

kein katroschi

Designer · Typographer · Lecturer

Selected Works & Projects

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Profile

Graphic Designer, Typographer and Lecturer with over ten years of experience in visual communication, editorial and brand design, digital typography and design education. His practice combines professional design work, academic research and teaching, with a particular focus on typography, visual systems and culturally grounded communication.

Areas of Practice

Visual Identity · Editorial Design · Typography · Digital Communication ·
Photography · Video & Motion · UI/UX · Multimedia

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UNIVERSITETI I ARTEVE
Nga Instituti i Lartë i Arteve
tek Universiteti i Arteve

UNIVERSITY OF ARTS
From the Higher Institute of Arts
to the University of Arts



UNIVERSITETI I ARTEVE
UA 60
1963-2023

UNIVERSITETI I ARTEVE
UA 60
1963-2023



Institution
University of Arts in Tirana

Year
2026

Role
Editorial Designer /
Art Direction

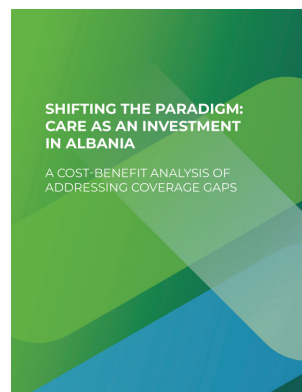
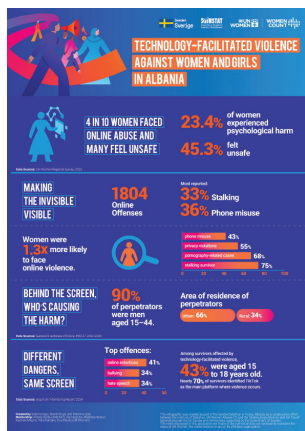
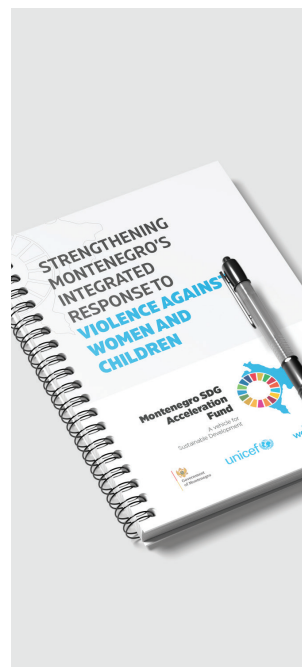
Format
Bilingual hardcover publication

UART 60th Anniversary Book

Editorial Design · Publication System

A bilingual commemorative publication developed for the 60th anniversary of the University of Arts in Tirana. The project brings together archival material, institutional history and contemporary visual communication through a structured editorial system focused on typographic hierarchy, visual continuity and historical documentation.





Institution
UN Women Albania

Period
2025–Present

Role
National Graphic Design Consultant

Selected Work
Reports · Manuals
Curriculum Materials
Presentations

UN Women Albania

Editorial Design · Visual Systems · Institutional Communication

Selected editorial and visual communication work developed for UN Women Albania, including reports, manuals, curriculum materials and presentation systems for print and digital use. The design approach focuses on structured information, consistency, accessibility and adaptable visual systems.

Institution
Save the Children in Albania

Role
Graphic Designer

Year
2024

Selected Work
Campaign ·
Outdoor Communication

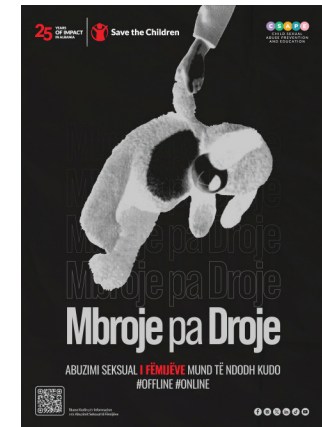
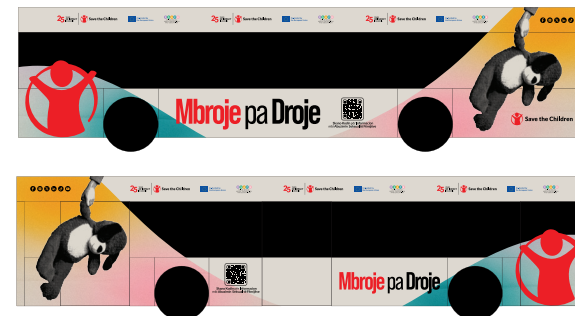
Save the Children in Albania

