



Freelance *Brand Design*

PORTFOLIO



Your creative guide on your *brand & web* *design journey.*

After graduating from design school, I spent six years making my way from hard-working design intern to award-winning Senior Art Director at a strategy-focused design agency. But while I enjoyed being part of the inspiring team atmosphere, I was longing for more freedom and the ability to see the world.

So when I got the opportunity to live abroad for a while, I didn't hesitate. I realized, that I don't need an office to construct distinctive and intentional brands. Luckily I can bring my creativity and experience wherever I go. This realization made me pursue my dream of starting a location-independent brand design studio and I am thrilled at the prospect of collaborating with you to bring your visions to life.



**References**

GALERIA | Savills | RDL | Emje | GVV Direkt | Römereturm | delfort | Wobenzym | Merck | SARAM | Weber | Onkel Ferdi | GROHE | Disgusting Food Museum | ALDI Süd | Deichmann

Services

Design Strategy | Brand Design | Web Design & Development | Editorial Design | Packaging Design
Software: Adobe Creative Suite | Keynote | Visual Studio Code
Languages: German | Englisch

Awards

iF Design Award 2020 | DDC 2019 | ADC 2019 | Red Dot 2019 | iF Design Award 2019 | Corporate Design Preis 2018 | DDC 2017 | iF Design Award 2017 | Cannes Lions 2016 | Red Dot 2016

Pricing

Hourly rate 90 EUR | plus 19% VAT
Special conditions possible for long-term bookings.

The joy of shopping.

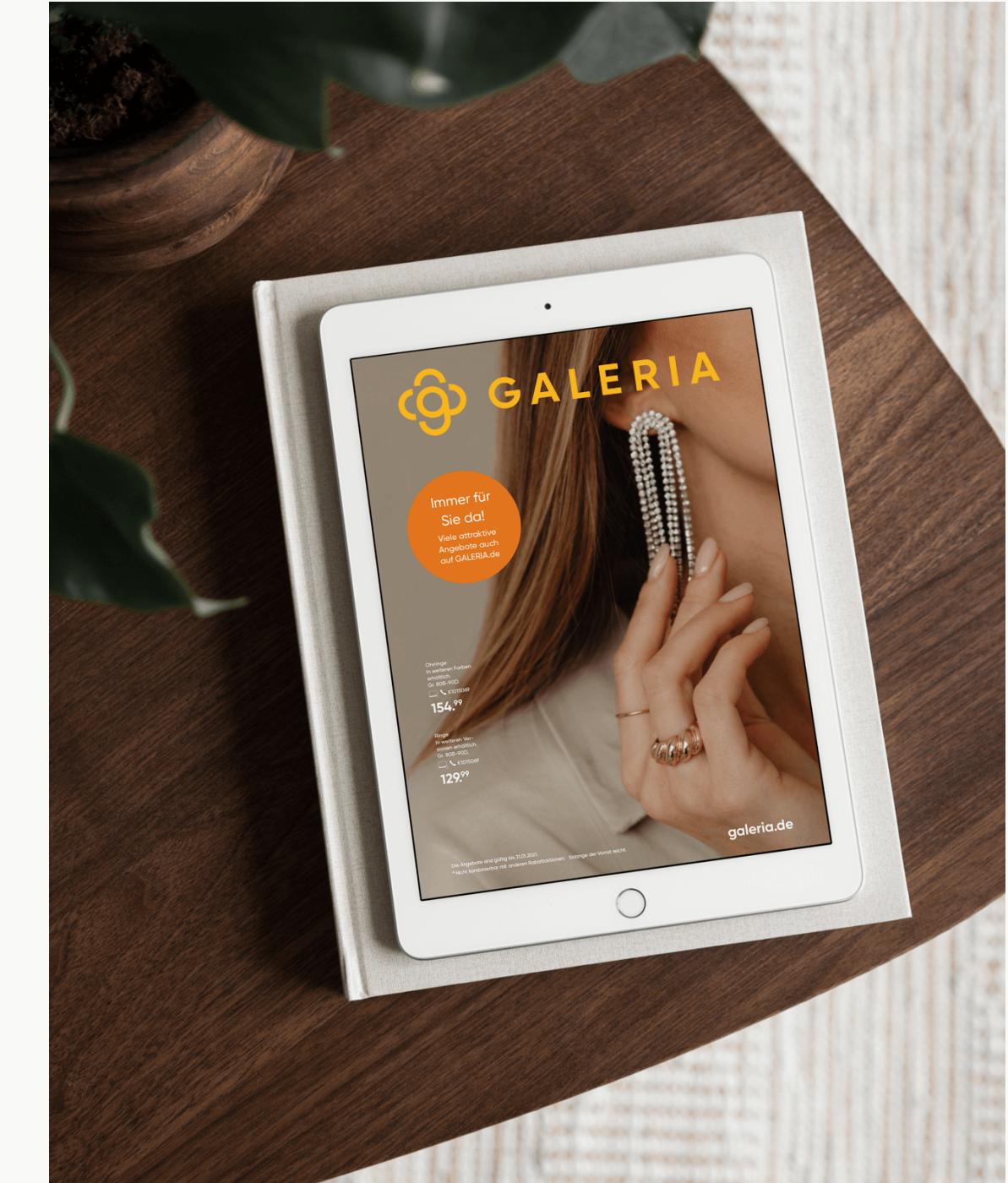
When the iconic German heritage brands Karstadt and Galeria Kaufhof merged, they aimed for a branding that communicates the joy of shopping in a department store full of possibilities.

