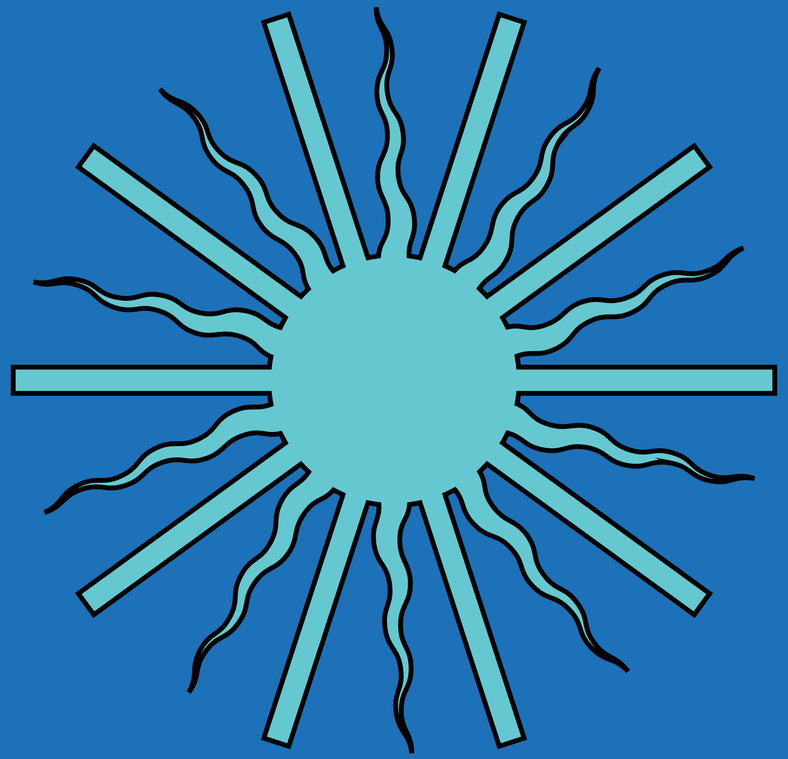
PORTFOLIO



Lucie Fischer

Art Direction
Multimedia Design

ABOUT ME

able

enthusiast

persevering



honesty

sustainability
veganism

ambitious

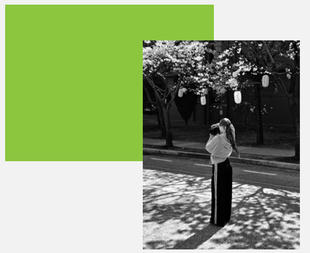
reli

expressive

yoga

adventures
travelling

fairness



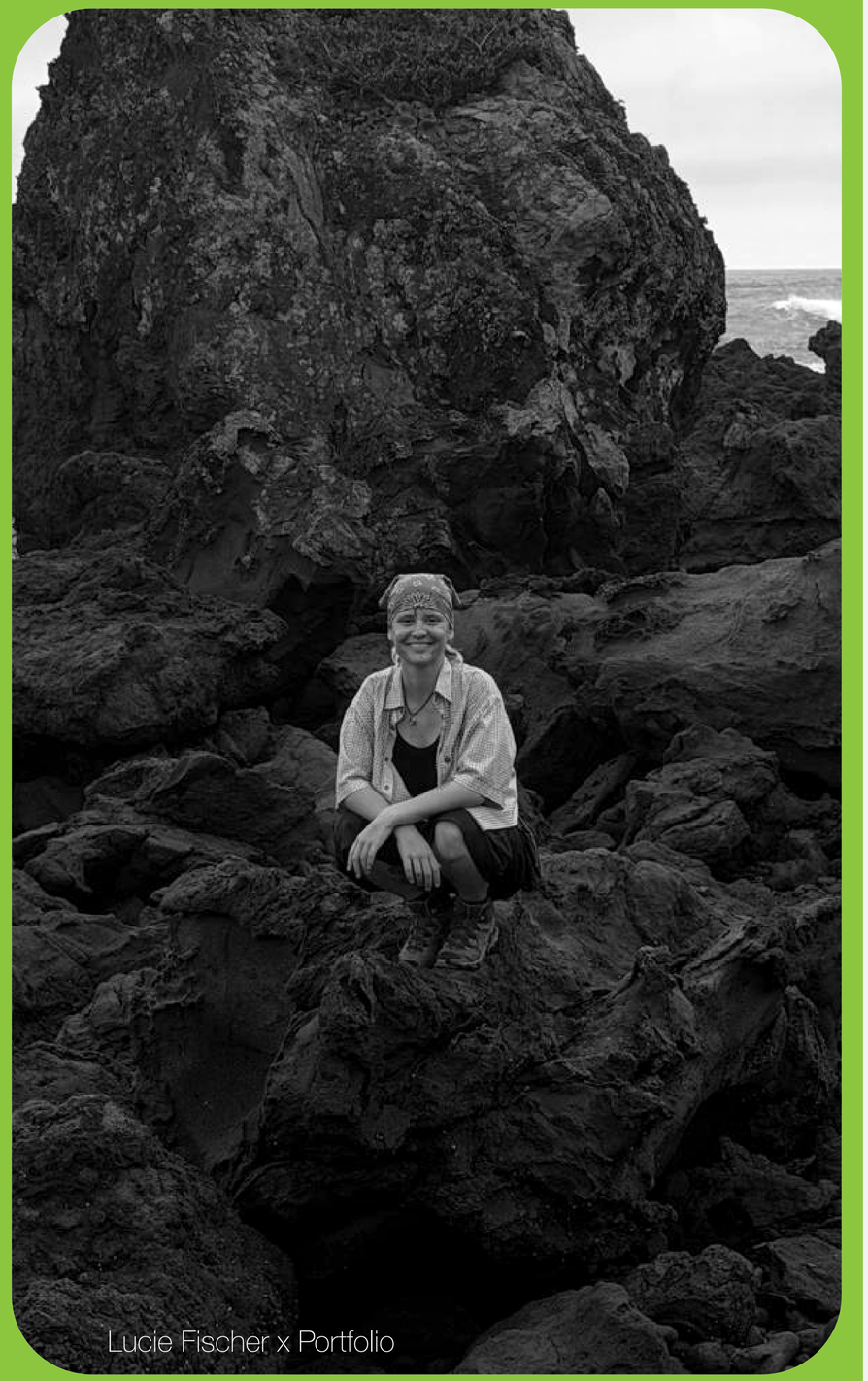
handcrafting

BY FOCUSING ON MULTIMEDIA DESIGN & ART DIRECTION, I GIVE MYSELF THE FREEDOM TO EXPLORE CONCEPTS, LAYOUTS, PRINT, SOUND, & EMOTION.



I'M DRAWN TO (EDGY, BOLD, & EXPRESSIVE DESIGNS) THAT SET STATEMENTS. EVERY COLOR, PLACEMENT, SOUND, TEXTURE, & DETAIL IS INTENTIONALLY SHAPED NOT ONLY BY MY VISUAL INSTINCTS, BUT ALSO BY MY ACADEMIC BACKGROUND IN (PSYCHOLOGY) & MY CURIOSITY ABOUT WHAT MAKES PEOPLE (FEEL, CONNECT, & REMEMBER.)

FOR ME, DESIGN IS LIKE EXISTENTIALISM, IT IS ABOUT CREATING MEANING — TURNING IDEAS INTO EXPERIENCES & MAKING THE WORLD FEEL A LITTLE MORE VALUABLE, DESIRABLE, & ALIVE.