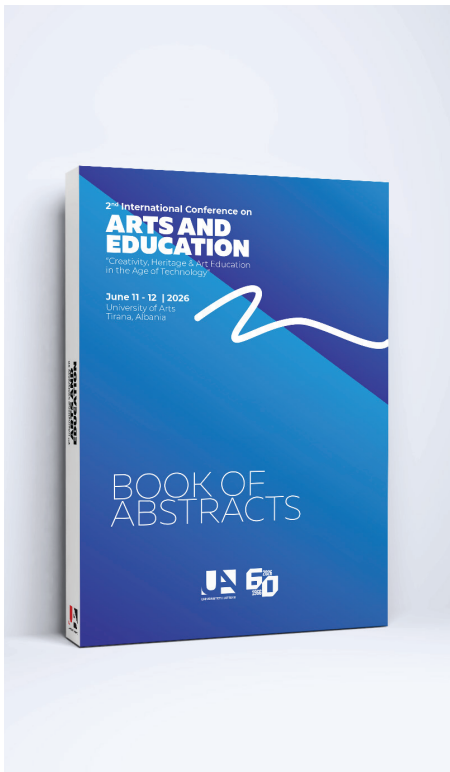
Campaign Design · Visual Communication

Visual communication developed for Save the Children Albania as part of the Mbroje pa Droje campaign. The project aimed to raise awareness of child sexual abuse through a direct and emotionally engaging visual language. Deliverables included the main campaign poster, visual proposals and outdoor applications across public transport and urban display formats.



Scan to view the
campaign applications





Institution
University of Arts in Tirana

Year
2026

Role
Organizing Committee Member
Visual Communication Designer

Selected Work
Conference Identity ·
Editorial Materials ·
Event Communication

International Conference on Arts and Education

Conference Identity · Editorial Design
Event Communication

Visual communication developed for the International Conference on Arts and Education at the University of Arts in Tirana. The project included the conference identity, Book of Abstracts, certificates, staff badges, agenda and supporting event materials, creating a consistent visual system across editorial, print and event applications.

Trajnit
e Akademisë së
Qeverisë në Shqipëri

talga

Akademia e Trajnimit
për Vetëqeverisjen Vendore
Training Academy of
Local Government in Albania

talga

Akademia e Trajnimit
për Vetëqeverisjen
Training Academy of
Local Government



talga

Akademia e Trajnimit
për Vetëqeverisjen Vendore
Training Academy of
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talga

Akademia e Trajnimit
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Training Academy of
Local Government in Albania

talga



Brand
TALGA

Year
2025

Role
Brand Identity Design

Selected Work
Logo · Visual Identity ·
Brand Guidelines · Applications

Talga

Brand Identity · Visual System · Applications

A visual identity developed for TALGA, translating the Academy's mission into a clear and contemporary institutional system. The logo combines a handwritten gesture with two intertwined arrows, symbolising the exchange of knowledge between training, practice and public policy. Supported by FF Meta and a red, black and ivory palette, the identity balances institutional clarity with an approachable character.



Scan to view the
logo animation

Brand
Physio ROM-Aktive

Year
2025

Role
Brand Identity Designer

Selected Work
Logo Design · Visual Identity ·
Brand Applications



Physio ROM-Aktive

Brand Identity · Visual System · Brand Guidelines

A visual identity developed for Physio ROM-Aktive, expressing movement, care and physical rehabilitation through a clear and contemporary design system. The abstract symbol is inspired by the “D Abduction” gesture, part of range-of-motion exercises, while the typography and colour palette communicate professionalism, trust and recovery.





Brand
Coolab

Role
Brand Identity Designer

Year
2019

Selected Work
Logo Design · Visual Identity ·
Brand Applications

Recognition
1st Place – Logo Competition



Coolab

Brand Identity · Typographic Logo ·
Award-Winning Design

An award-winning visual identity developed for Coolab, a coworking space and community hub in central Tirana. Inspired by the concept of shared space, the typographic mark integrates a divided square within the wordmark. Customised from Futura and influenced by Swiss Style, the identity combines geometric clarity with a contemporary and collaborative character.

