PORTFOLIO

CARLA LEITNER

PROJECTS

HICO-ICS
Print
Stationary
Adds
WSTW
DER ANWALT
GERSTNER
AMMERER
NABER
HEINDL
WOJNAR
CASHPOINT
GJK

PRIVATE

WORK
ABOUT ME

HICO-ICS

Corporate Design | Editorial
Illustration | Advertisement

„Providing unwanted surprises“
Im Rahmen meiner Arbeit bei *CIDCOM* entwickeltes Konzept für HICO – einem internationalen Anbieter für IT Lösungen.

„Providing unwanted surprises“
Concept for HICO – an international provider of IT solutions developed during my work at CIDCOM.

HICO-ICS

Print

Stationary

Adds

WSTW

DER ANWALT

GERSTNER

AMMERER

NABER

HEINDL

WOJNAR

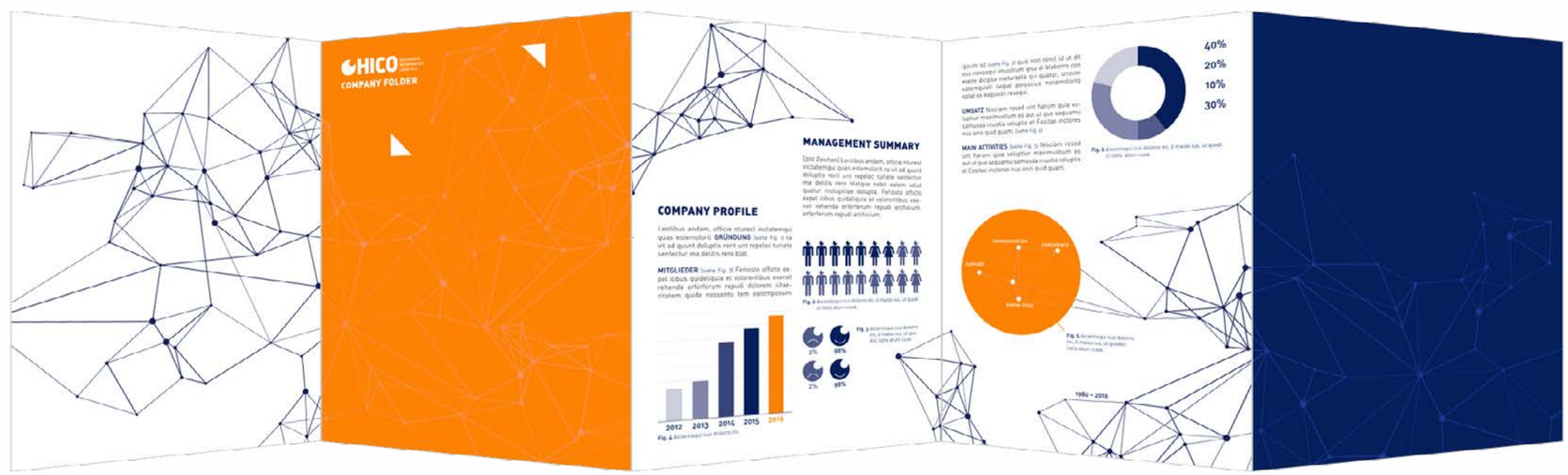
CASHPOINT

GJK

PRIVATE

WORK

ABOUT ME



Company Folder Außen und innen

Company Folder outside and inside

PROJECTS

HICO-ICS

Print

Stationary

Adds

WSTW

DER ANWALT

GERSTNER

AMMERER

NABER

HEINDL

WOJNAR

CASHPOINT

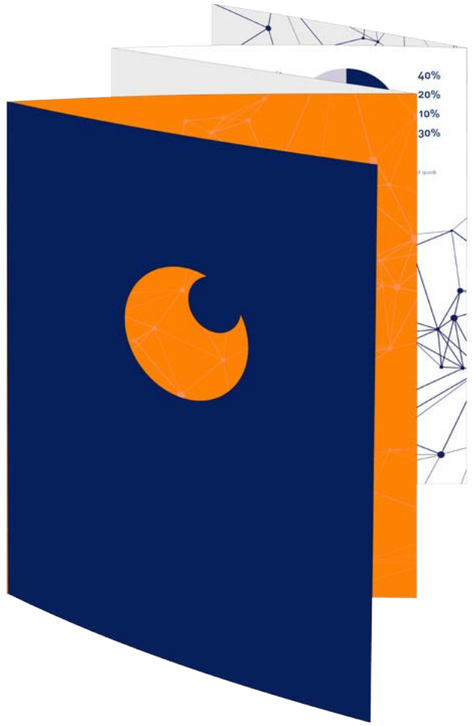
GJK

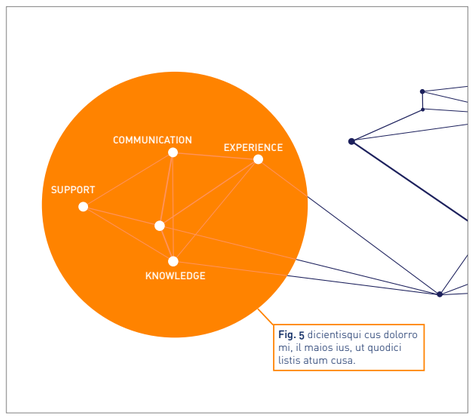
PRIVATE

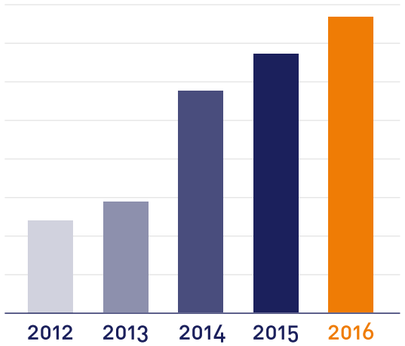
WORK

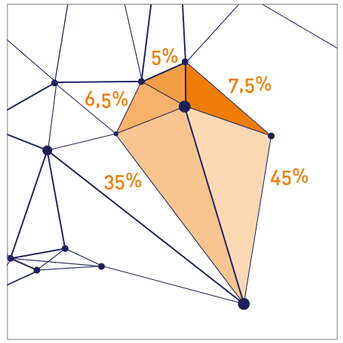
ABOUT ME

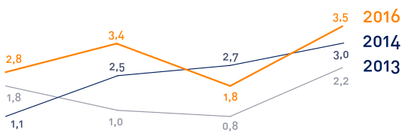
Links: Company Folder gefalten | Unten: Company Folder Inhalt
Left: Company Folder folded | Below: Company Folder content

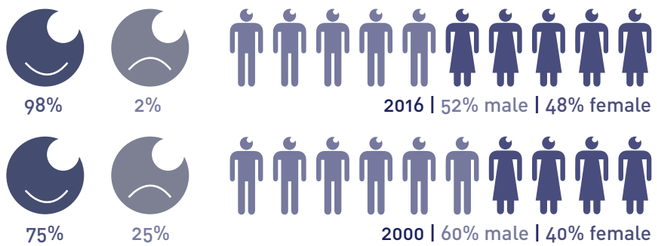












HICO-ICS

Print

Stationary

Adds

WSTW

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WOJNAR

CASHPOINT

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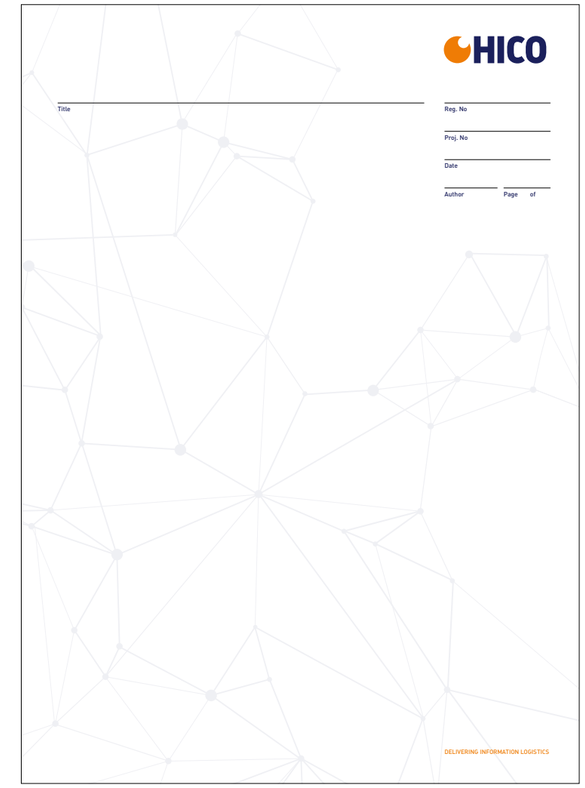
PRIVATE