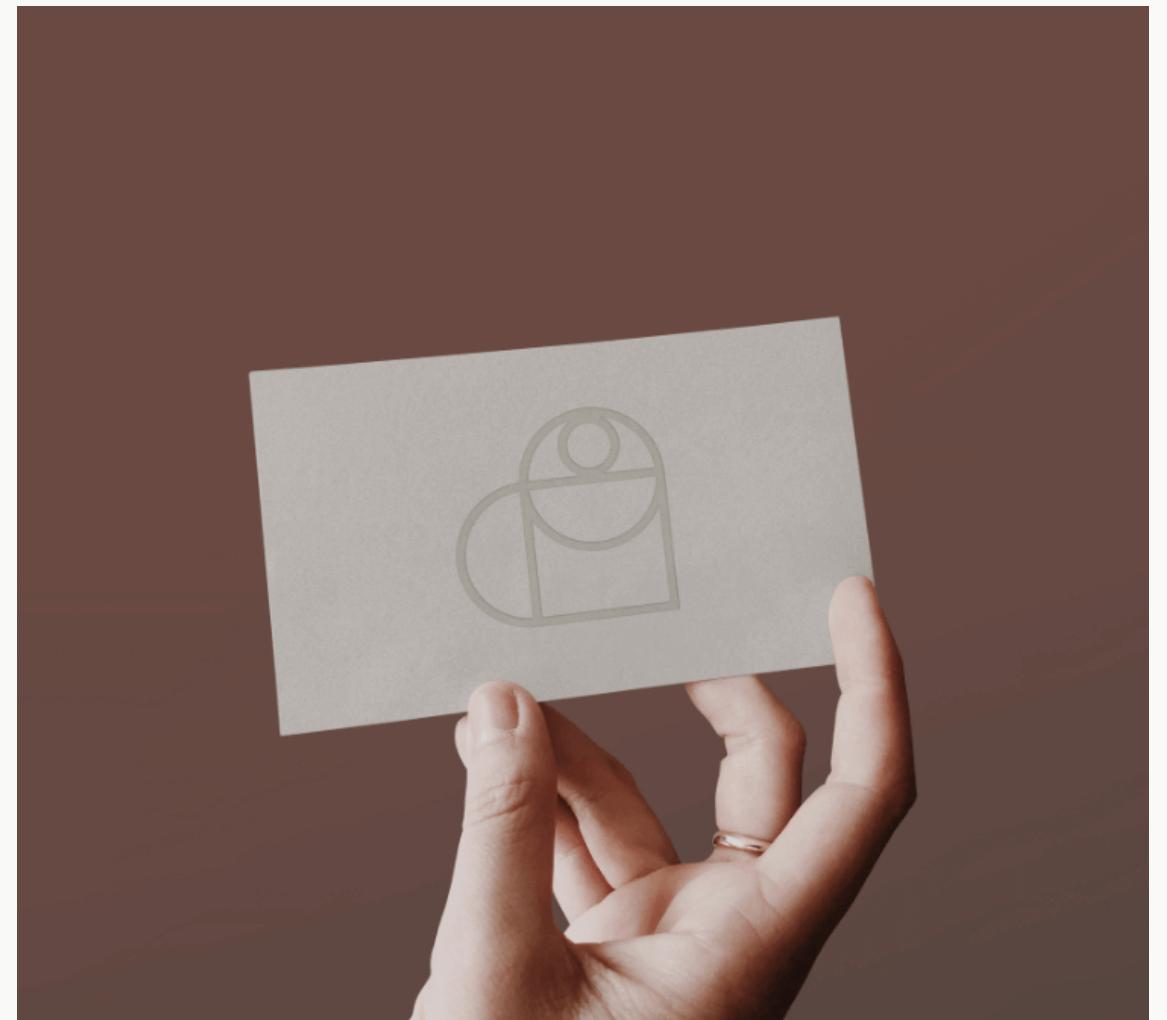
The logo I crafted during the design process is rich with hidden symbols, each representing positivity and inspiration – a delicate flower, a soft cloud and a playful smile all coming together in a harmonious blend of beauty and happiness.

