

# Do you want to hear the story?

About me and my journey into graphic design.

*Hi, Im Karol Dragašič.*



# KAROL

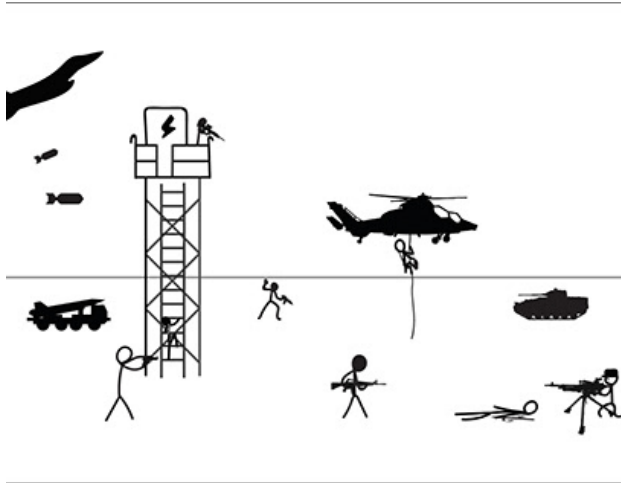
*More than just a name.*

I was born and raised in Bratislava, the capital of Slovakia. Right now, I'm 23 and studying Graphic Design in Prague. I'm the only guy among four siblings. Since I was a kid, I've always wanted to mean something to the world and looked up to famous people. I see myself as a sensitive person and even though I feel like an introvert, I still enjoy talking to people, and I'd like to use that in the future. I ended up at the University of Creative Communication thanks to my passion... and lack of real graphic design knowledge back then. I can't stand stereotypes, poppy seeds, or folk music. Also, I don't read books (sad face). But I love alternative music, nature, Mexican food, traveling, space documentaries, and psychological movies.

# HOW IT ALL STARTED

*Why I am a creative person.*

2009



I've enjoyed creating comic stories using stickman characters since elementary school.

2017



But unfortunately I found my talent in music later. I started listening to music intensively. I loved sound of the electric guitar.

2019



But in the end graphic design became my starting point which has no continuation (we will explain later)

# MUSIC

*The chapter one.*

2017



Music means everything to me. It's not just a way to relax, but also a way to train my creativity through improvisation. Just like in graphic design, I felt unsure at the beginning — like in the photo where I'm holding a guitar for the very first time.



2019



But I was always motivated when people believed in me, like my former neighbor. Both the music I create and the graphic design I work on have one thing in common — they make people feel something, and that's something I deeply value.

2019



And it's also about teamwork. Unforgettable memories from my first band and from my first team design projects at school will always stay with me.

# WHY GRAPHIC DESIGN ?

*Good accident.*

I got into graphic design by accident. But I always felt connected to it, because I admired my friends who studied at art schools. I wasn't really enjoying business academy, so I transferred to a school where the only creative subject was audiovisual production. In the end, that subject was taught for just half a year — and only in the final year.

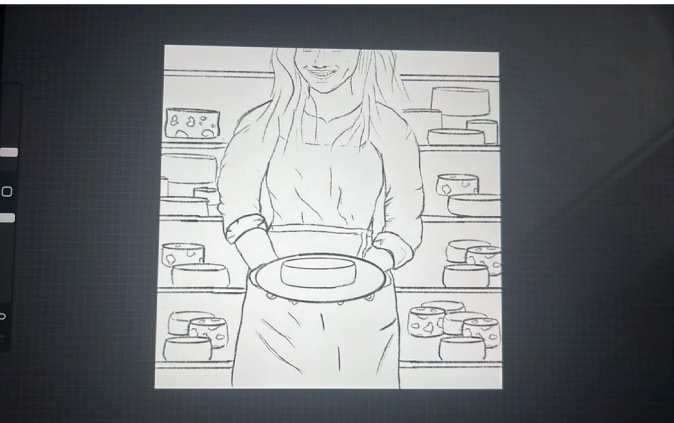
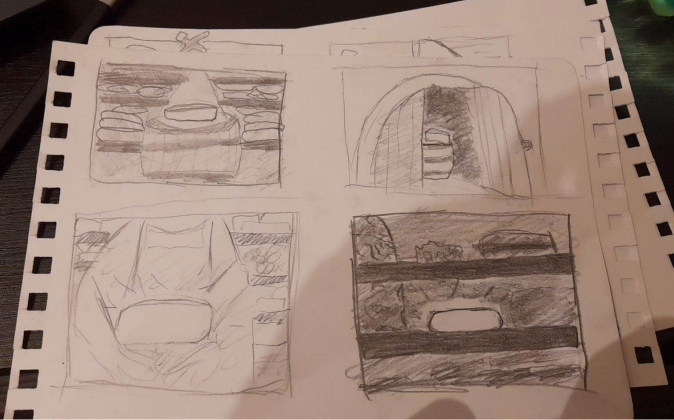
# WHY GRAPHIC DESIGN ?