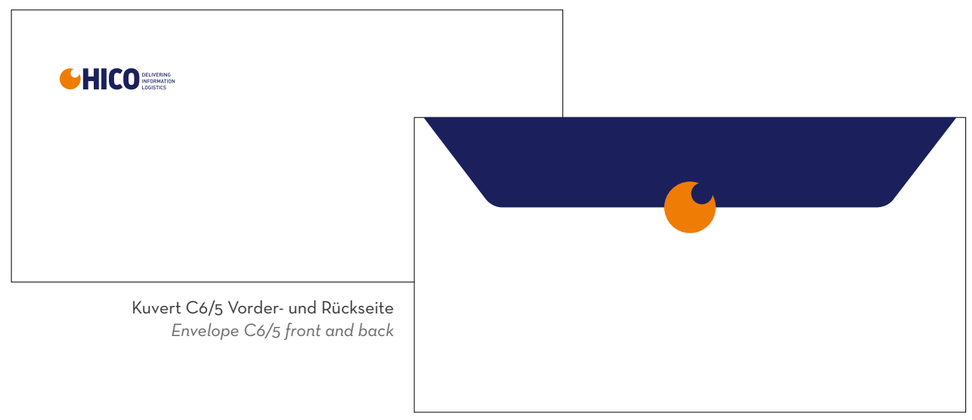
WORK

ABOUT ME

Kuvert C4 Vorder- und Rückseite
Envelope C4 front and back



Block A4
Notepad A4



Kuvert C6/5 Vorder- und Rückseite
Envelope C6/5 front and back

Visitenkarte
Vorder- und Rückseite

Businesscard
front and back

PROJECTS

HICO-ICS

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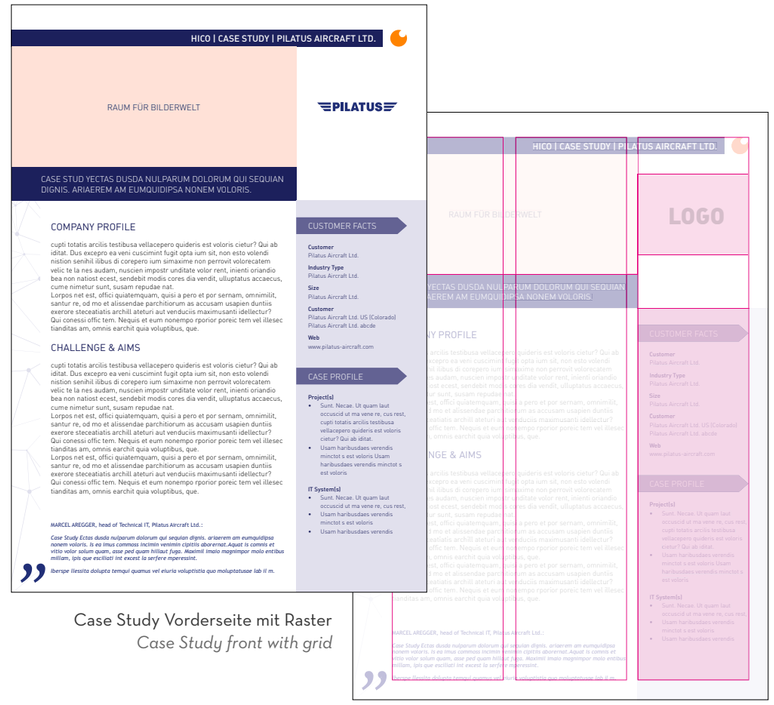
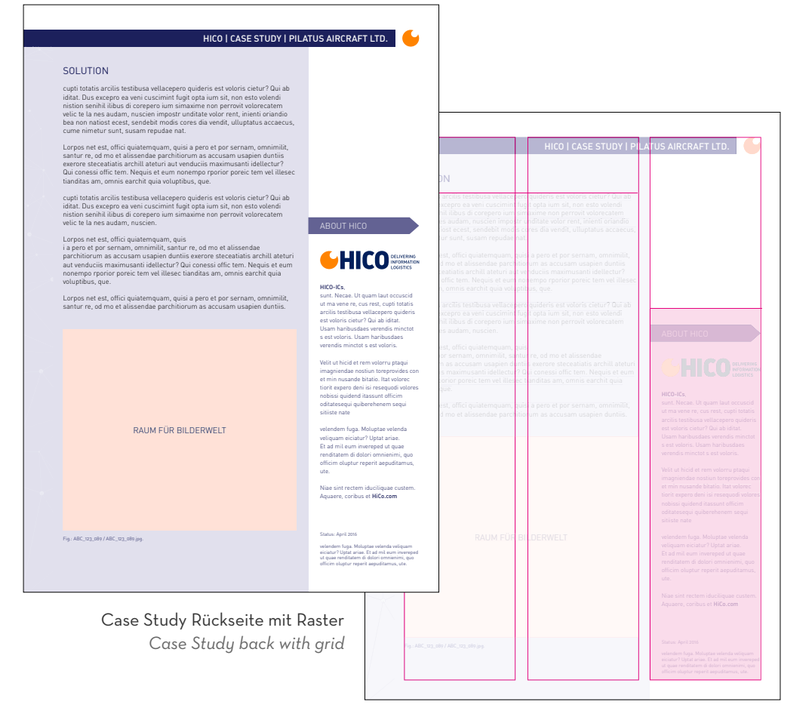
ABOUT ME