Institution
INSTAT / CENS 2020

Year
2019

Recognition
3rd Place – Logo Competition

Role
Logo & Visual Identity Designer

Selected Work
Logo Design · Visual Identity ·
Competition Proposal

CENS 2020



CENS 2020

Visual Identity · Geometric System

A visual identity proposal developed for CENS 2020, inspired by the centenary of the Bauhaus school. Clean parallel lines and geometric forms communicate structure, clarity and the systematic collection of population data. The project was awarded third place in the national logo competition.



Selected Work
Logo Design · Visual Identity
Competition Proposals

Period
2019–2026



Selected Marks

Logos · Symbols · Competition Proposals

A selection of logos and visual marks developed for cultural, institutional and professional contexts. Each project explores a distinct relationship between typography, symbolism and visual identity.

 smeg





Brand
SMEG Albania

Year
2023

Role
Designer

Selected Work
Graphic Concept · Social Media
Campaign · Art Direction

SMEG Albania

Graphic Concept · Campaign Design ·
Social Media

A graphic campaign developed for SMEG Albania, built around the visual relationship between product design, colour and movement. The series combines SMEG's iconic appliances with dynamic lines and a refined pastel palette, creating a flexible visual language for social media communication.

Brand
VANTO

Year
2024

Role
Graphic & Motion Designer

Selected Work
City Lights · Campaign Design ·
Motion Reels · Digital Content

VANTO

Campaign Design · Outdoor Advertising ·
Digital Motion

A campaign developed for VANTO across outdoor and digital formats. The visual concept was applied to city light advertising and extended into short-form motion content, creating a coherent communication system between print and social media.



Scan to view the
animated campaign





Institution
National Agency for Information
Society (AKSHI)

Role
Visual Communication Design /
Art Director

Year
2025

Selected Work
Event Branding · Main Video ·
LED Wall Design ·
Print Materials



GovTech AI Conference

Event Branding · Visual Direction · Motion Design

A comprehensive visual communication project developed for a national conference on artificial intelligence and digital public services in Albania. The work included the event branding, main conference video, LED wall visual direction, printed materials and the overall visual curation of the conference environment, creating a cohesive and contemporary experience across stage, screen and print.



Scan to view
the main conference video

Institution
Save the Children Albania

Year
2024

Role
Graphic & Motion Designer

Selected Work
Campaign Visuals · Motion
Design · Video Editing · Digital
Content

Save the Children – 25 Years

Anniversary Campaign · Motion Design ·
Video Communication

A digital campaign developed for Save the Children Albania to mark 25 years of activity in the country. The project combined campaign visuals, motion design and video editing to translate the anniversary identity into engaging digital content across social media and communication platforms.



Scan to
view the
campaign
video



Scan to
view the
campaign
spot





Role
Photographer

Selected Work
Documentary Photography ·
Portraiture · Event Coverage ·
Image Editing

Selected Photography

Documentary · Portrait · Event Photography

A selection of photographic work developed across institutional, academic and creative contexts. The images explore documentary observation, portraiture and event-based visual storytelling, with a focus on composition, atmosphere and clear communication.

Institution
RisiAlbania / Helvetas /
Partners Albania

Year
2024

Role
Visual Communication Designer

Selected Work
Event Branding · Print Materials ·
Digital Assets · LED Wall Visuals

Sustainable Tourism in Albania

Event Branding · Print & Digital Communication

A visual communication project developed for an institutional event focused on sustainable tourism in Albania. The work included the event branding, printed materials, digital assets and LED wall visuals, creating a coherent communication system across on-site and screen-based applications.