I had no idea the main focus of the school was actually printing and graphic design. But I quickly grew to love graphic design, and since I already had some knowledge of print, I picked up packaging design very fast once I got to university. That's also reflected in my portfolio and in my choice of bachelor's thesis.



# WHY GRAPHIC DESIGN ?

What I enjoy most about graphic design is selling the final product through its visual side, communicating with clients, and thinking about how it's going to be distributed and sold.



## Packaging Design for Král Sýrů: 100-Year Limited Edition

One day, the Prague graphic studio Yellow Shape entered our classroom with a challenge: design packaging for a limited edition celebrating 100 years of Král Sýrů. My concept? A bold comic theme that captured attention and perfectly aligned with the product's unique story.

With the incredible illustration support of **Nikol Gottwaldová**, we brought the idea to life. The result? We secured 3rd place, earning recognition and a reward of **8,000 CZK.**

The project, completed in just three weeks with a total of 12 hours of work, was a testament to teamwork, creativity, and sharp execution under tight deadlines.



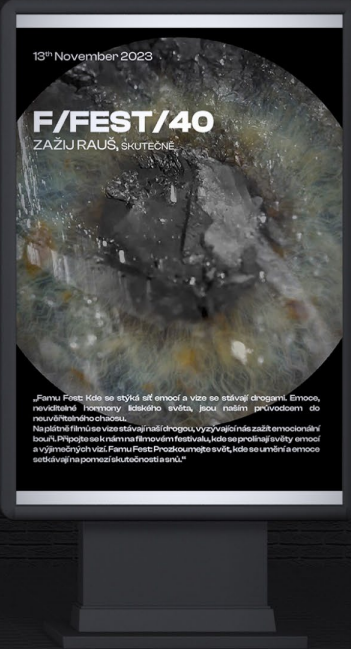
**Král Sýrů**  
*sběratelská edice 100 let*



*„Sto let na trhu a stále chutná stejně dobře“*  
Vyzobrazení příběhu čím vším si „sýr“ prošel až na váš stůl  
Zvolili jsme si komix, protože chceme ukázat, že je to výjimečná událost. Při které se člověk v obchodě zastaví, nehodí jenom stereotypně něco do košíku, ale podívá se na pěkný ilustrovaný komix.



# Visual Identity for the Prague Film School: FAMU/Fest 40



This time, I joined an elite four-member team as the lead graphic designer, alongside Aneta Bromovská, Alžbeta Pálková, and Evqeniya Didenko (who handled the photographer collaboration and brainstorming).

While we didn't have a name, we were on a mission: to shape the identity of the annual festival for the Prague Film School. The challenge? A competition with the theme "Network of Emotions."

Our core concept was clear: "Experience the high for real," a powerful reminder that film can hit you like a drug—addictive, intense, and unforgettable.

## Rebranding Argentine Teas Yerba Maté Piporé



Based on my experience with other natural drinks like Matcha, Kombucha, and coffee, I noticed one product that needed saving. This is a personal project I took on with no financial compensation.