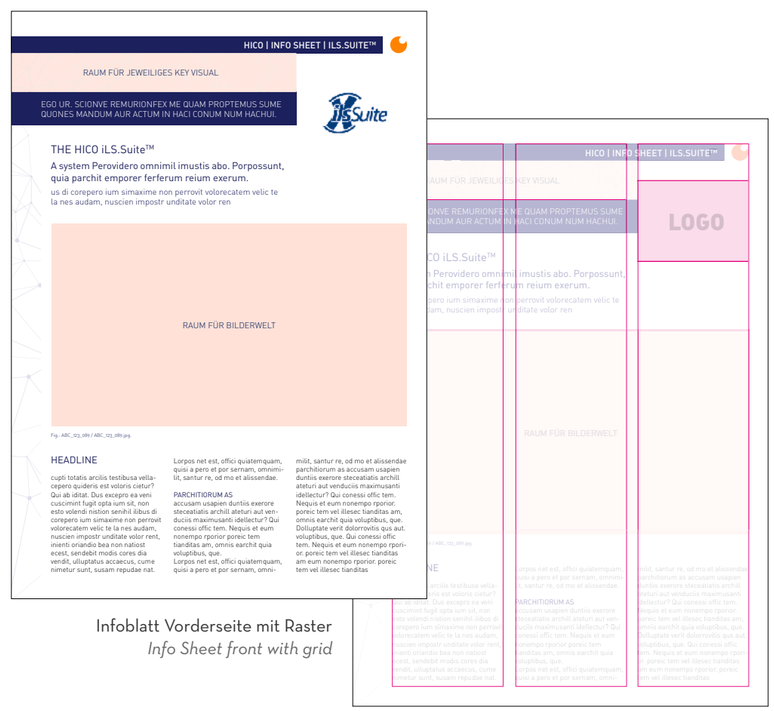
Case Study Vorderseite mit Raster

Case Study front with grid



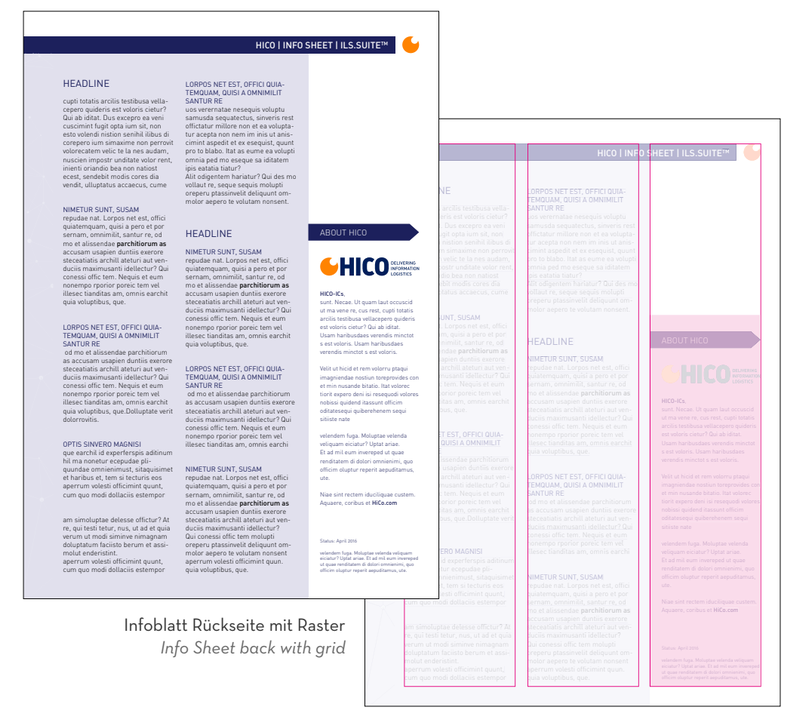
Case Study Rückseite mit Raster

Case Study back with grid



Infoblatt Vorderseite mit Raster

Info Sheet front with grid



Infoblatt Rückseite mit Raster

Info Sheet back with grid

Mitarbeiter-Winterjacke und Beanie
für den jährlichen Ski-Betriebsausflug

Employee winter jacket and beanie
for the annual company ski retreat

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DER ANWALT
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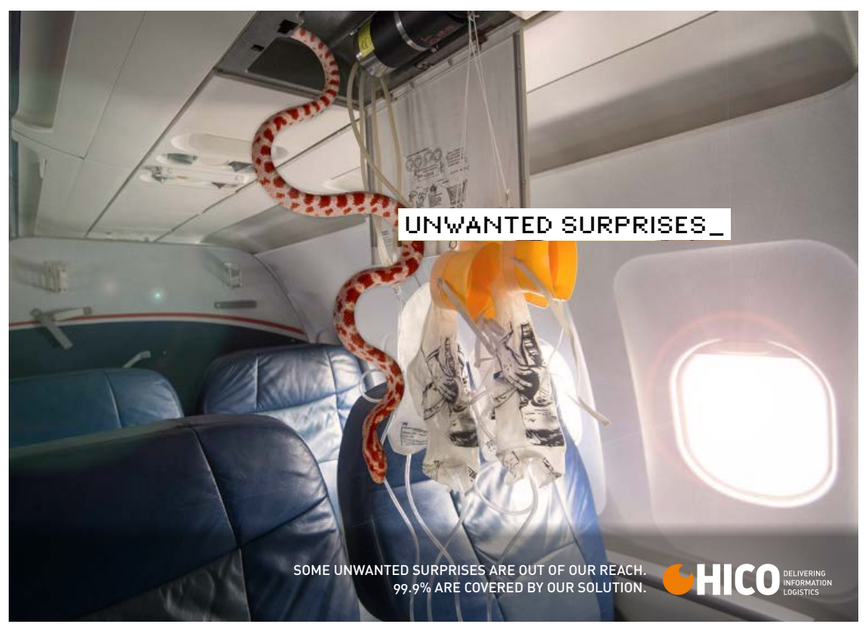
WORK
ABOUT ME



Printanzeigen Quer- und Hochformat
Print Adds horizontal and vertical

HICO-ICS
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Report
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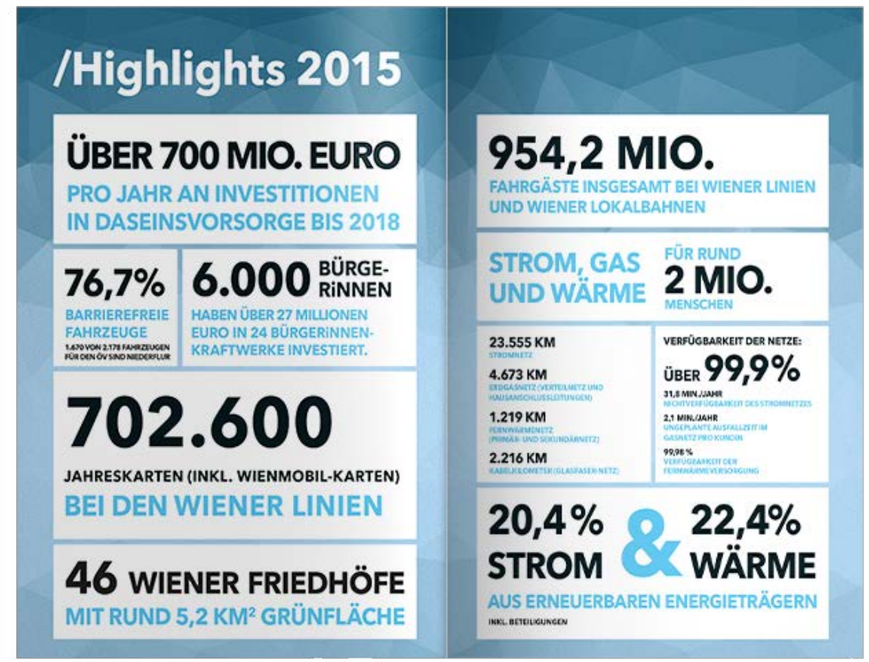
WORK
ABOUT ME

WIENER STADTWERKE

Editorial Design

Im Rahmen meiner Arbeit bei *CIDCOM* entstanden. 136 Seiten Design und Layout des jährlichen Nachhaltigkeitsberichts.

Created during my work at CIDCOM. 136 pages design and layout for the annual sustainability report.



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PRIVATE

WORK
ABOUT ME

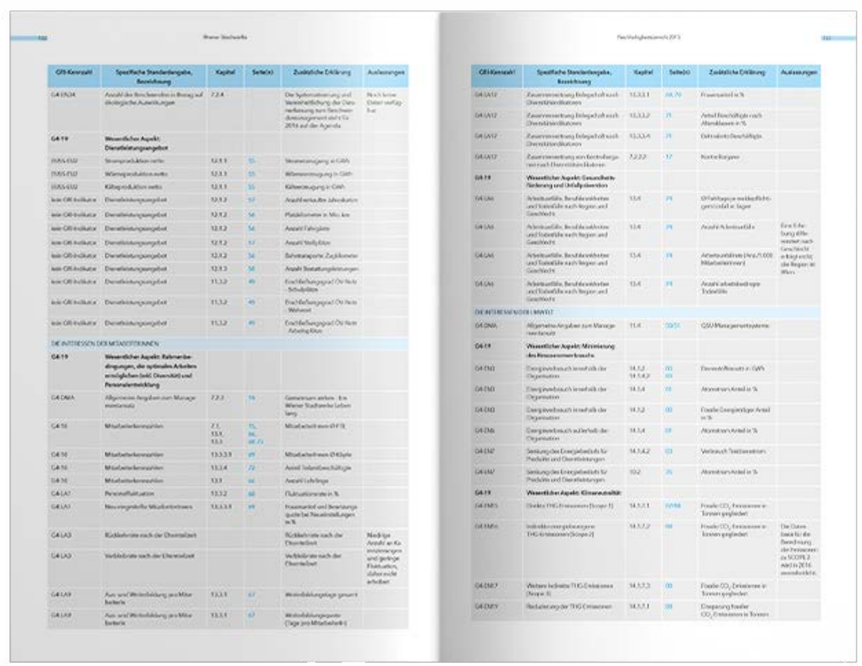
/14.1.5.2 Neue Mobilität

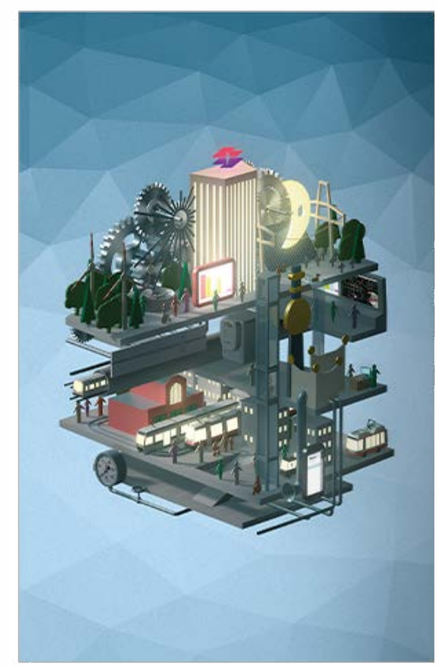
/14.1.6 Weitere Beiträge zur Ressourcenschonung und zum Klimaschutz