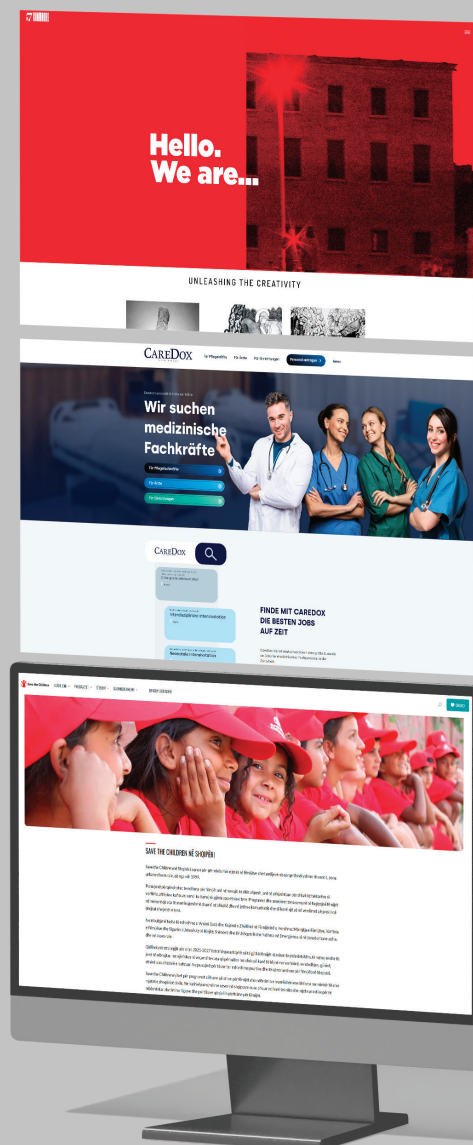


Scan to view the
conference LED wall visuals



Role
UI/UX Designer / Visual Designer

Selected Work
Web Design · UI/UX · Digital Interfaces



UI/UX & Web Design

Digital Interfaces · Web Design · User Experience

A selection of digital design projects focused on clear information architecture, visual hierarchy and accessible user experiences. The work combines interface design, branding and responsive communication across web-based platforms.

caredox.de
savethechildren.al
the7chambers.com



Scan to view the website promotional video

Project
KAIO

Year
2019

Role
Art Direction / Animation /
Visual Development

Selected Work
Character Development ·
Animation · Visual Storytelling ·
Video Production