Lucie Fischer x Portfolio

EDUCATION

10/2023 – now
B.A. MEDIAPSYCHOLOGY & DIGITAL BUSINESS
University of Applied Sciences Ingolstadt (THI)

02/2026 – 06/2026
SEMESTER ABROAD; INTEGRATED DESIGN
Hanyang University ERICA, Southkorea

LANGUAGES

German	NATIVE
English	C1
French	B2
Spanish	B2
Korean	A1

EXPERIENCE

10/2024 – 02/2026
GRAPHIC DESIGN & SOCIAL MEDIA MARKETING AS WORKING STUDENT
International Office of University of Applied Sciences Ingolstadt
✷ *layouts, infographics, presentations, typo3, visual identities*

08/2024 – 09/2024
& 02/2024 – 03/2024
INTERNSHIP; SOCIAL MEDIA CONTENT, PROJECTMANAGEMENT & CREATION
BSS Brand Communication Sachse Gerlach GmbH in Bietigheim-Bissingen
✷ *campaigns, concepts, brand guidelines, community management, visual identities*

02/2024 – now
FREELANCING DESIGNER & ARTIST
✷ *flyer, brochures, tattoo designs, wordpress, paintings, pottery, upcycling clothing & furniture*

SOFTWARE

Ai Ps Id Xd Ae MS Office / iWork

Art Direction & Multimedia Design

luciefischer09@gmail.com

CONTENTS

TABLE OF

1 *Cross Media Graphics*

2 *App Design*

3 *Packaging & Print Design*

4 *Brandings*

1

editorial design

magazine

print

photography

CROSS MEDIA GRAPHICS

typography

art projects

layout

animation

video editing

luciefischer09@gmail.com

CROSS MEDIA GRAPHICS

OVER THE COURSE OF ONE SEMESTER, A FINAL BOOKLET CONSISTING OF THREE PROJECTS WAS TO BE DESIGNED. EACH PROJECT EXPLORED ONE OF THREE CONCEPTS: REMOVE, TWIST & ADD. THE TASK WAS TO GO BEYOND SIMPLY REPRODUCING IMAGES AND INSTEAD RECONSTRUCT THEM THROUGH DELETION, DISRUPTION, AND COMBINATION. THROUGH THIS PROCESS, A DISTINCT VISUAL LANGUAGE WAS TO BE DEVELOPED, TRANSLATING CONCEPTUAL THINKING INTO A TANGIBLE AND COHERENT MATERIAL FORM.




SEMESTER PROJECTS
defamiliarizing structures by ref-ra-m-ing.
IA GRA
2026
less is more?
what reveals absence?
meaning through omission.
CROSS MED PHICS
combining di-fferent media.
Hanyang University
LUCIE FISCHER

1

REMOVING

Questioning what appears in the space left behind.

LIVE FOR THE EXPERIENCE



This project explores how the constant urge to document experiences can distance us from actually living them.



By removing people who are focused on taking photos of themselves to proof their activities, the work

what is there?

reveals what often goes unnoticed:

the space itself.
Its details.
Its atmosphere.
And its beauty.

The absence of these figures draws attention to the way experiences are increasingly shaped by EXTERNAL VALIDATION rather than PERSONAL ENJOYMENT.

The project invites viewers to reconsider and reflect why they capture moments and encourages them to experience places for themselves. Not for an audience. Just for themsselves.



Lucie Fischer Cross Media Graphics Hanyang University 2026

Lucie Fischer

2

TWISTING

the unfamiliar

A poster series of 7 posters challenging the familiar image of animal-based food by replacing its expected ingredients with the often-hidden realities behind its production and consumption.

FILET À LA MICROPLASTIC



freshly caught, still full of plastic.

Through visual distortions, rebuilding and modelling, products such as fish, and meat become unsettling representations of issues including antibiotics, hormones, microplastics, and animal suffering. By transforming appetizing foods into uncomfortably weird images, the work encourages



viewers to question what they consume and consider the health, environmental, and ethical consequences of animal products. The project aims to raise awareness and inspire more conscious choices for both human and animal well-being.