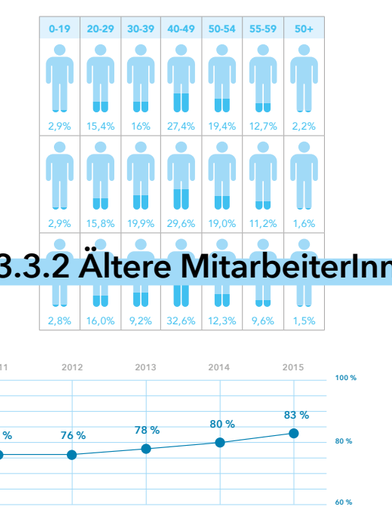
/14.1.7 CO_2-Bilanz der Wiener Stadtwerke

/14.1.7.1 Direkte Emissionen (SCOPE 1)

/12.3 KundInnenzufriedenheit







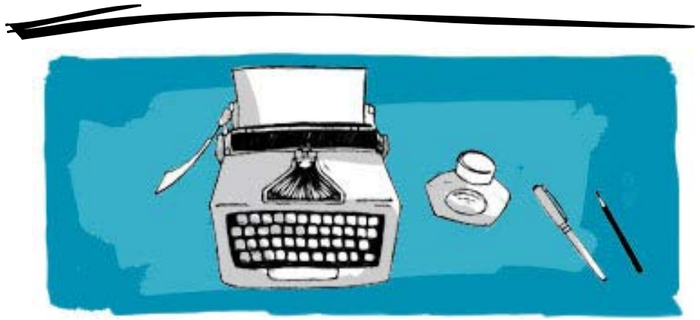
der.Anwalt.at

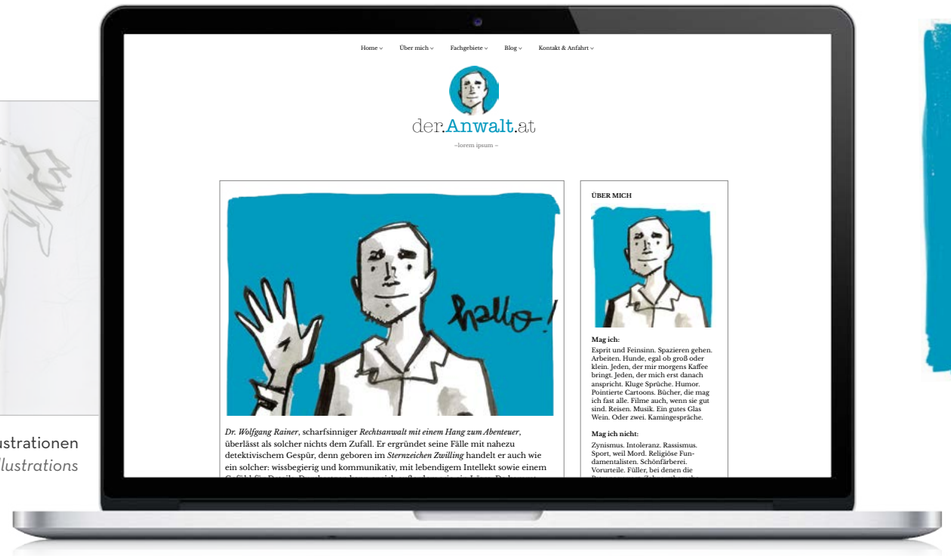
DER ANWALT

Corporate Design | Illustration | Website

Im Rahmen meiner Arbeit bei *CIDCOM* entstandene Areiten für „DEN ANWALT“.

Work created during my work at CIDCOM for “THE LAWYER“ (trans.).





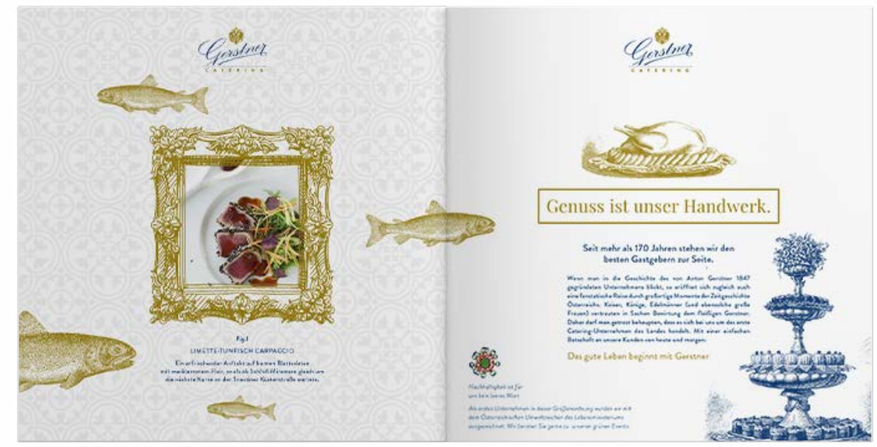
Website und Illustrationen
Website and Illustrations

GERSTNER

Corporate Design
Website | Editorial

Im Rahmen meiner Arbeit bei *CIDCOM* entstandene Arbeit für Gerstner.

Created during my work at CIDCOM.



Sales Broschüre mit digitalisierten Illustrationen aus alten Kochbüchern.
Sales Brochure with digitalized illustrations from old cooking books

Links: Kurier Hochzeits-Anzeige | Rechts: Auszüge aus der Sales Broschüre
Left: Wedding Add for Kurier | Right: Excerpts from the Sales Brochure

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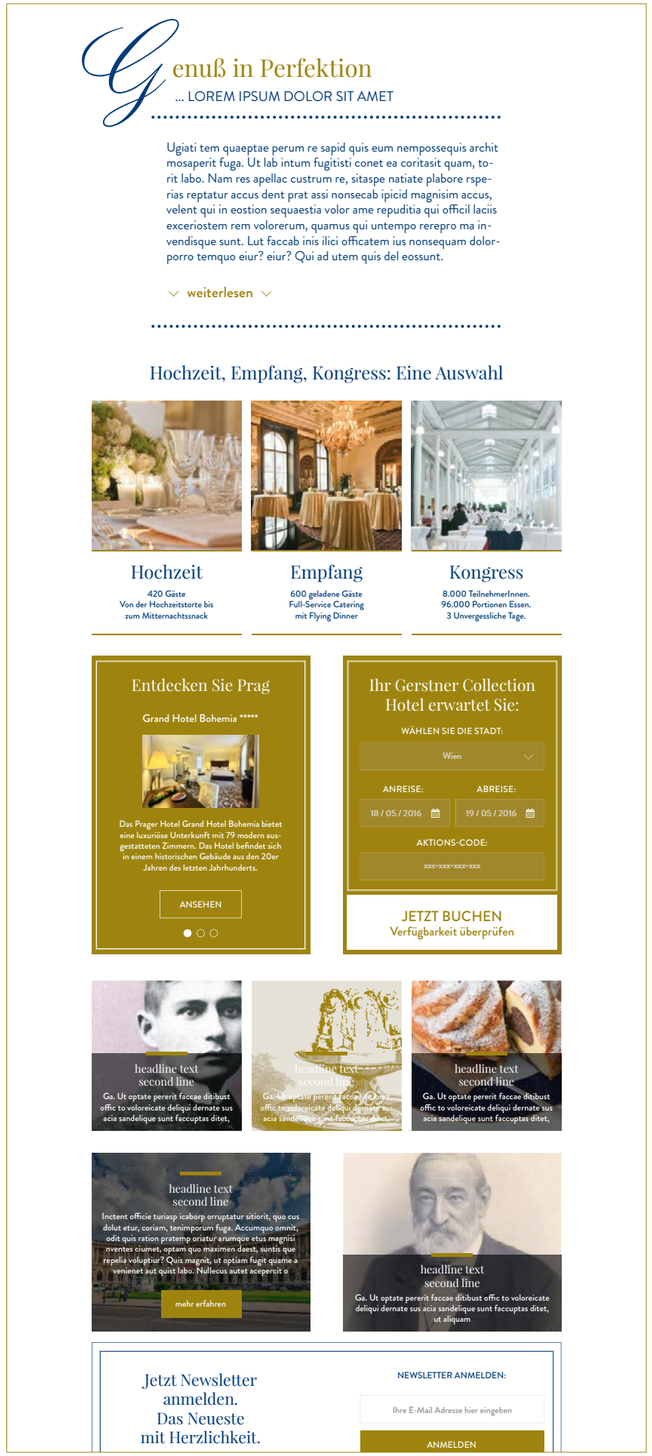
WORK
ABOUT ME