The design was finalized in collaboration with my talented colleagues at KW43 Branddesign and I still get excited whenever I spot someone carrying a Galeria shopping bag around town.

**2020 | LOGO DESIGN | BRAND DESIGN | PRINT DESIGN |
ART DIRECTION | SIGNAGE | MERCHANDISE**







Comfort & individuality.

Jana and Sabrina reached out for support in the rebrand of their interior design studio “EMYE”.

Together we clarified their strategic foundation and created the tools required for a consistent brand experience. This cohesiveness can be felt throughout interactive work books, social media profiles and their new website.

2022 | DESIGN STRATEGY | LOGO DESIGN | BRAND DESIGN | DIGITAL PRODUCTS | WEB DESIGN



“ We can wholeheartedly recommend Tara's services. She created a very smart logo including guidelines and a matching website for us.

Throughout the process she not only paid attention to the design but also helped us structure our thoughts and pointed out details we wouldn't have thought of ourselves. We are so happy with the results. ”

Disgustingly delightful.

The Disgusting Food Museum showcases an array of culinary creations that may not be deemed appetizing by most. This unique exhibition boldly challenges visitors to confront their preconceptions about food and even invites them to experience a few dishes at the tasting bar.

The branding approach revolves around the notion that what disgusts one person might delight another. Together with my KW43 team, we crafted a branding concept that transforms the repulsive into a visually enticing and mouth-watering experience.

