

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 of 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.

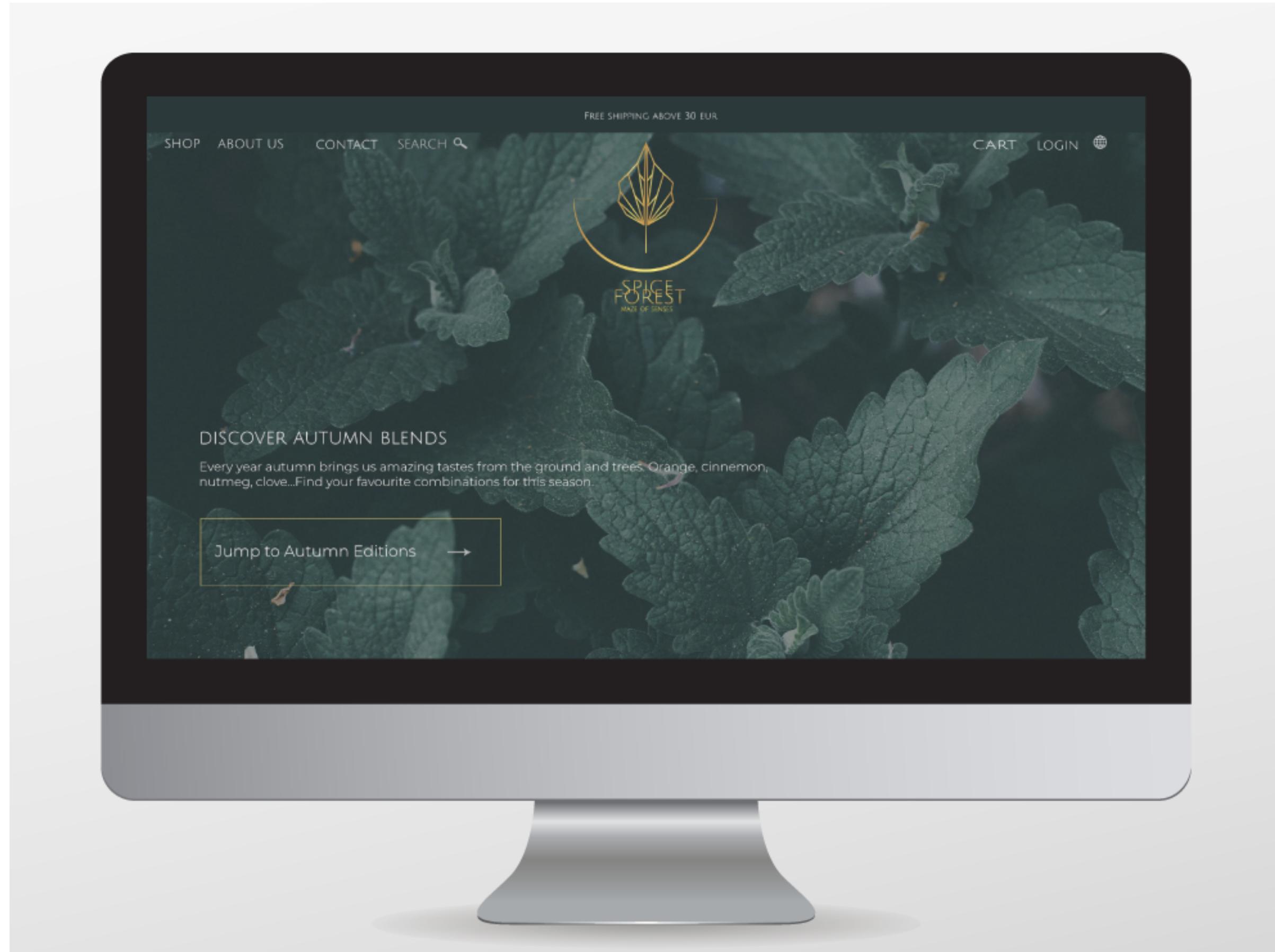


# 1 Spice Forest Branding



# Spice Forest Branding

landing page ↗