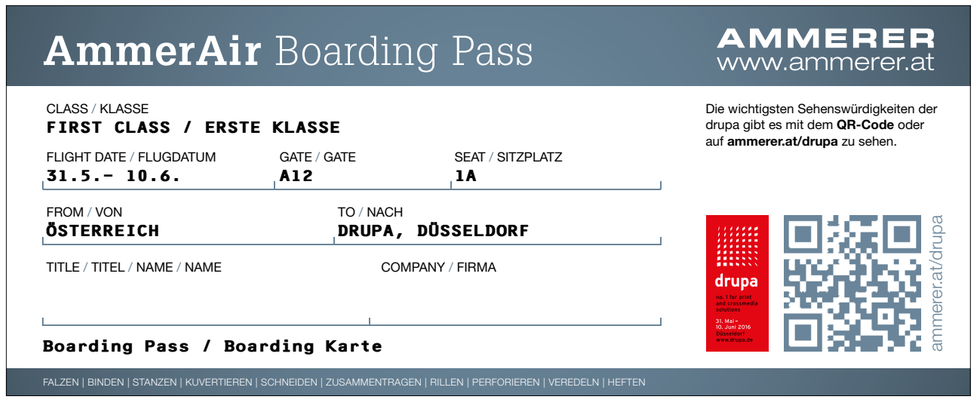
Gerstner WIEN 1847 K.u.K. HOFZUCKERBÄCKER

Tradition,
neu interpretiert

Landing Page
Landing Page



Ammerer mailing
Ammerer mailing



Ammerer „Boarding Pass“ Einladung zur Drupa Rückseite
Ammerer „Boarding Pass“ Invitation for the Drupa back

Produkt Icons und Sticker
Product Icons and Sticker

Ammerer Produkt Promotion Mailing außen und innen
Ammerer Product Promotion Mailing outside and inside

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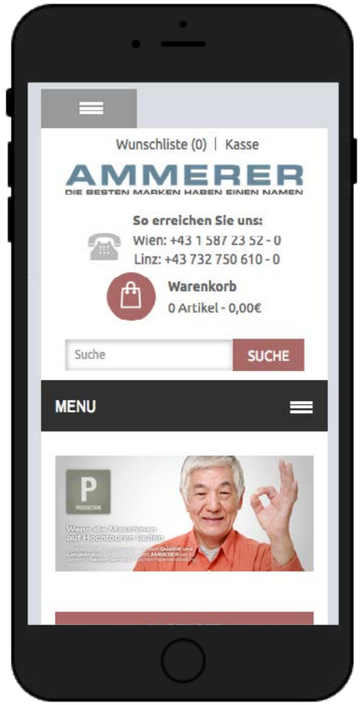
ABOUT ME



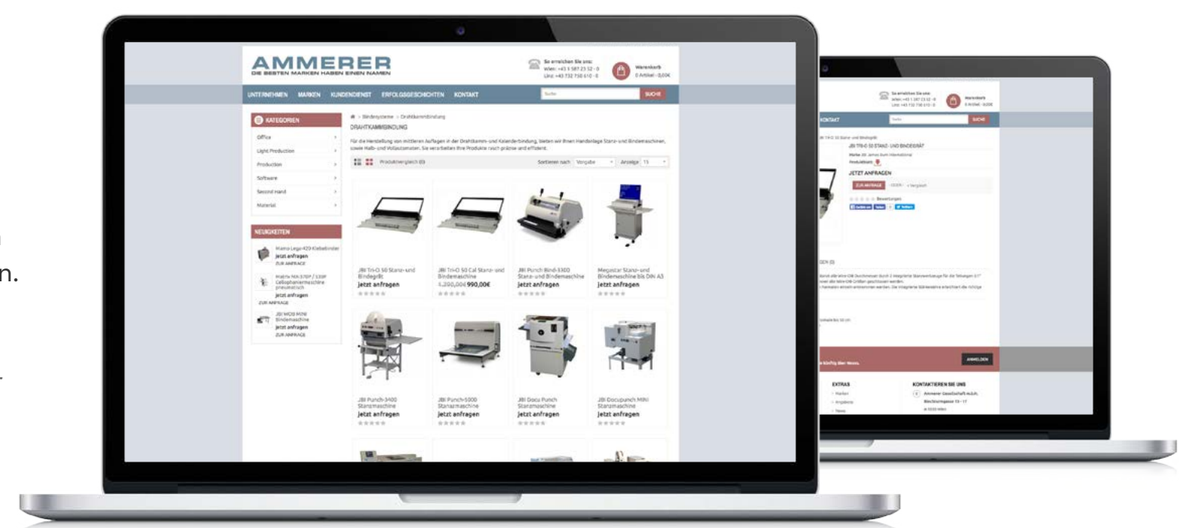
Ammerer Webshop
Ammerer Web Shop

AMMERER

Corporate Design | Editorial | Webshop

Im Rahmen meiner Arbeit bei *CIDCOM* entstandenes Konzept für Ammerer, einem Anbieter für Papierverarbeitungsmaschinen.

Concept created during my work at CIDCOM for Ammerer. A provider of paper manufacturing machines.



NABER KAMPAGNE

Corporate Design | Packaging | Website

„Naber Hallo“
Im Rahmen meiner Arbeit bei *CIDCOM* entstandenes Redesign für Naber Kaffee.

Redesign for Naber Coffee, created during my work at CIDCOM.

HEINDL

Product Developement | Illustration
Logo Redesign

„Wer brav, der darf.“
Im Rahmen meiner Arbeit bei *CIDCOM* entwickelten wir neue Produkte für einen jungen Markt für HEINDL, einem internationalen Schokoladenproduzenten.

„wer brav, der darf.“
During my work at CIDCOM we developed new products for a young market for HEINDL, an international chocolate manufacturer.

Die Heindl „Kleinigkeit“
30g- Nougatbarren, die an der Kasse aufliegen.
„Kannst du mir eine Kleinigkeit mitnehmen?“
The Heindl „Bite“ (trans.)
30g- Nougat Bars, available at the cash desk.
„Can you bring me a bite?“

„YOU GOT NOUGAT“
Nougatriegel von hell bis dunkel mit variierendem Nougat/Schokolade -Anteil
„YOU GOT NOUGAT“
Nougat Bars from light to dark with varying percentage of nougat/chocolate

Die Heindl „Schleckerei".
Kleine Döschen mit Pralinen-creme zum ausschlecken
The Heindl „Schleckerei".
Small tins filled with praline cream to dip

„Krachmandeln“
„Krachmandeln“

Die „Cremé de la Cremé“ –
Pralinen-creme Aufstrich im Glas.
Praline cream spread in a glass

