



PERSONAL BRAND

GOAL

The goal was to find a long-term strategy and concept for a personal brand, which reflects my creative journey, predicts future growth of my portfolio, communication, and is applicable in the creative industry market.

THEORETICAL PART

Strategy

- career goals
- values, mission and vision
- target audience
- positioning
- voice and tone
- storytelling

- visual identity
- logo
- colour palette
- typography
- mascot
- illustration
- art style

Marketing tools

- website
- portfolio
- social media
- print
- business cards



PRACTICAL PART

Strategy

- career goals
- values, mission and vision
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- colour palette
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- mascot
- illustration
- art style

Marketing tools

- website
- portfolio
- social media
- print
- business cards
- [eshop](#)





STRATEGY

Goblincore
the ethereal angel

freelancecryptid

I'm at that point where I want to run into the woods and disappear and then come back several years later covered in moss, growing antlers, and speaking a language no one else understands



freelancecryptid

I'm at that point where I want to run into the woods and disappear and then come back several years later covered in moss, growing antlers, and speaking a language no one else understands.

moon
Jelli



Hard Enamel Pin
mymoonjelli.com



①

Am. Am. Am.
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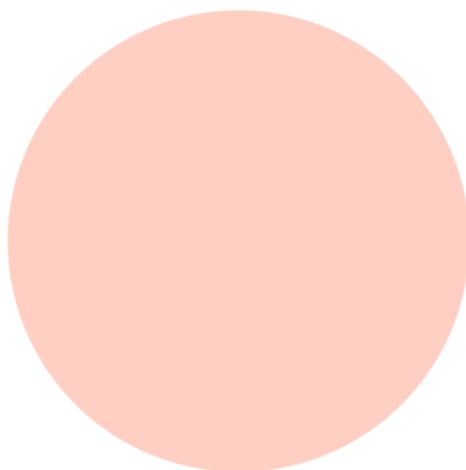


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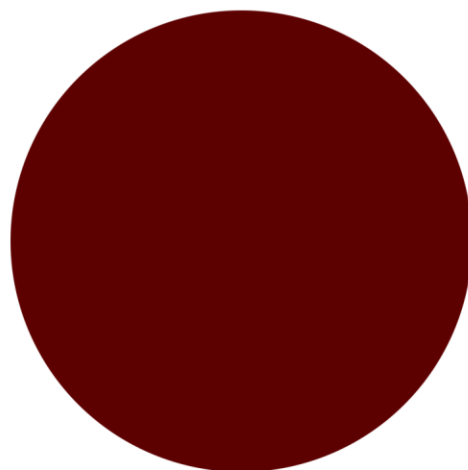
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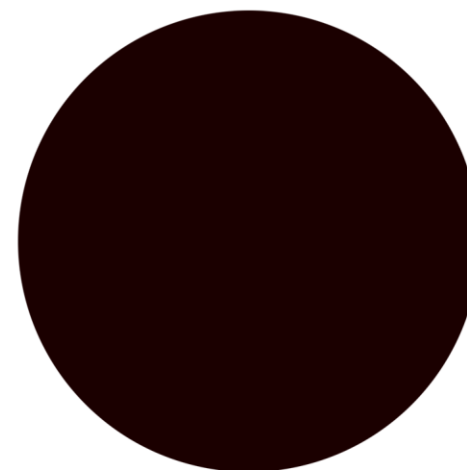




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Sue Ellen Francisco

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ADÉLA HANÁKOVÁ
ilustrace & design