2019 | LOGO DESIGN | BRAND DESIGN | PRINT DESIGN |
ART DIRECTION | WEB DESIGN

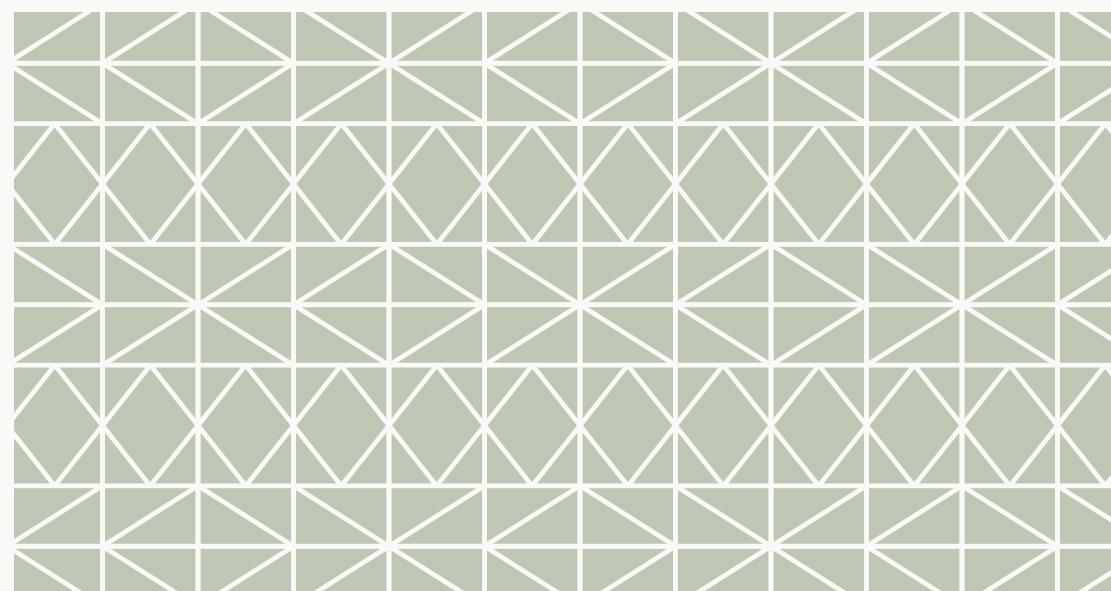


Dec 9 – Feb 17

A+D Architecture and Design Museum
900 E. 4th Street
Los Angeles, CA 90013

www.disgustingfoodmuseum.com



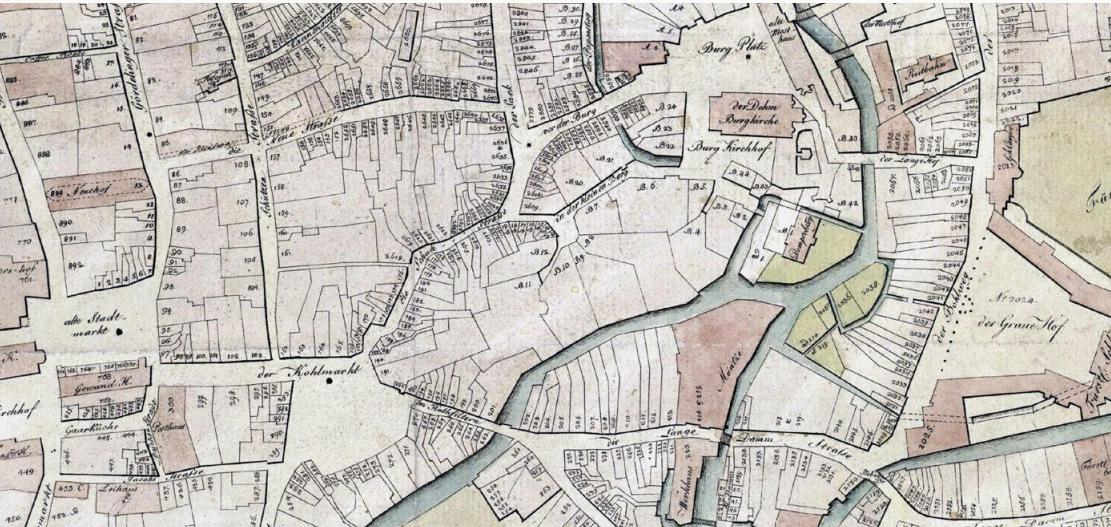
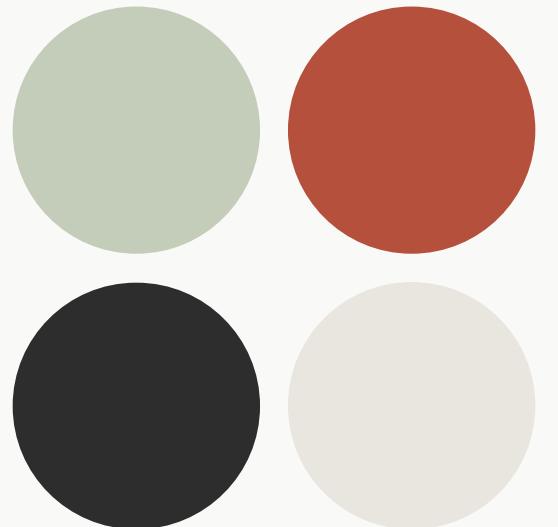


Sustainable *smiles.*

"Zahnfachwerk" is a modern dental practice dedicated to patient well-being and sustainable health.

Its new logo captures the brand's essence, with lines reflecting a half-timbered house structure to symbolize quality and durability, while also highlighting the historic building where the practice is located.

2024 | DESIGN STRATEGY | NAMING | LOGO DESIGN |
BRAND DESIGN | WEB DESIGN



Thank you.

I am genuinely excited about the prospect of contributing to your future brand design projects. Your vision and style aligns perfectly with my passion for creating meaningful and impactful designs.

If you have any questions or need further information, please feel free to reach out. I look forward to the opportunity to collaborate and create exceptional design together.

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