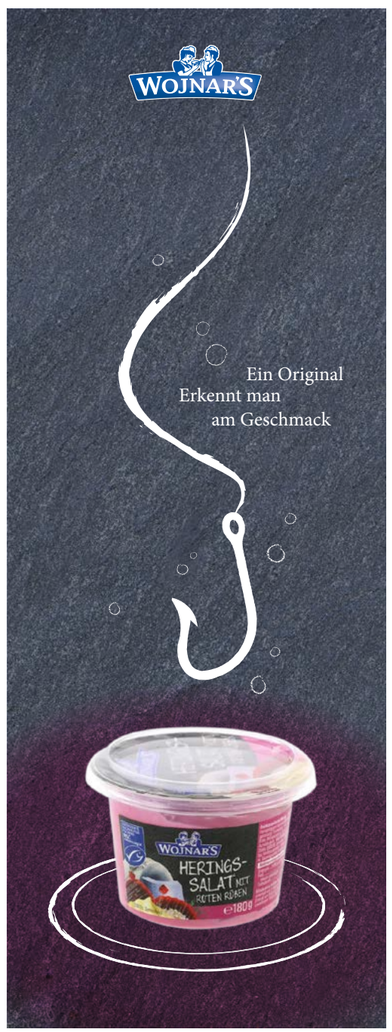
„Wiener Eissalon“
Kooperation mit Tichy
„Wiener Eissalon“ (trans.: Viennese Ice Cream Parlour“
Cooperation with Tichy Ice Creams

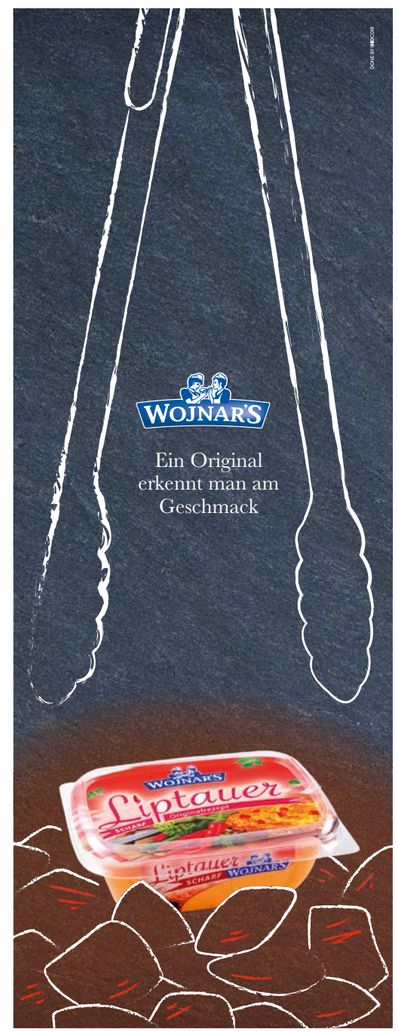
WOJNAR KAMPAGNE

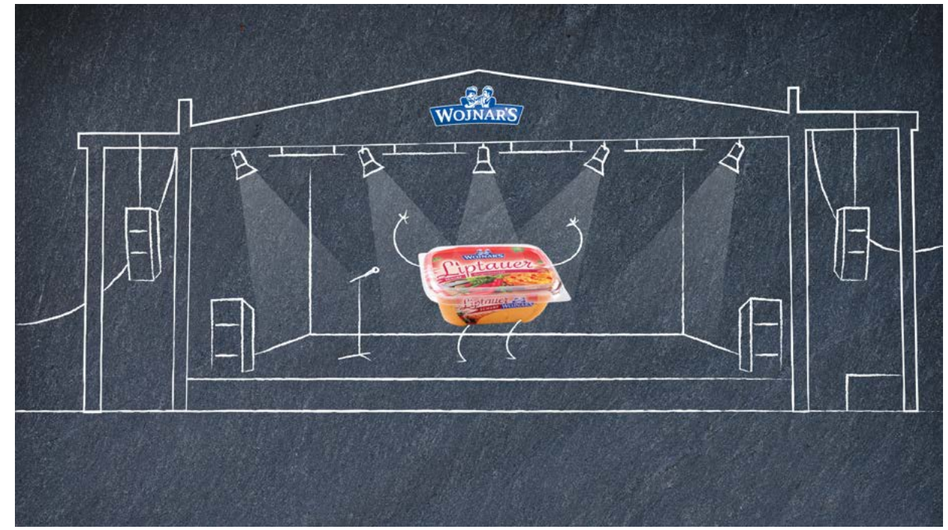
Advertisement | Illustration | Animation | Website

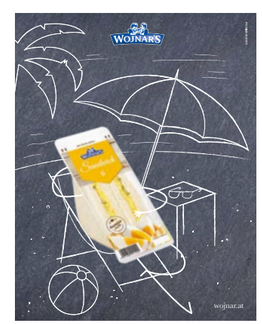
Im Rahmen meiner Arbeit bei *CIDCOM* entstandene Werbekampagne für WOJNAR. Enstanden sind Printanzeigen, Werbespots, Webbanner und ein Redesign der Website.

Campaign for WOJNAR, created during my work at CIDCOM. Created were Print Adds, Commercials, Web Banners and a Redesign of the Website.









Oben: Ausschnitte aus dem Festival- und Fußball- Werbespots
Links: Printanzeigen

Above: Parts from the festival and football ad spots
Left: Print Adds

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Adds
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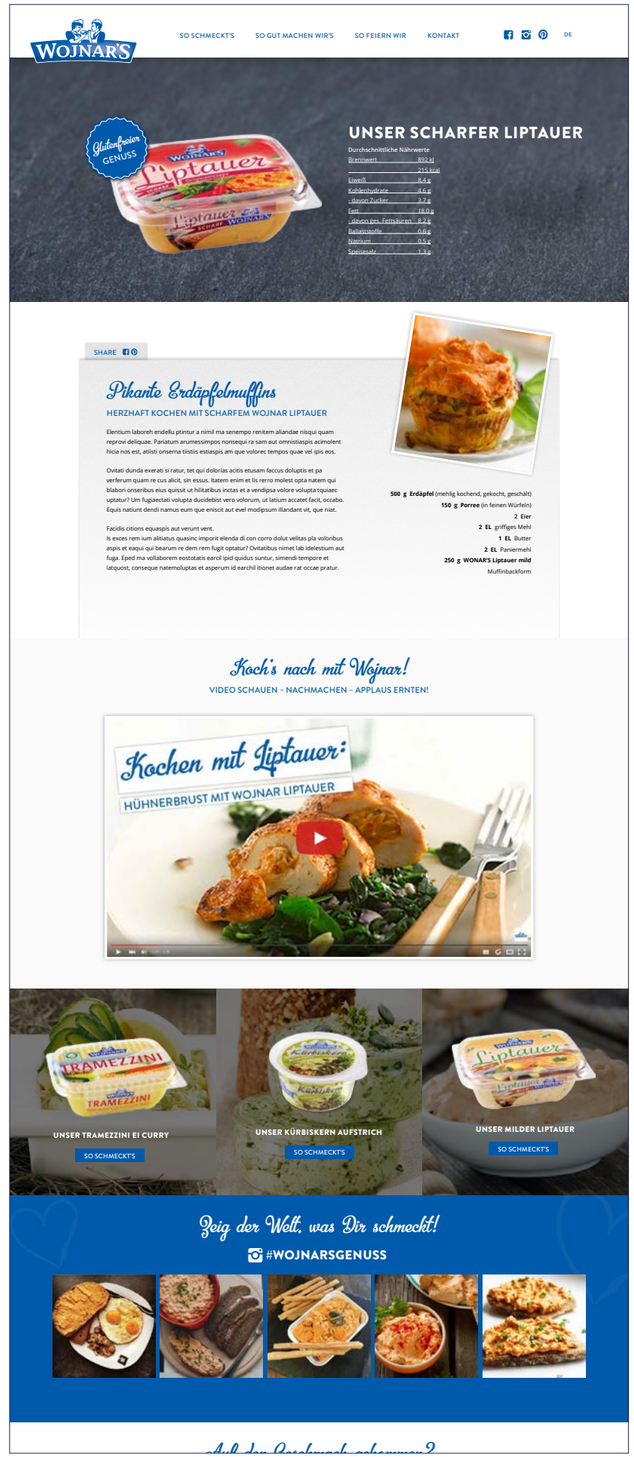
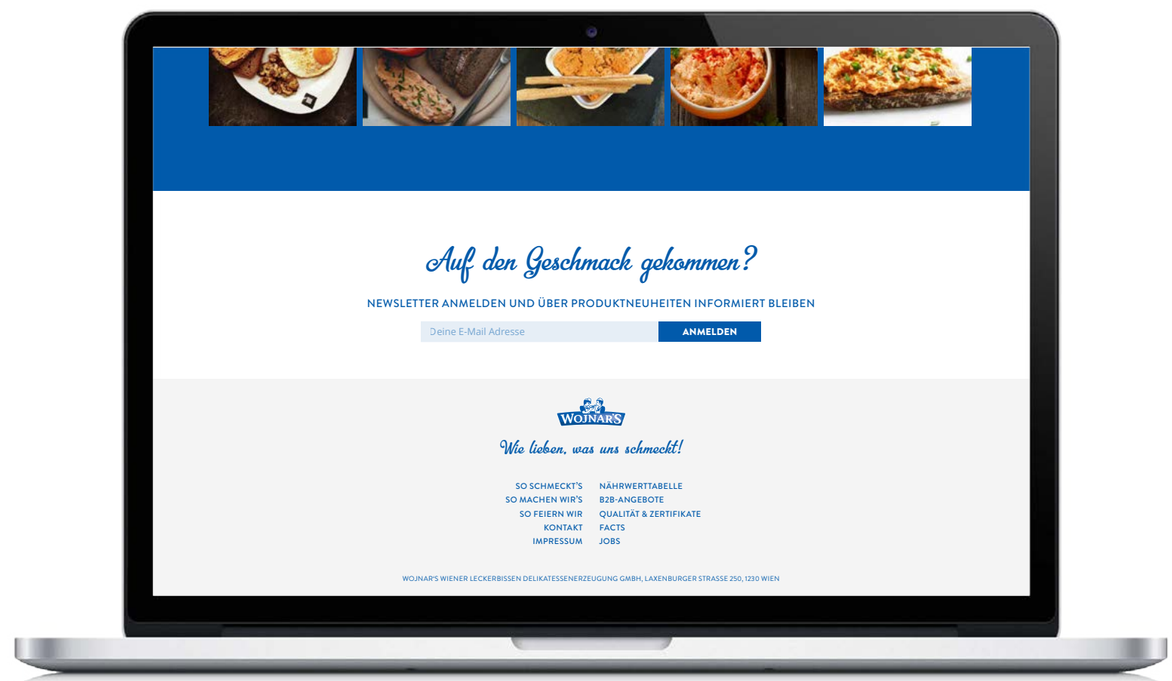
ABOUT ME