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@moramlug



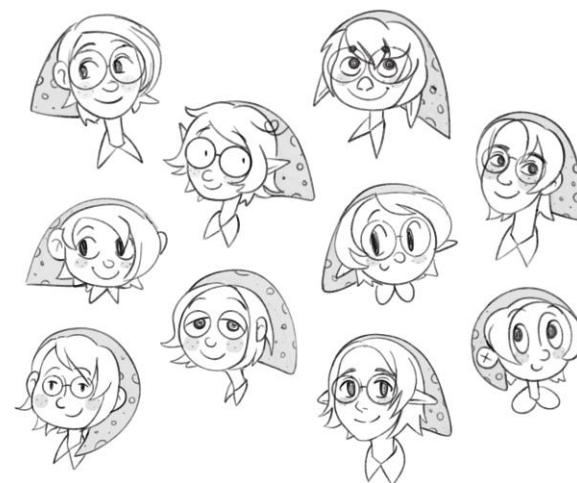


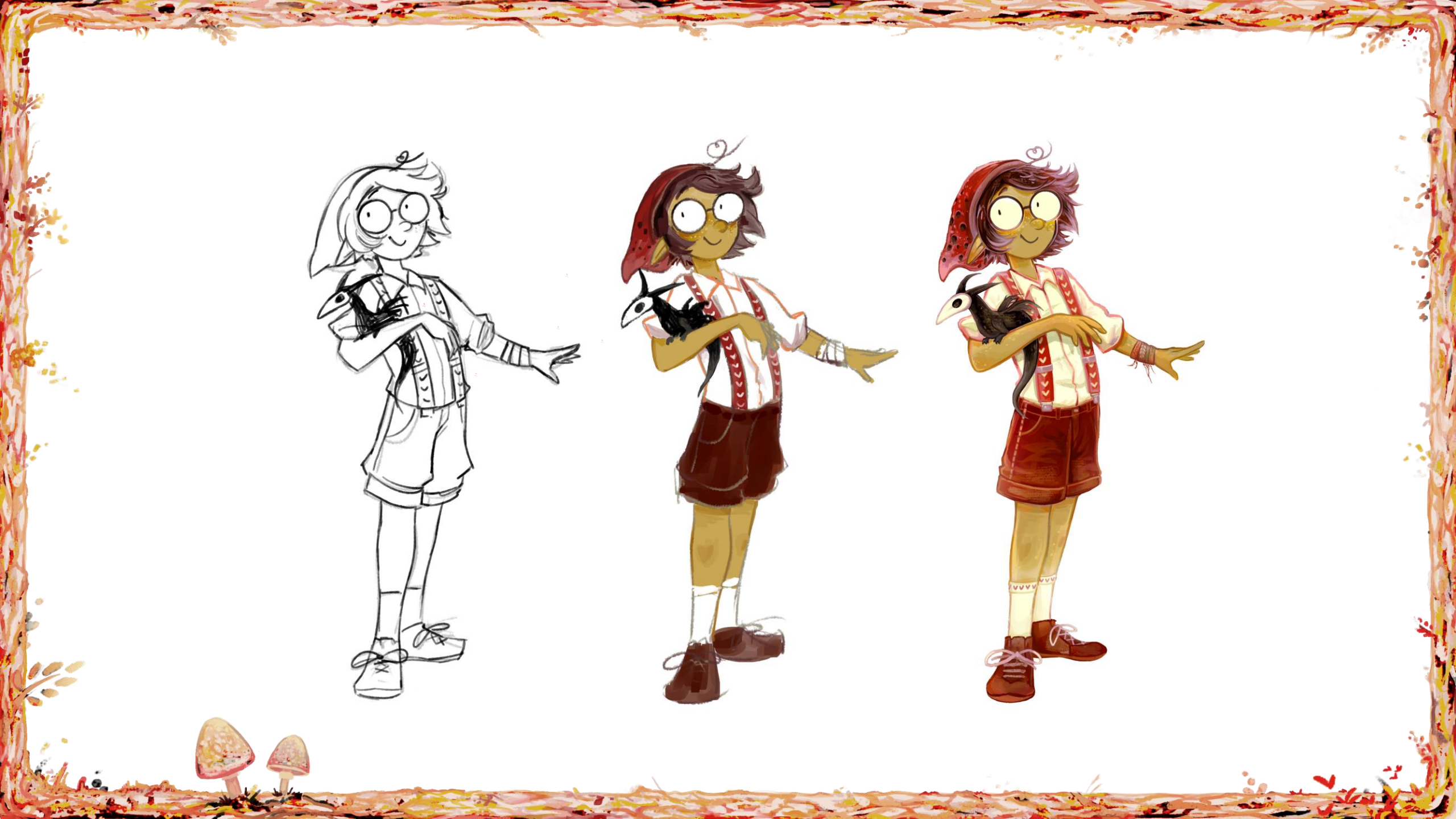