# Spice Forest Branding



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

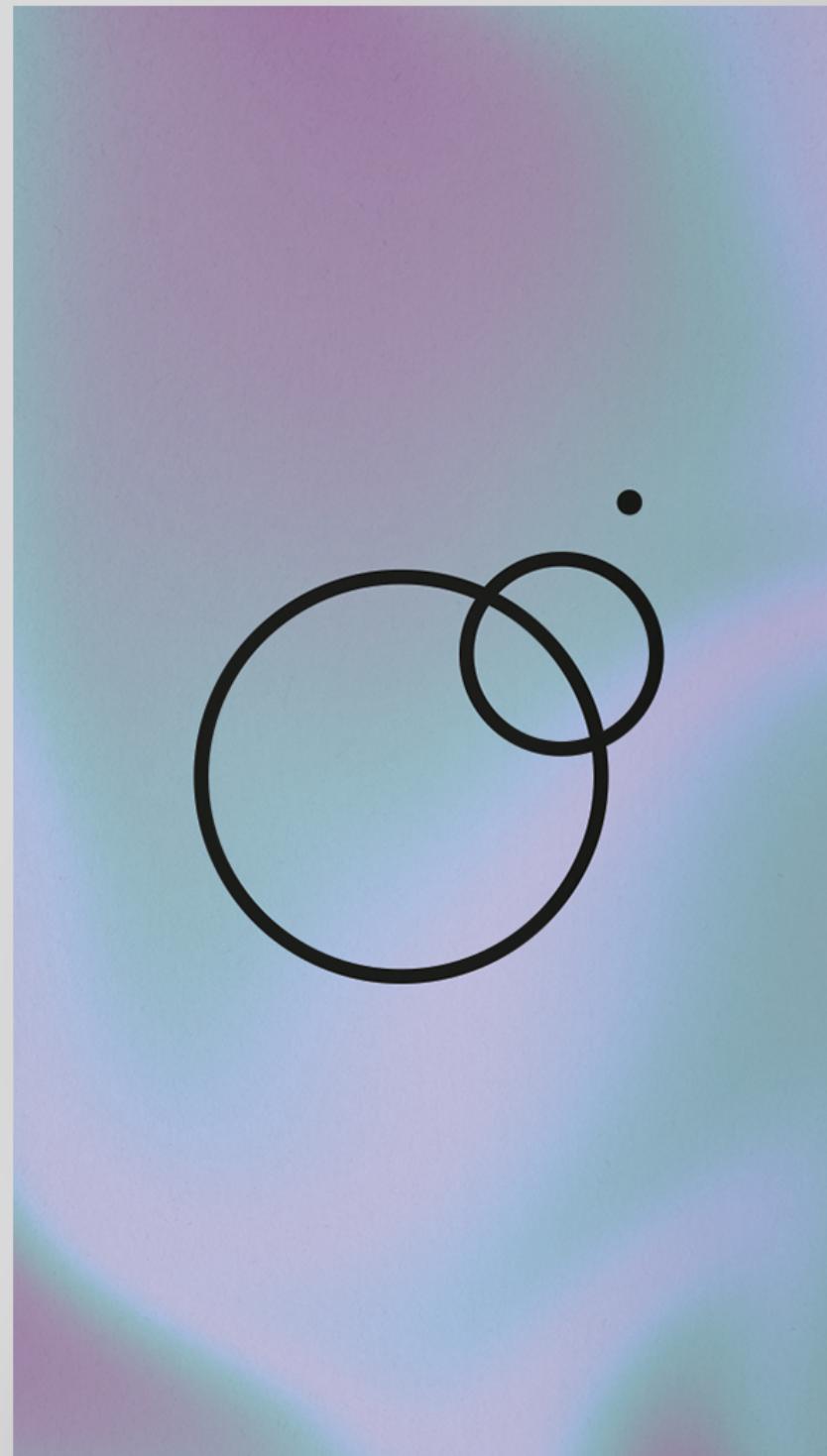
The main component in my design is the dream-like iridescent blob, floating through the elements.

