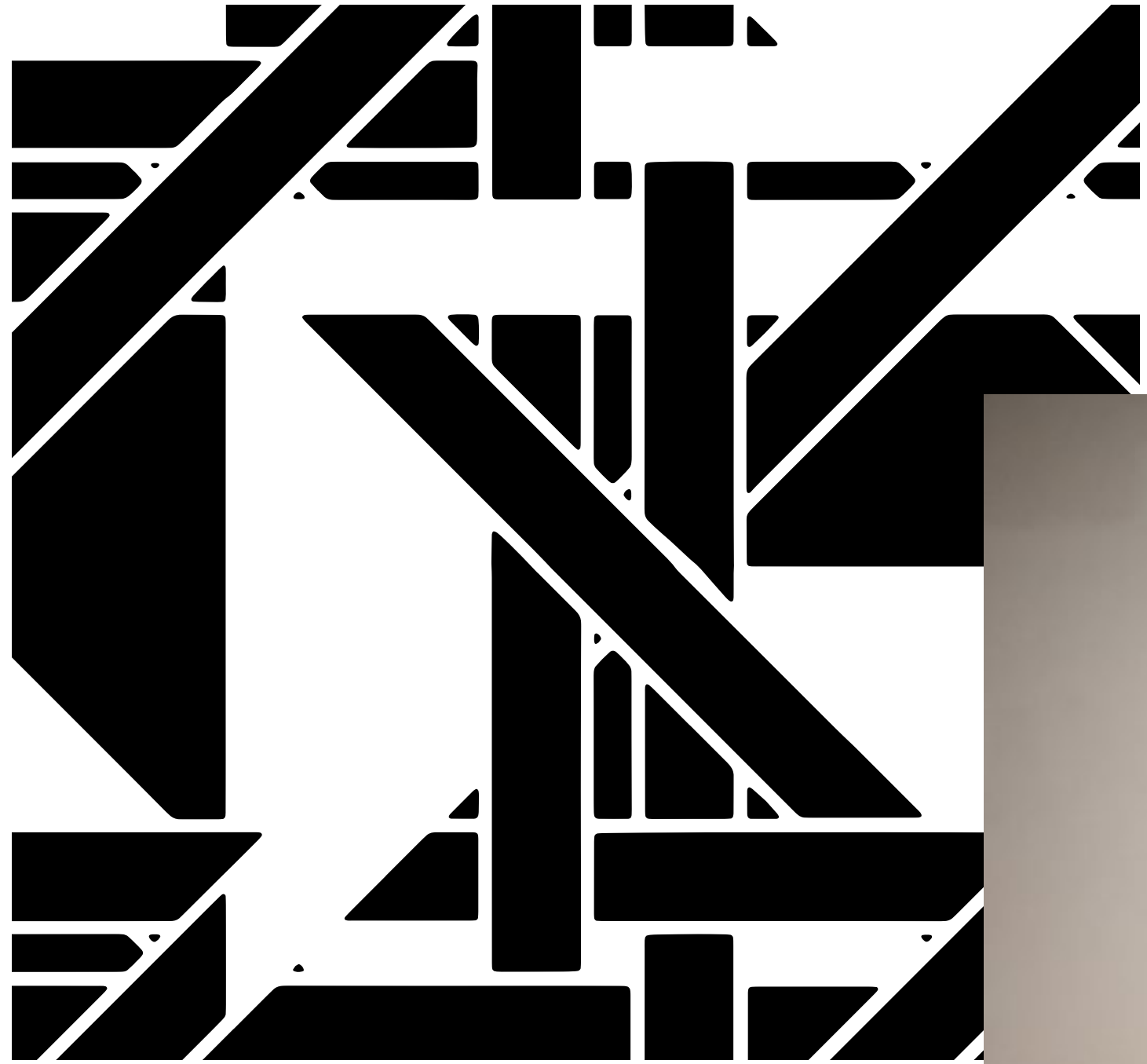
5 Prints

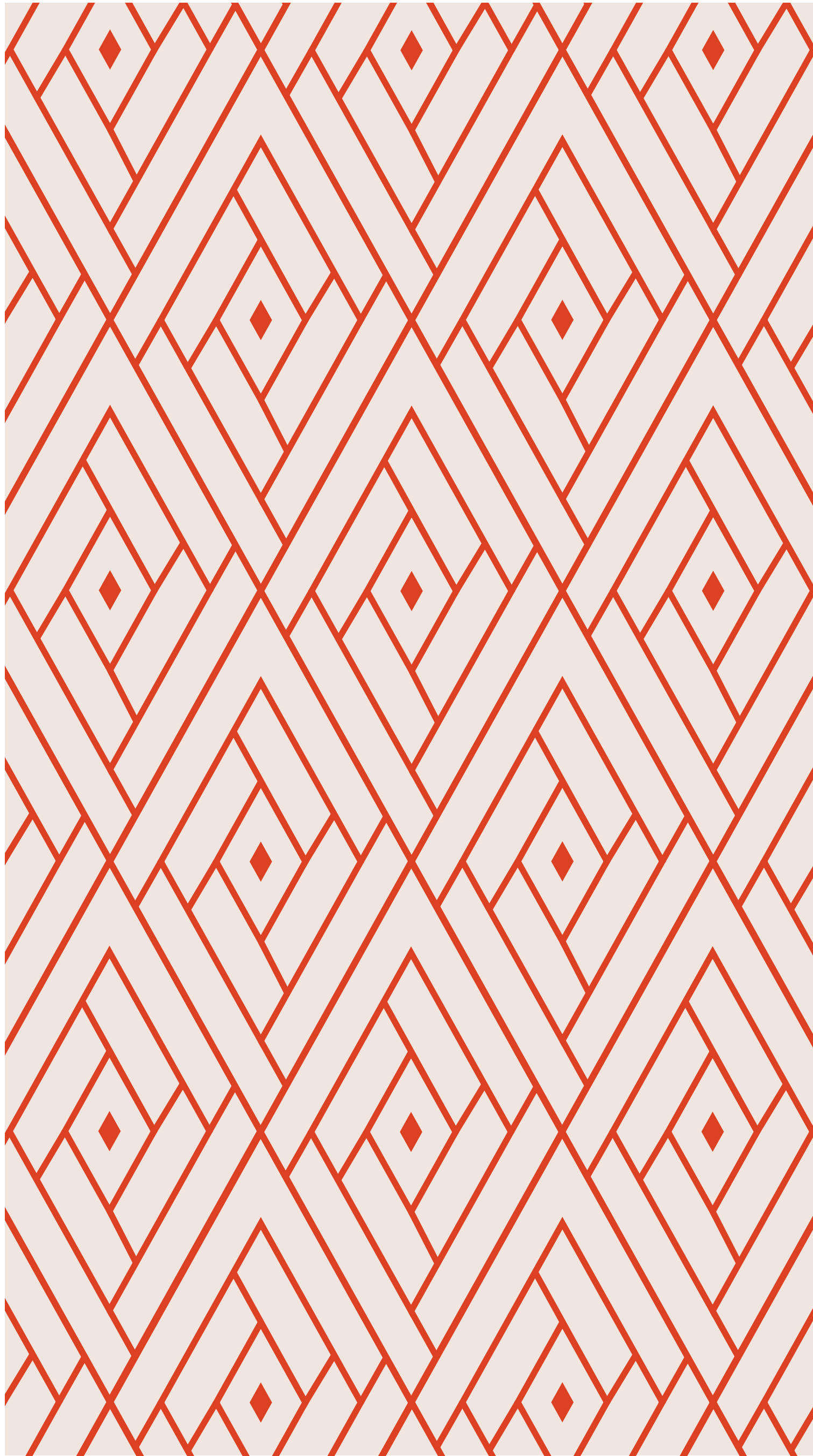
Print creation from sketch



5 Prints

Print building based on original





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