ADÉLA HANÁKOVÁ

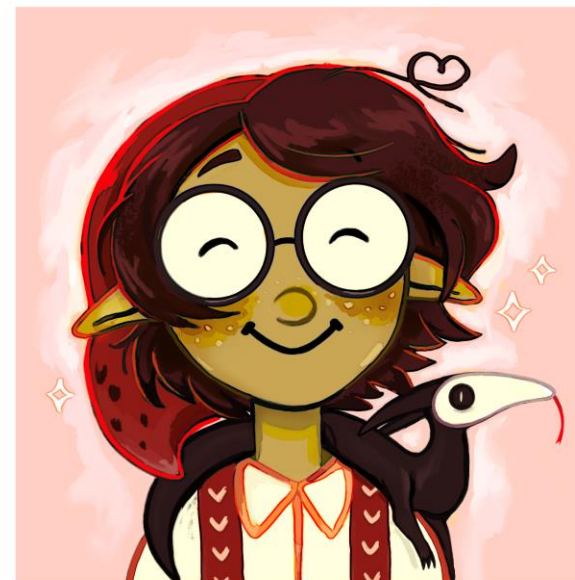
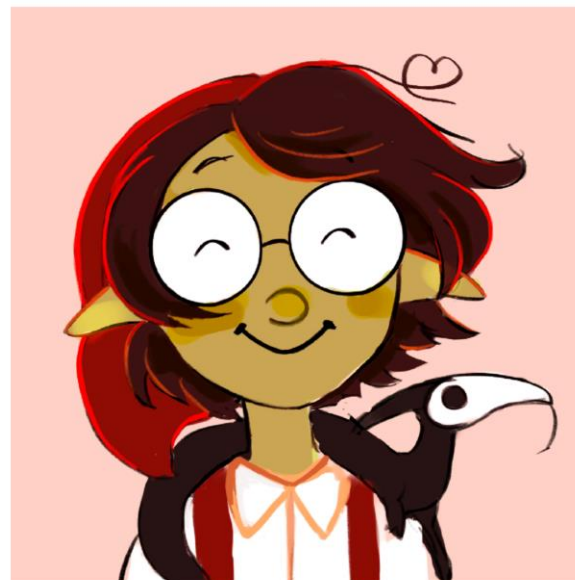
hanakovart@gmail.com