# 2bam 2Visual Identity



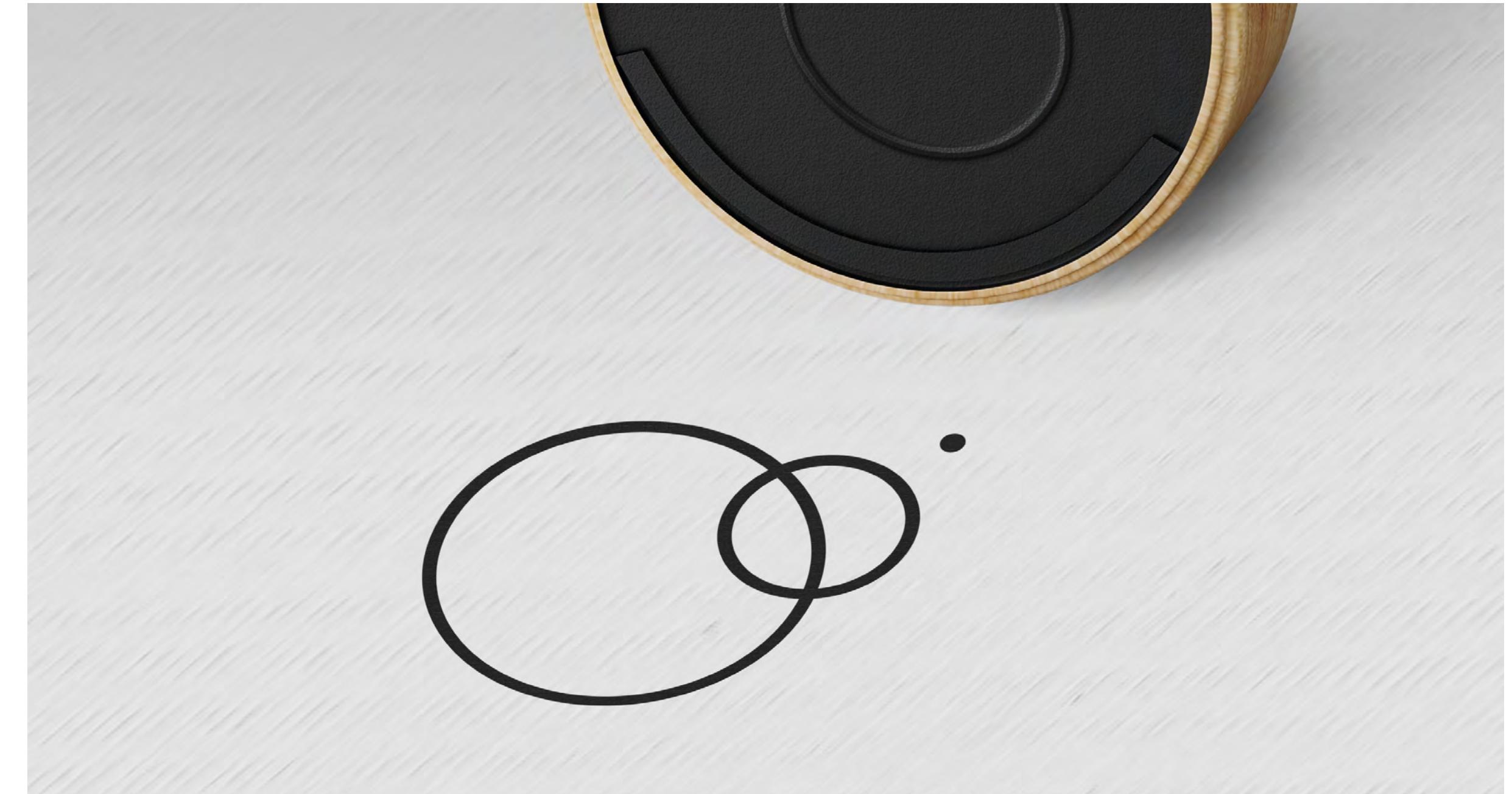
# 9bam Visual Identity

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.