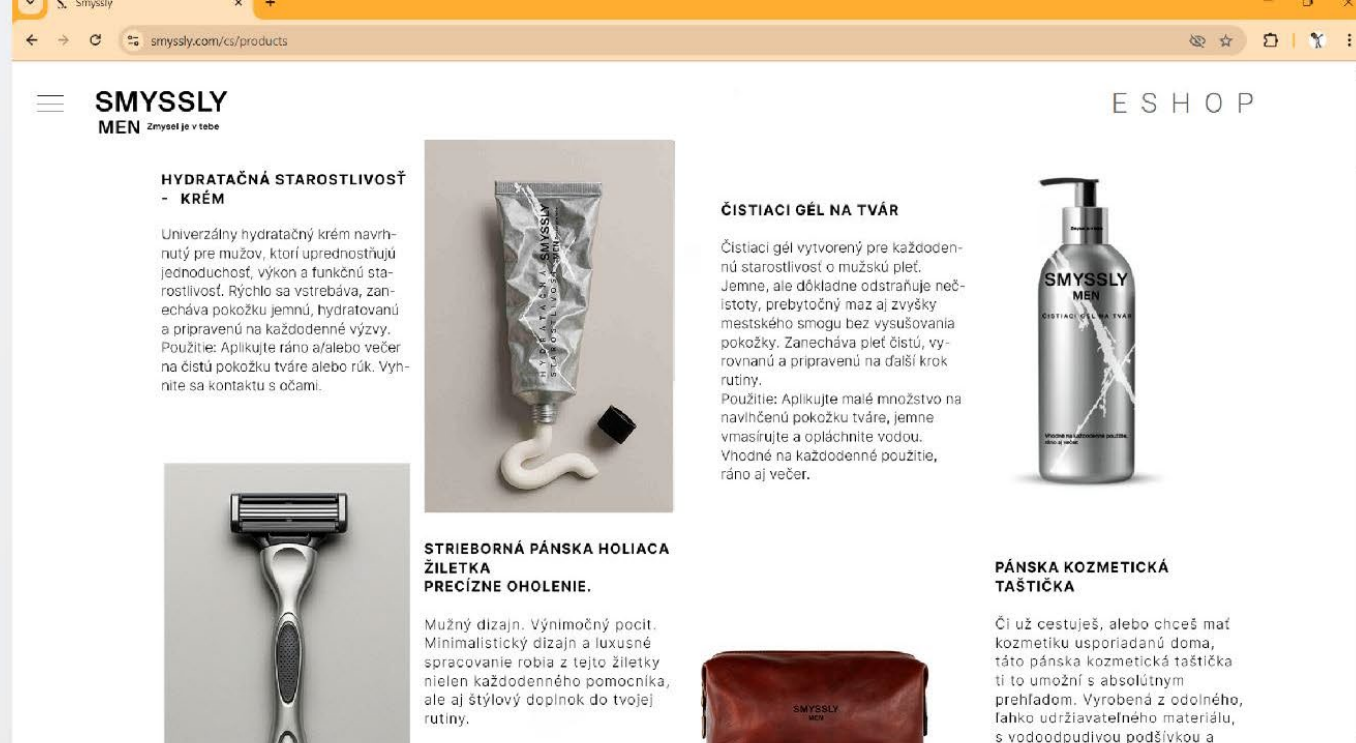


The main mission was to expand the reputation of Yerba Maté Piporé into Europe through modern design, sustainable packaging, and to inspire young people to embrace an active lifestyle.





Bachelor's thesis on the topic of packaging for a men's cosmetic brand and rebrand.



# I need something more...

*Plot-twist.*

During my studies, I thought a lot about the future and realized that I want to be something more than just a graphic designer. These days, the market is getting more and more crowded, and the value of graphic designers isn't always appreciated fairly. That's why I want to do things my own way — and I know I would be able to value graphic work properly myself.

# I need something more...

Now that I'm finishing school, I feel like I'm at a personal crossroads. Should I stay in graphic design and improve my skills through real experience? Or should I try something more? Take on a life challenge — and not be just a graphic designer.

# I need something more...

Brand Identity Design

Packaging Design

Print Design

Editorial Design

Layout Design

Merchandise Design

Art Direction

UX Design

UI Design

Web Design

Responsive Design

Email Design

Newsletter Design

Social Media Design

Digital Advertising Design

Motion Design

Animation

Video Editing

Content Creation

Infographic Design

Presentation Design

Creative Direction

Visual Storytelling

Design Strategy

Marketing Design

Product Design

Environmental Design

Exhibition Design

Illustration

Icon Design

Typography Design

3D Design

AR/VR Design

App Design

Dashboard Design

E-commerce Game Design

User Research

Prototyping

Wireframing

Branding Strategy

Visual

Communication

Campaign Design

Creative

Management

**My dream has already come true. Now it's time to build a new one.**



# thank you for your listening.

*we start at the end.*



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