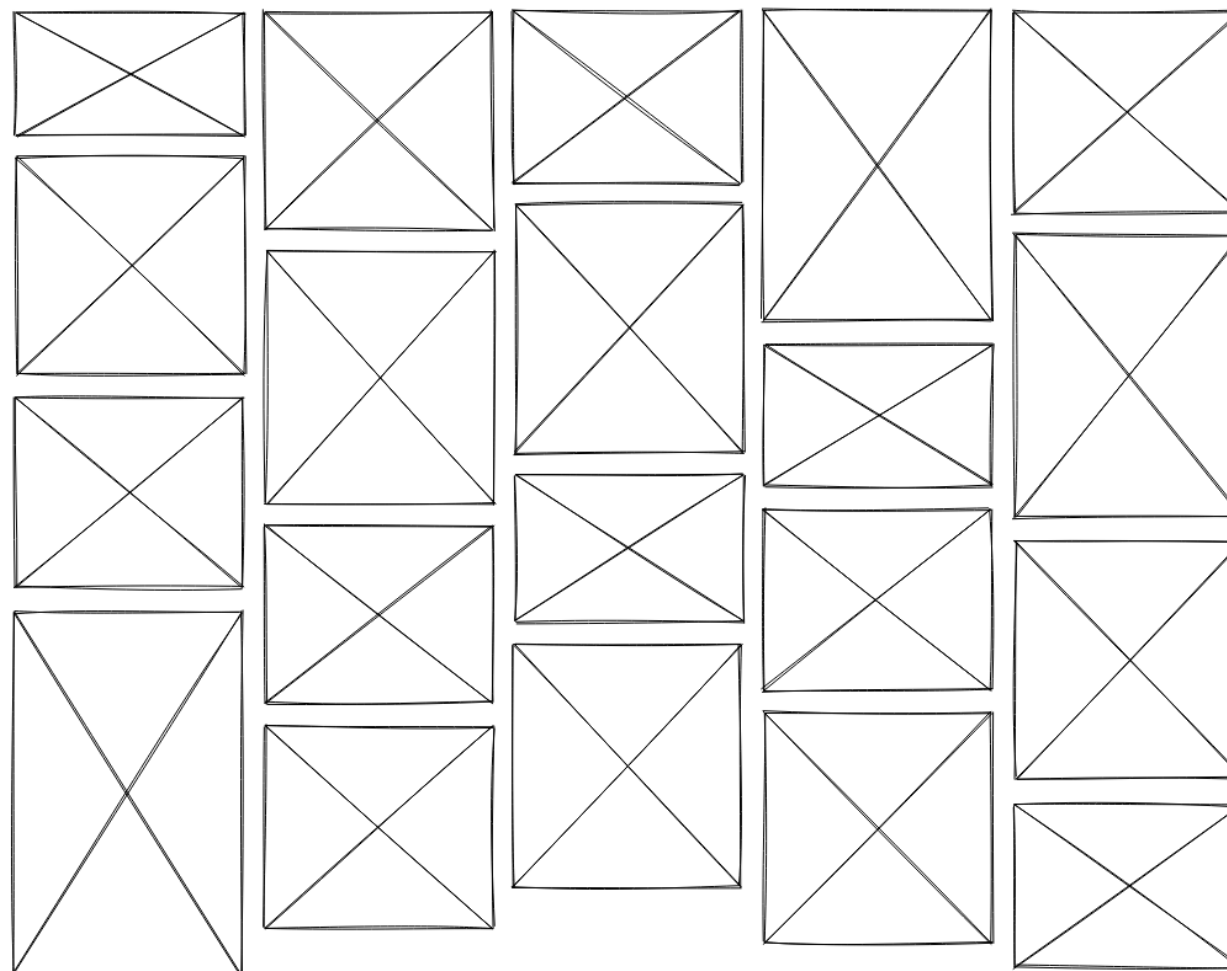








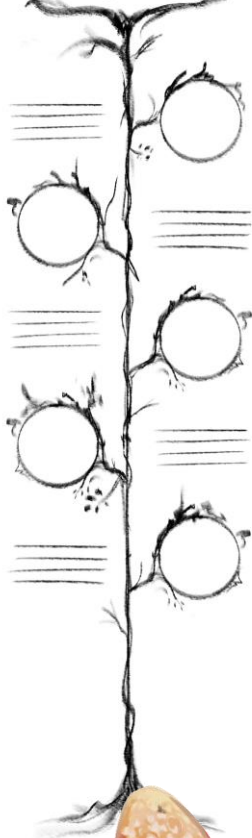
MARKETING TOOLS





ADÉLA HANÁKOVÁ

Biography



ILLUSTRATION

CONCEPT

PRODUCT DESIGN

SHOP

ABOUT



Hello and welcome!

I'm a digital artist currently based in Prague, Czech Republic, who specializes in stylized illustration and character design. I'm very passionate about creating artwork people will enjoy, and I'm always looking for creative opportunities and projects.

When I'm not drawing, I like to indulge in my other passions that include a love for storytelling, playing games, wandering the woodlands, petting dogs and napping under trees.

Feel free to reach out with any inquiries at hanakovart@gmail.com

Download my resume [HERE](#)

My socials

Read about my art journey!

Currently, I tend to explore a lot of different art styles and techniques. I'm still growing and have a long journey ahead of me, but I'm trying my best.

Despite all, my passion for creativity never faded away. I held onto it and decided to pursue my dream to be an artist and make things people would enjoy. I had no direction or mentors to rely on, but that wasn't going to stop me.

Never having the chance to go to a proper art school that would be close to my home, I decided to go the self-taught road, honing my art skills in my free time (and in classes, by doodling on my notes, for the great disapproval of my teachers :))

Taking it one step at a time, I started learning again. Thanks to the generosity of the art community, I pushed myself to do better, and gave the way to success. I also realized to my north and started drawing what I love best: Nature, Fantasy creatures and characters.