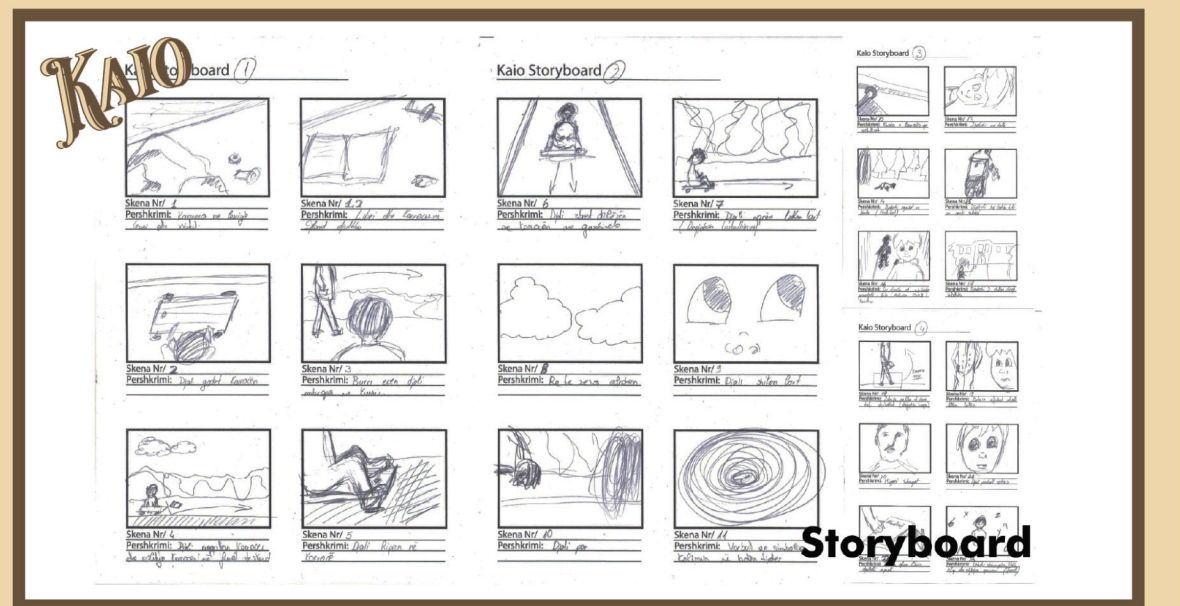
Kaio

Animation · Visual Storytelling · Art Direction

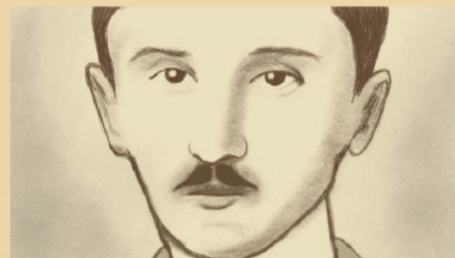
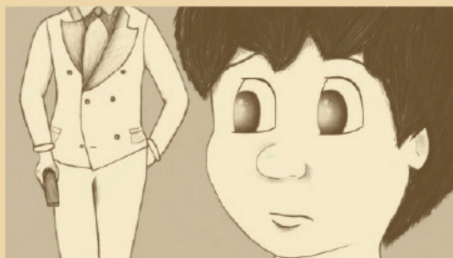
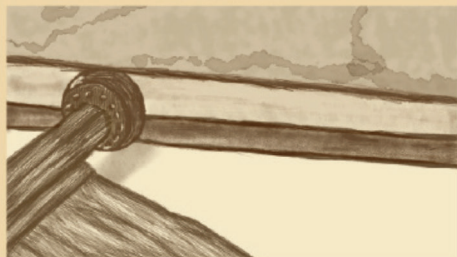
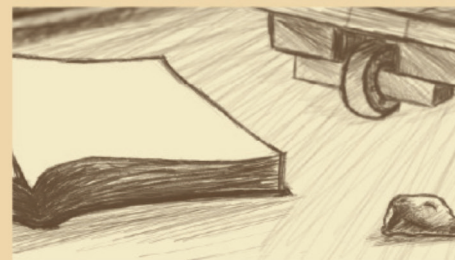
An animated short film exploring childhood, isolation and transformation through visual storytelling. Developed through character design, illustration and animation, the project combines a handcrafted visual language with narrative experimentation to create an atmospheric and emotionally driven story.



Scan to watch
the animated film



KAIO
KAIO



the untold history of

Alphobetico

typeface

Project
Alphabetica

Year
2023

Role
Type Designer / Researcher

Selected Work
Typeface Design · Typographic
Research · Specimen Design

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z

a b c d e f g h i j
k l m n o p q r s t
u v w x y z

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Alphabetica

Type Design · Research · Cultural References

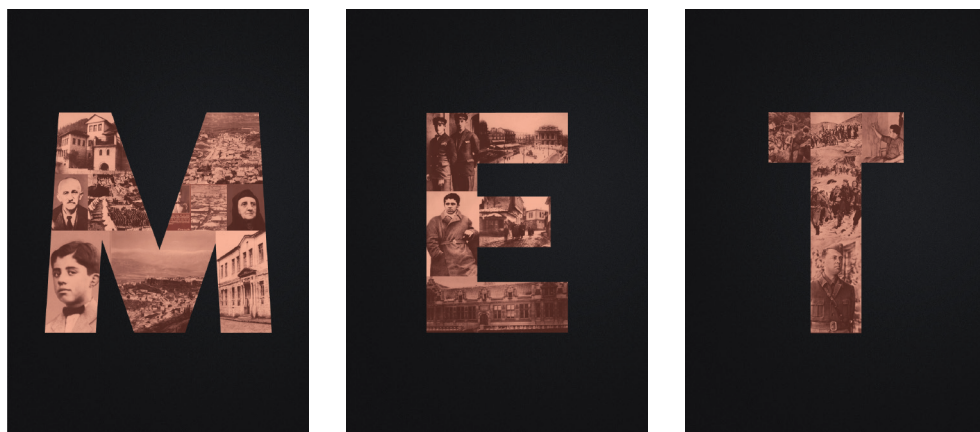
Alphabetica is a typeface project developed through research into Albanian historical documents and handwritten letterforms. Inspired by the visual language of figures such as Mihal Grameno, Ndre Mjeda and Qemal Stafa, the project explores how cultural memory can be translated into a contemporary typographic system.



Scan to view the
Alphabetica project video

M E T A M O R P H O Z A





Exhibition
Dealing with the Past

Year
2017

Role
Artist

Institution
OSCE /
University of Arts in Tirana

Metamorfoza

Selected Artwork · Exhibition

An exhibited artwork exploring transformation, memory and political imagery through visual symbolism. The work was presented as part of the Dealing with the Past exhibition at the University of Arts in Tirana.

kein
katroschi

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design@katroschi.com