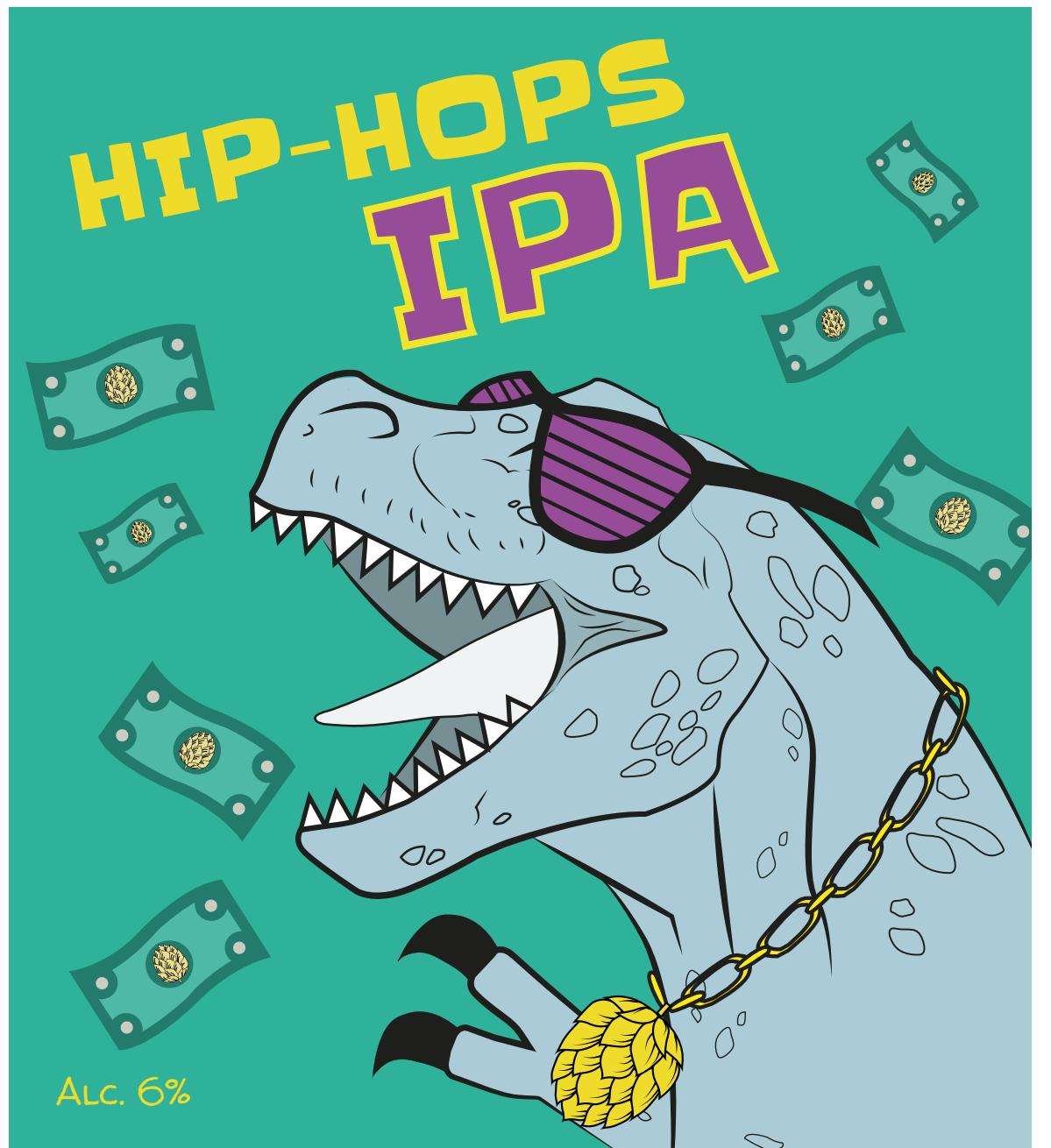
I like when there is something to muster, something to smile at.

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 Women* author Caroline Criado Perez explains how elements of the modern world were designed more for men than women.

**LG:** I think it's about the design of cities themselves and looking again at zoning laws. I mean, we've got a bit of a problem in some ways—women walk more than men, and the way they lump trips and errands together—referring 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 less cars around, as many say, the busways are fixed and it's much more expensive to change them. When new lines are added and new stations are added, absolutely those things need to be very easy to access and the thing about buses is that, in some places, women are much more likely to use buses. That's an easy infrastructure fix. There's also the one behind the developed economy, 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 ways, enabling them to do the unpaid work that has to get done.



**LG:** When I think about bias in transport design, I think about this speeding pod that was in the middle of the Zappos-sponsored pod 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's a pod for a woman's symptoms?" And my thought was, "But it terrifies 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 think of the one time that I can think of... And I know 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 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:** Transportation, and really more broadly city planning, is something else you cover a lot in the book. In the book, in some ways, women walk more than men, and the way they lump trips and errands together—referring 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?

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**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 reading through an issue in the journal *BMJ* and there was an article about how doctors were misdiagnosing women because the symptoms of our heart attacks don't conform to those of men. And that women were more likely to die and more likely to have a heart attack as an accident. So I started to look at all of an academic literature set and it was a light and hopeful 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.

**LG:** That was just really gobsmacking. 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 started looking at other areas of medicine. I'll related behavior in feminist economics at the London School of Economics. I already knew about the default male in that area, but I started discovering all of these other areas where it was coming up. The more I found out, the more I learned 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 made you want to publish this book at this moment.