The pressure of school soon got way too overbearing, which led to a long hiatus of art block and almost quitting drawing altogether. I was often discouraged from art and lost that sense of creative opportunity for artistic expression in the adult world.

I grew up in a tiny village in Moravia, surrounded by beautiful greenery and water and hills. From an early age, I showed a particular interest in drawing. It all started with me creating all kinds of creatures that I found to be interesting in the woods near my family house. I developed a great fondness for nature and fantasy elements, which is reflected in my work to this day.



ILLUSTRATION

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Never having the chance to go to a proper art school that would be close to my home, I decided to go the self-taught road, honing my art skills in my free time (and in classes, by doodling on my notes, to the great displeasure of my teachers.)





The pressure of school soon got way too overwhelming, which led to a long-lasting art block and almost quitting drawing altogether. I was often discouraged from art and told that there's very little opportunity for artistic expression in the adult world.

Despite all, my passion for creativity never faded away. I held onto it and decided to pursue my dream to be an artist and make things people would enjoy. I had no direction or mentors to rely on, but that wasn't going to stop me.

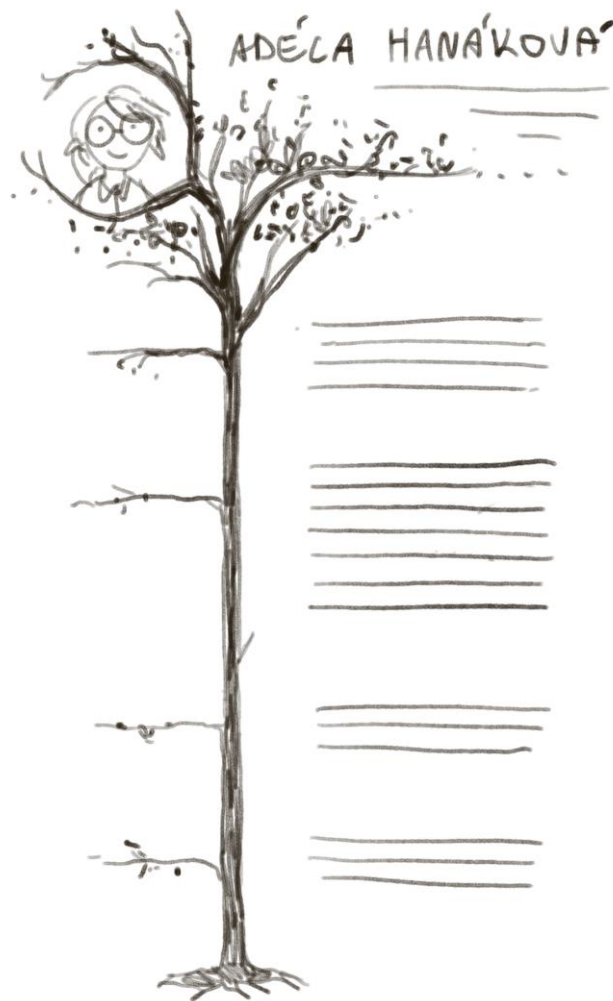




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Currently, I tend to explore a lot of different art styles and techniques. I'm still growing and have a long journey ahead of me, but I'm trying my best.





Education

Bachelor's Program – major in Graphic and Media Design
University of Creative Communication, Prague, Czech Republic
2019–2022

- Study of visual arts with an overlap into marketing contexts (branding, creation of complex visual identities, art directing and digital design)

Experience

Notigo Agency s.r.o.

Advertising agency located in Prague
2021–present

- Designing characters, flyers, posters, and roll-up banners
- Creating illustrations for web and social media content

Freelance illustrator and graphic designer for various clients
2016–present

Recognition

Posterheroes 2020 – Humans at Work

International contest about social and environmental issues

- The jury, made up of graphics, art and communication experts, chose my poster as one of the 40 winners out of over 3500 entries from over 117 countries.
- My work was displayed at Toolbox Coworking in Turin, Italy, during the international festival Graphic Days in 2020, and in 2021 at Náplavka in Prague.