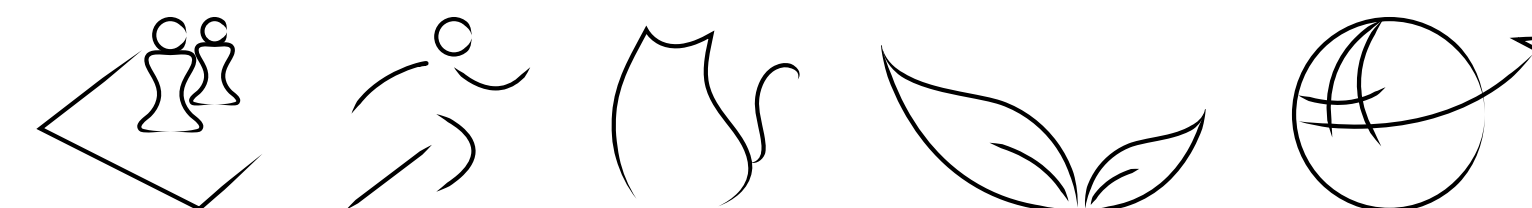
HARD SKILLS

Photoshop	✓	InDesign	✓
Illustrator	✓	XD	↑
Sketch	✓	After Effects	↑

SOFT SKILLS

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

INTERESTS



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