Landing Page
Landing Page



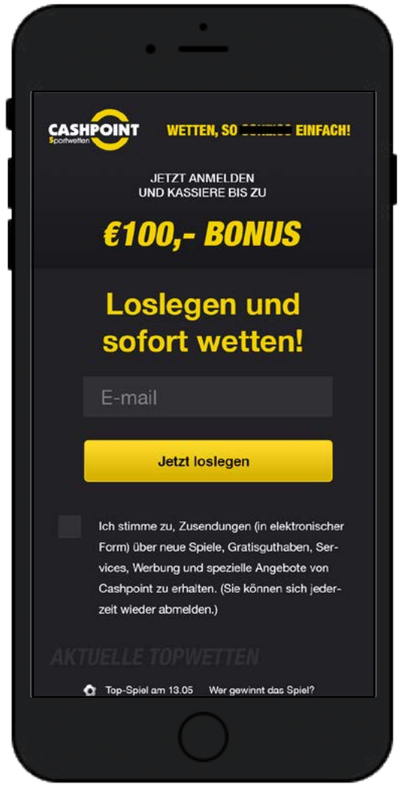
Printanzeigen Sujets
Print Add sujets

CASHPOINT KAMPAGNE

Advertisement | Website

Im Rahmen meiner Arbeit bei *CIDCOM* entstandene Werbekampagne für Cashpoint. Entstanden sind Printanzeigen, Werbespots und Webbanner, sowie ein Redesign der Website.

Campaign with Print Adds, Commercials, Online Adds and Website Redesign for Cashpoint. Created during my work at CIDCOM.



Webbanner und Landingpage
Web Add and Landing Page

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Corporate Design

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ABOUT ME

GALERIE JUNGER KUNST

Corporate Design | Font Design

2012 gewann ich einen Auftrag, der an meiner Schule ausgeschrieben war. Entwickelt wurden Logo, Schrift, Plakate, Einladungen und ein Leitsystem für eine neu eröffnende Galerie, die ausschließlich Kunst junger Menschen (unter 21) ausstellt.

In 2012 I won a competition that was announced at my school, to do the Corporate Design for a new gallery, showing only the art of young artists (below 21). Created were Logo, Font, Posters, Invitations and a ???.

abcdefghijklmnopqrstuvwxyz!?
the quick brown fox jumped over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

THE QUICK BROWN FOX
JUMPED OVER THE LAZY DOG

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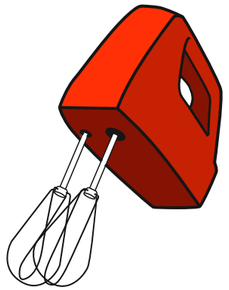
PRIVATE

WORK
Logos
Flyers
Drawings
ABOUT ME



PRATERMIX
Die Mischung macht's.

HOTEL
Lamée

malkasten

HOTEL TOPAZZ

LOVE HONEY
MELID

In Leserichtung
In reading direction

GUMBO!
Der Club im Wiener Espresso mit Sound von New Orleans und spicy soul food
The Club at Viennese Espresso with sounds from New Orleans and spicy soul food

MALKASTEN
Logo für einen fiktiven Künstlerbedarfskatalog
Logo for a fictional catalogue with art supplies

HOTEL TOPAZZ
Logovorschlag für das Hotel im 1ten Bezirk in Wien
Logo idea for the Hotel in the 1st Viennese district

PRATERMIX
Logovorschlag für die Wiener Praterstraße
Logo idea for the Viennese Praterstraße

HOTEL LAMÉE
Logovorschlag für das Hotel im 1ten Bezirk in Wien
Logo idea for the Hotel in the 1st Viennese district

MELID
Logo für einen fiktiven Webshop, der weltweit Honig anbietet
Logo for a fictional webshop selling honey around the world

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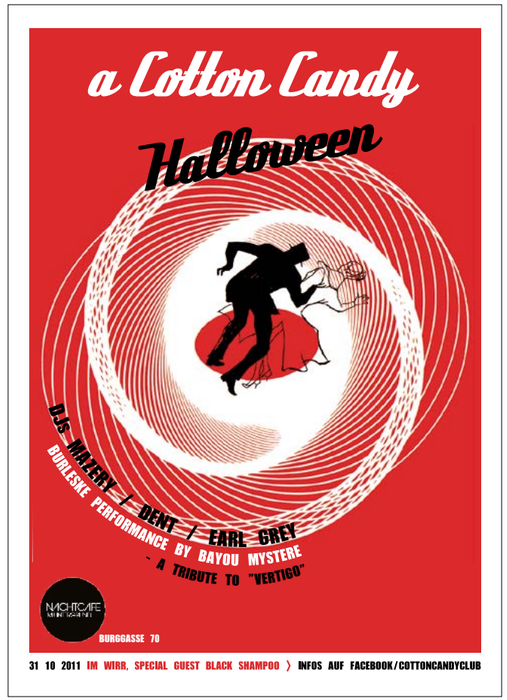
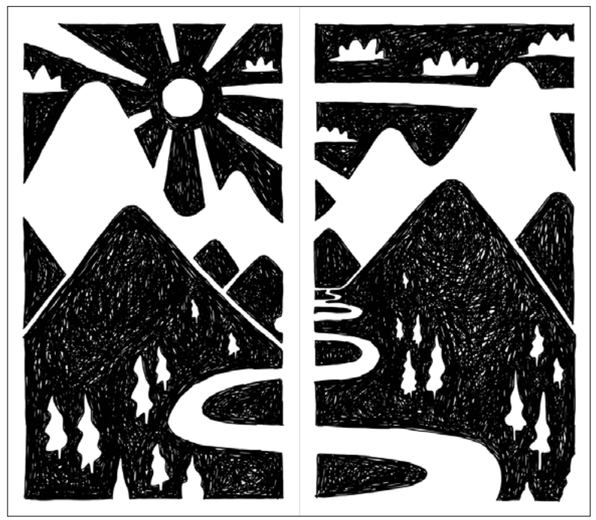
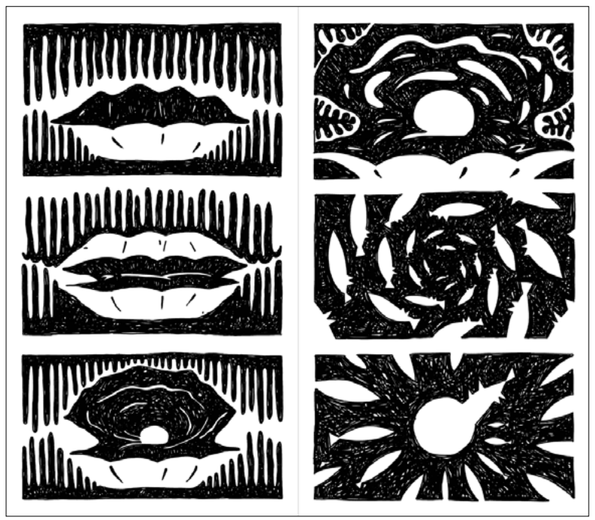
Drawings
ABOUT ME