Skills

Software

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Procreate, Clip Studio Paint, Figma

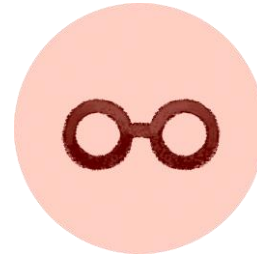
Languages

- Czech (native), English (C1)

Interests

Video games, comics, TV shows, fantasy, folklore, history, hiking, nature







moramlug_

Follow



78 posts

277 followers

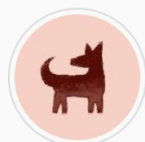
2,164 following

Adéla Hanáková

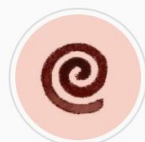
Lv. 22 | she/they | 🏳️🌈 | 🇨🇪

- Illustrator, forest dweller
- Commissions: OPEN
- Inquiries: hanakovart@gmail.com
- Check my Carrd for more info!

www.moramlug.carrd.co



Children



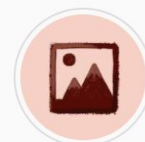
Misc



Adventures



Me



Wallpapers



FAQ

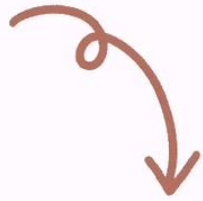
📖 POSTS

🎥 VIDEOS

🏷️ TAGGED







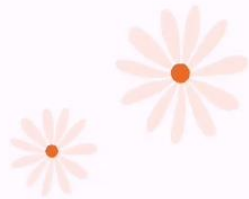
Katy Leeson
@KatyLeeson

We NEED to stop glamourising overworking. Please.

The absence of sleep, good diet, exercise, relaxation, and time with friends and family isn't something to be applauded.

Too many people wear their burnout as a badge of honour.

And it needs to change.





ADÉLA HANÁKOVÁ
hanakovart@gmail.com

Portfolio

Shop

Commissions

FAQ



(Made with Carrd)

What tools do you use?

Display tablet:
iPad Pro, 12.9" 2020
Huion Kamvas 22 Plus

Software:
Procreate
Photoshop CC

Brushes:

I tend to experiment and use a mixture of brushes made by a lot of different artists. If you're curious about the brushes I used for a specific artwork, feel free to ask me!

Can I use your art as an icon/banner?

As long as you credit me, sure.

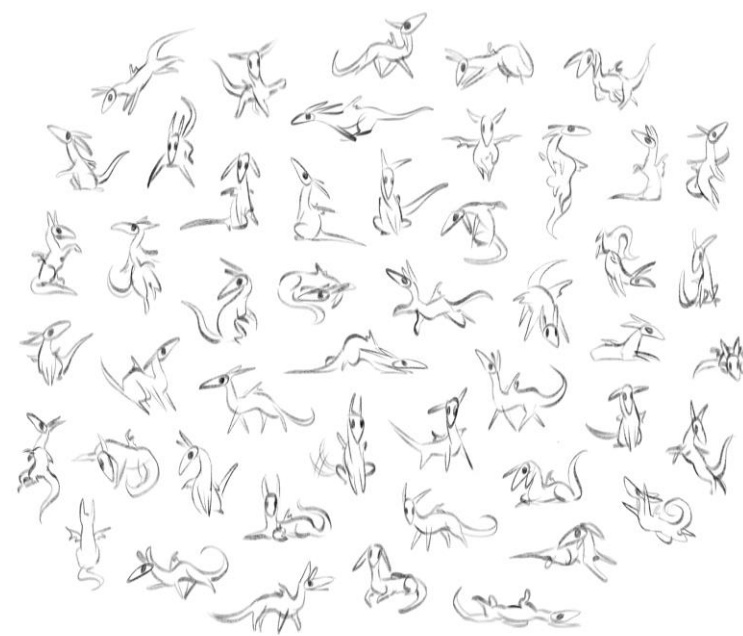
Can I repost your art?

I would prefer it if not, thank you.