**Laura Gooda:** 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 conform to those of men."



**LG:** Can you talk specifically about the gender technology design you have introduced 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 many of 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 bugbear of mine because I actually got RSI [repetitive strain injury] from an iPhone 6. And I now 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 seem to find a replacement for. And then later when [Apple] introduced Siri, you could use it to find a viagra 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's affecting us or not fitting us, and so it's relatively easy to make changes. But with coding, we're algorithms being trained on highly-biased data sets, and the way these algorithms are being introduced in all sorts of areas of our lives, it's a little bit much to understand what 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 dictionaries, to 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 introduced for. So we're outsourcing the bias 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 technology has historically helped women. It has lessened the amount of time that women have to spend doing certain things.

One of the things I talk about in the book is how most women in developing countries still cook using the three-stone stove, which gives off incredibly toxic fumes. So the stoves we have in modern homes are absolutely vital when it comes to helping women when it comes to reducing the health burden and the time burdens they reduce.

There is hope, though I don't know what that technology will be because I'm not an inventor. I'm not an engineer. I'm not a scientist. I'm just a person who needs to be helped.

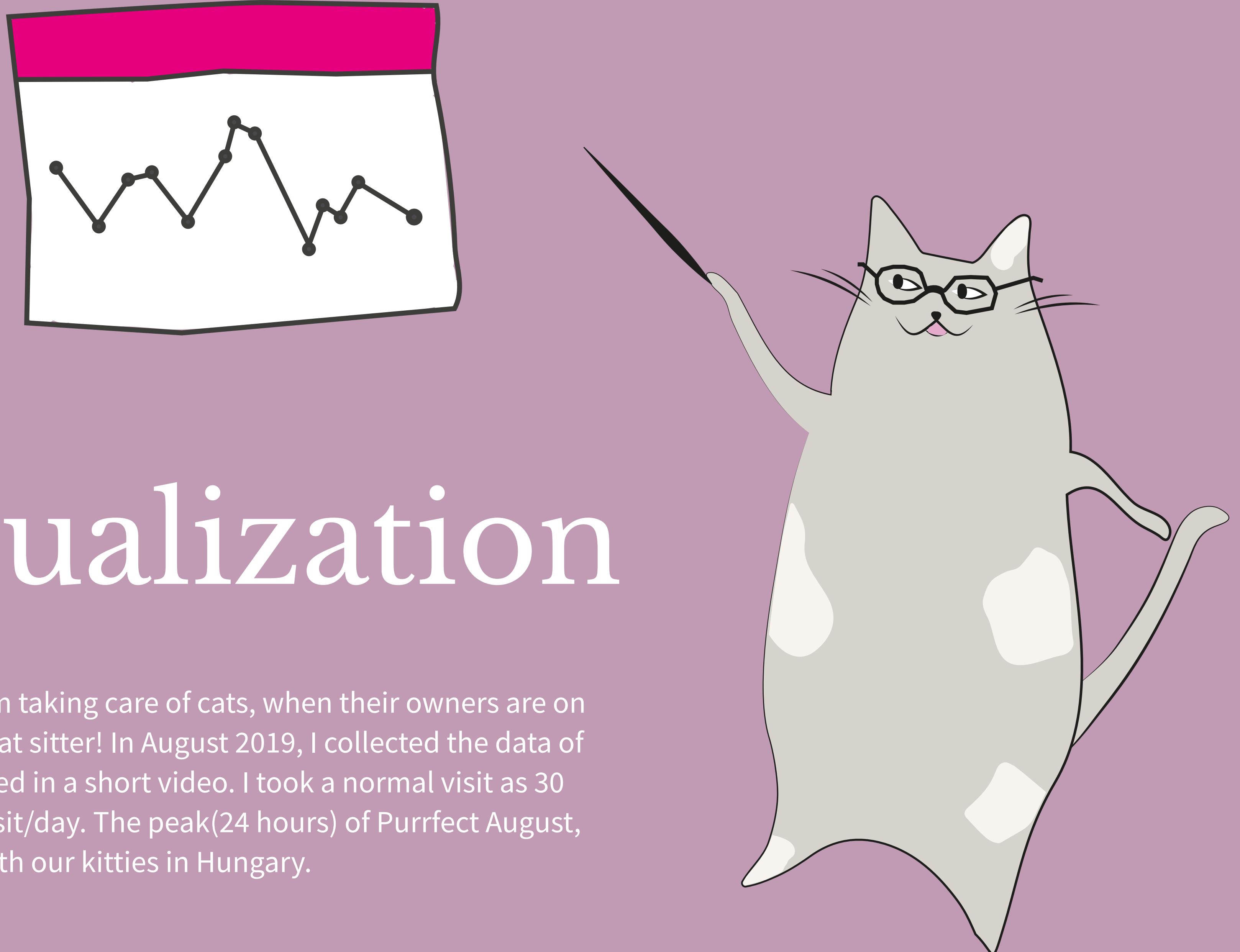
For example, I always think of Sheryl Sandberg going in to ask the head of Google to put in pregnancy parking and he said, I never thought about that. And she says, "Well, I have had to never have thought about that." But that highlights the need for diversity. Because it's perfectly normal that a guy who has never been pregnant or 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.