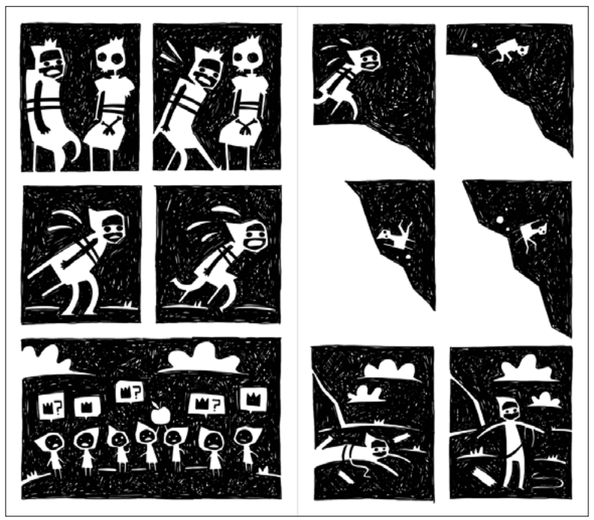


HICO-ICS
WSTW
DER ANWALT
GERSTNER
AMMERER
NABER
HEINDL
WOJNAR
CASHPOINT
GJK

WORK
Logos
Flyers
Drawings
ABOUT ME







HICO-ICS
WSTW
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WORK
ABOUT ME
About me
CV DE
CV EN

ÜBER MICH

Positive | Creative | Open minded | Streight foreward

In Grafikdesign bin ich eher so rein gerutscht.
Wer weiß schon mit 14, was Mensch mal machen möchte.
Was mir immer schon klar war, ist dass ich schaffen werde.

* EIN ORDENTLICHES MITTEILUNGSBEDÜRFNIS
Großer Motivationsfaktor, in die Werbung zu gehen, war es, Dinge zu produzieren, die sich der gesamten Bandbreite meiner Mitmenschen aufdrängen,

* FREUDE AM SCHAFFEN
Dinge zu kreieren – sei es das morgendliche Butterbrot schmieren, gemeinsam mit Freunden ein Iglu zu bauen, oder an anderen Projekten zu arbeiten. Mein Sein definiert sich durch mein Tun.

* LIEBE ZUM DETAIL / DIE AMBITION, RAHMEN ZU SPRENGEN UND HORIZONTE ZU ERWEITERN
Es ist nicht immer einfach. Und gerade deshalb ist es interessant. Ich stelle mich gerne Herausforderungen.

... Haben letztendlich meinen Weg in der Krativbranche bereitet. Grafikdesign bedeutet für mich, neue Wege zu finden, mir selbst und Inhalten Ausdruck zu verleihen.

Graphic Design as a career choose me.
Who knows by the age of 14 what they want to do later on in their life.
All I always knew, is that I love to create things.

** THE NEED TO COMMUNICATE*
A big motivational factor for going into Advertising was to create things that are shown to a wide audience.

** ENJOYING MY WORK*
Creating things – be it the daily preparation of breakfast, or building an igloo with friends or any other project – my being is defined through my work.

** LOVE FOR DETAIL / THE AMBITION TO GO BEYOND ALL SCOPES AND EXPAND HORIZONS*
It ain't always easy. And that 's why it 's interesting.
I like to tackle my challenges head on.

... Were what finally paved my way in the creative industry.
Graphic Design to me means finding new ways to express myself and communicate content.

PERSÖNLICHE DATEN

Vor-und Zuname	Carla Leitner
Adresse	Österleingasse 9/9 1150 Wien
Telefon	+43 (0) 677 / 611 48 551
E-Mail	hallo@mumpitz.at
Geburtsdaten	07. 06. 1994, Graz

BERUFSERFAHRUNG

Seit 2011	Diverse freiberufliche Grafikdesignarbeiten
Seit 2009	Babysitting
10/2016 – 12/2016	Catering und Bandbetreuung GASOMETER, 1110 Wien
05/2015 – 09/2016	Grafikdesign CIDCOM Werbeagentur GmbH, 1040 Wien
07/2014 – 07/2014 & 07/ 2013 – 07/2013	Ferialjob Küchenhilfe FREIRAUM GmbH, 3931 Sallingstadt
11/2012 – 02/2013	Corporate Design GALERIE JUNGER KUNST, 1180 Wien
07/2012 – 07/2012 & 08/2011 – 08/2011	Praktika Grafik Design CIDCOM Werbeagentur GmbH, 1040 Wien
06/2011 – 07/2011	Ferialjob Küchenhilfe ESPRESSO, 1070 Wien & WIRR 1070 Wien

AUSBILDUNG

09/2008 – 06/2014	Höhere Graphische Bundes- Lehr und Versuchsanstalt Abteilung Grafik- und Kommunikationsdesign Leyserstraße 6, 1140 Wien
09/2004 – 06/2008	Bundesrealgymnasium Erich Fried Glasergasse 25, 1090 Wien
09/2000 – 06/2004	Volksschule Ortnergasse 4, 1150 Wien

ZUSATZQUALIFIKATIONEN

Fremdsprache	Englisch (fließend in Wort und Schrift)
EDV	Adobe Photoshop, Illustrator, InDesign, ECDL, Basics in HTML und CSS;

PERSONAL INFO

Name and Surname	Carla Leitner
Address	Oesterleingasse 9/9 1150 Vienna, AT
Phone	+43 (0) 677 / 611 48 551
E-Mail	hallo@mumpitz.at
Date of Birth	07. 06. 1994, Graz, AT

WORK EXPERIENCE

Since 2011	Miscellaneous freelance graphic design work
Since 2009	Baby sitting
10/2016 – 12/2016	Catering and Band Service GASOMETER, 1110 Wien
05/2015 – 09/2016	Graphic Design CIDCOM Werbeagentur GmbH, 1040 Wien
07/2014 – 07/2014 & 07/ 2013 – 07/2013	Holiday job Kitchen Assistant FREIRAUM GmbH, 3931 Sallingstadt
11/2012 – 02/2013	Corporate Design GALERIE JUNGER KUNST, 1180 Wien
07/2012 – 07/2012 & 08/2011 – 08/2011	Graphic Design Internships CIDCOM Werbeagentur GmbH, 1040 Wien
06/2011 – 07/2011	Holiday job Kitchen Assistant ESPRESSO, 1070 Wien & WIRR 1070 Wien

EDUCATION

09/2008 – 06/2014	Höhere Graphische Bundes- Lehr und Versuchsanstalt Abteilung Grafik- und Kommunikationsdesign Leyserstraße 6, 1140 Wien
09/2004 – 06/2008	Bundesrealgymnasium Erich Fried Glasergasse 25, 1090 Wien
09/2000 – 06/2004	Volksschule Ortnergasse 4, 1150 Wien

ADDITIONAL QUALIFICATIONS

Language skills	German (first language), English
EDP	Adobe Photoshop, Illustrator, InDesign, ECDL, basics in HTML and CSS;