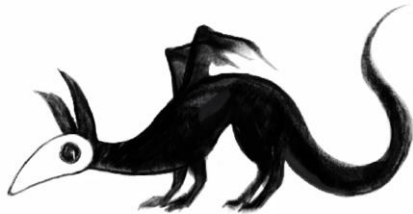




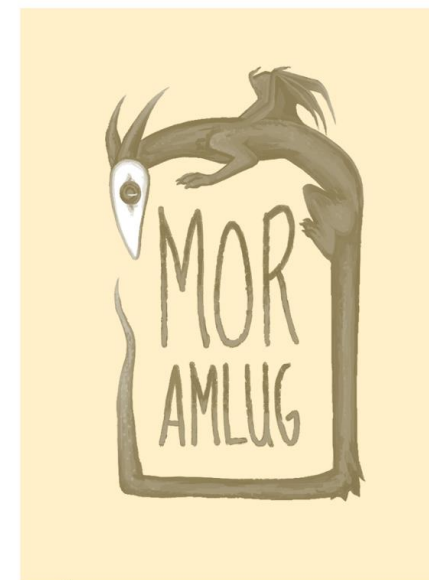


















 Edit shop

 Favourite Shop (9)



BlackDragonsLair

Czechia

2 Sales | ★★★★★

Items



Addie

 Contact

Sort: Most Recent ▼











1 shop review ★★★★★

Sort by: Recommended ▼



Knock NewsFlash 05 Dec, 2021



Hunter Fantasy Creature Adorable

BlackDragonsLair

Local seller | 2 sales | ★★★★★

Sleeping Frogs - Vinyl Sticker (Transparent)

CZK 101.78

Local taxes included (where applicable), [plus postage](#)

Add to basket

Highlights

- Handmade
- Dispatches from a small business in Czech Republic
- Materials: vinyl, matte anti UV coating, wat...
- Height: 5.9 centimetres
Width: 10.4 centimetres

Description



Kiss-cut vinyl sticker for decorating interior or exterior.
This sticker design was painted digitally by me!



Delivery and return policies

[Estimated arrival](#)

07-26 Apr



1 shop review ★★★★★

Sort by: Recommended ▼



Knock NewsFlash 05 Dec, 2021



Hunter - Fantasy Creature Adoptable

BlackDragonsLair

📍 Local seller | 2 sales | ★★★★★

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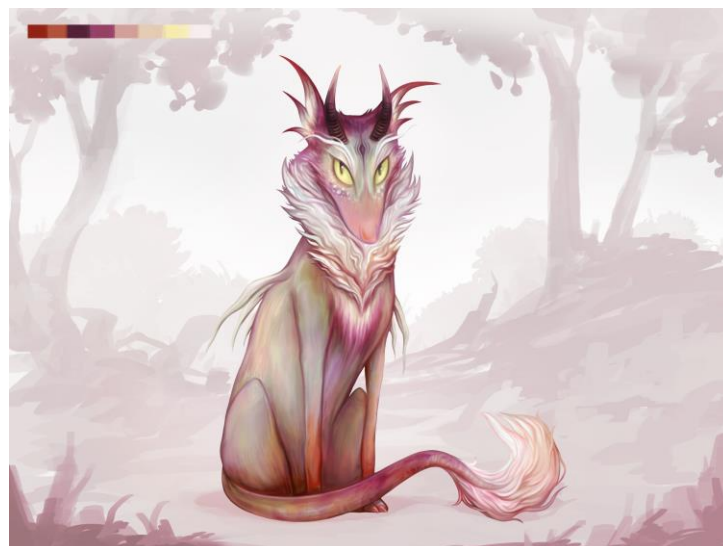
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🔍🔍🔍🔍🔍

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[Estimated arrival](#)

07-26 Apr.





BLACK DRAGON'S LAIR
— art & magic —
hanakovart@gmail.com
@moramlug
🐦 📷 📌

Hi Mason!
Thank you so much for
supporting my small
business <3 Hope you
like your sticker.
Use the code FIRSTBUY
for 15% off your next
order. Have a good day!
Adel
blackdragonslair.etsy.com



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Adel

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CONCLUSION

I researched what it means to have a personal brand, and what steps I need to take to develop my own.

Used the knowledge I gained in the theoretical part to create a strategy for my personal brand that I will continue working on.

This project was essential to understanding my creative journey, priorities and my vision for the future.



THANK YOU!