And that again is not a conspiracy. That's just because you're more likely to develop something that fixes a need you yourself have. Something that fixes a need of your gender. It's likely to develop tech that helps women. And to be honest, but they're not getting the funding. And that goes back to the data gap—it's just this catch-22. And the reason why the company is because we don't have the data. Because the reason we don't have the data is because the company doesn't collect it. 'Cause if they collect it, will technology be able to solve the problems because will we give the women the money and resources to do it?

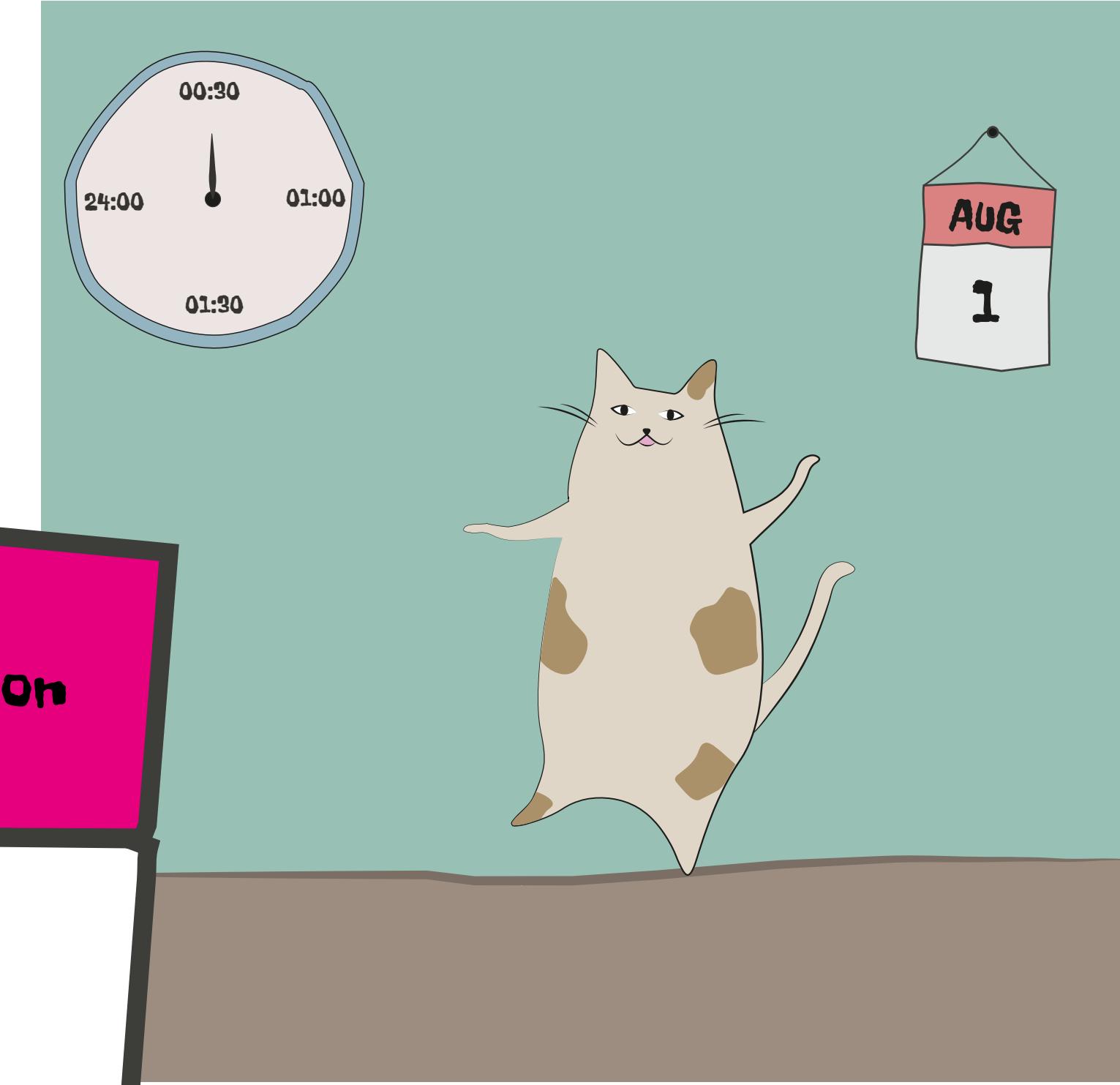
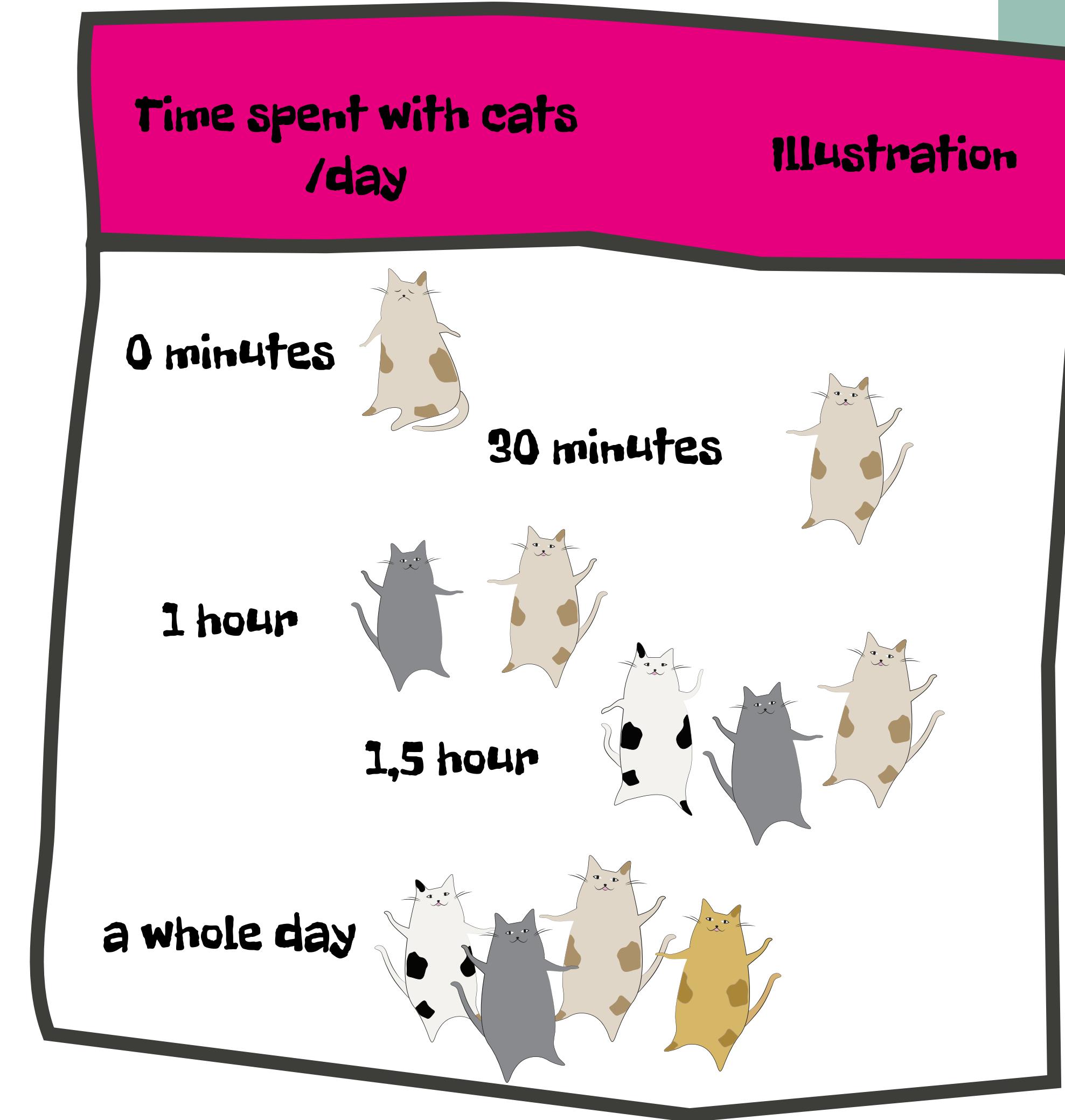
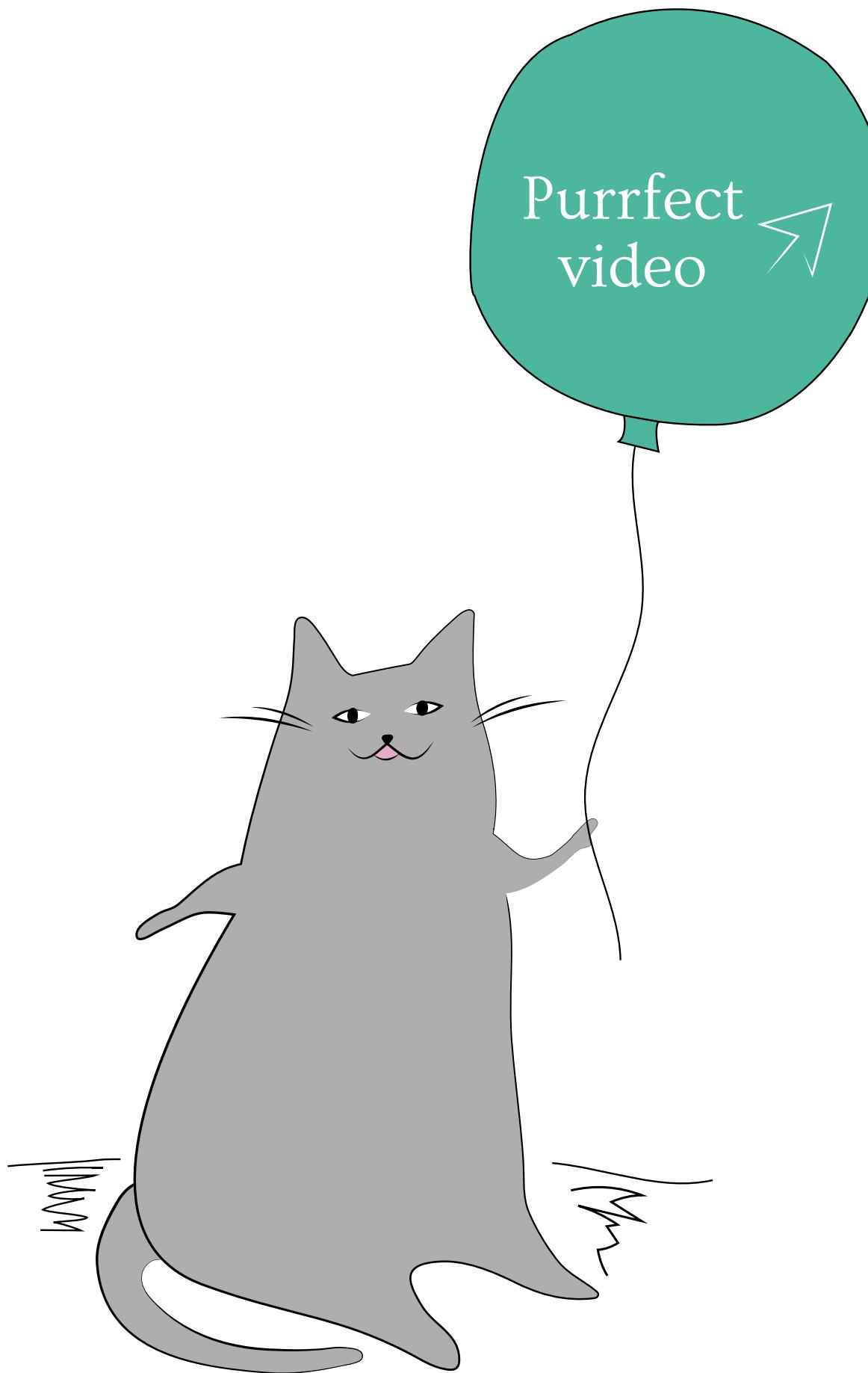


# 5 August Data Visualization

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

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



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