HIDDEN INGREDIENTS

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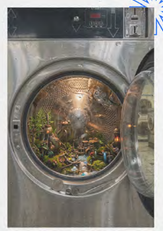
Lucie Fischer Cross Media Graphics Hanyang University 2026

3

ADDING

Expansion an-d Rec-ombination

Wash Away transforms the washing machine from an everyday household appliance into a portal to miniature fictional worlds. Hidden within its drum are magical landscapes, tiny civilizations, and fantastical environments that invite viewers to look beyond the ordinary.



Inspired by surrealism and fantasy, the project explores how a simple shift in context can completely alter perception.

By placing entire worlds inside a familiar object associated with routine and domestic life, Wash Away challenges conventional ideas of scale, reality, and function. The washing machine becomes a vessel for imagination, revealing hidden realms that seem to exist just beyond everyday experience.

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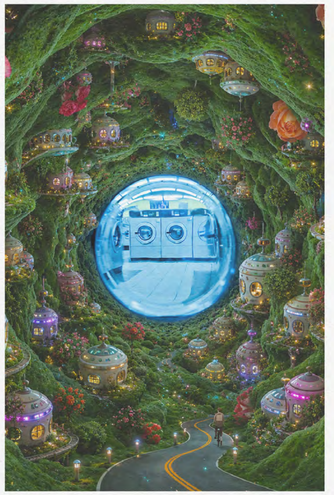
Through this change in perspective, the project encourages viewers to rediscover a sense of wonder and curiosity, reminding us that extraordinary possibilities can be found within the most ordinary places.



WASH AWAY



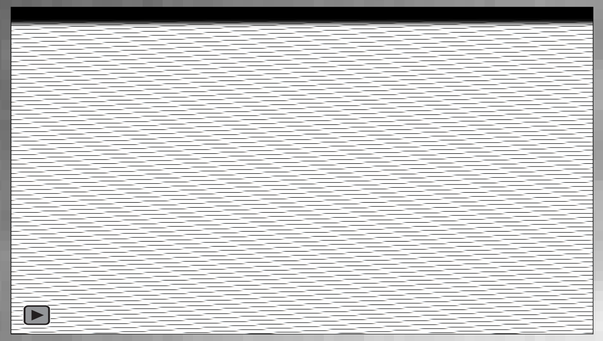
Lucie Fischer Cross Media Graphics Hanyang Univ



Lucie Fischer Cross Media Graphics Hanyang University 2026

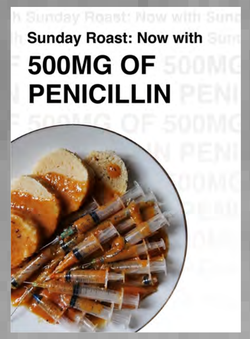
DETAILED SELECTION

1 animation excerpt 14s



2 poster series

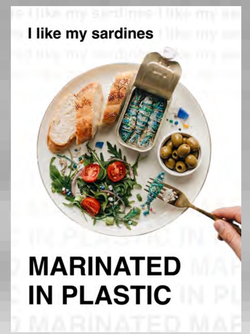












3 inside out visual



usability

2

layout

intuition

APP DESIGN

user experience

interactional design

es

user interface

APP DESIGN

DURING A COURSE IN MY STUDIES, A STARTUP CONCEPT WAS TO BE DEVELOPED THROUGH REVERSE ENGINEERING AND THE ANALYSIS OF REAL STUDENTS‘ EXPERIENCES. MY TEAM FOCUSED ON FINDING PARKING LOTS EASIER, FASTER & IN A MORE RELIABLE WAY. WHILE OTHER STUDENTS LOOKED AFTER ACCOUNTING, MARKETING, LAWS & MORE, I TOOK OVER THE ENTIRE APP DESIGN AND BRANDING PROCESS.

SpotMe



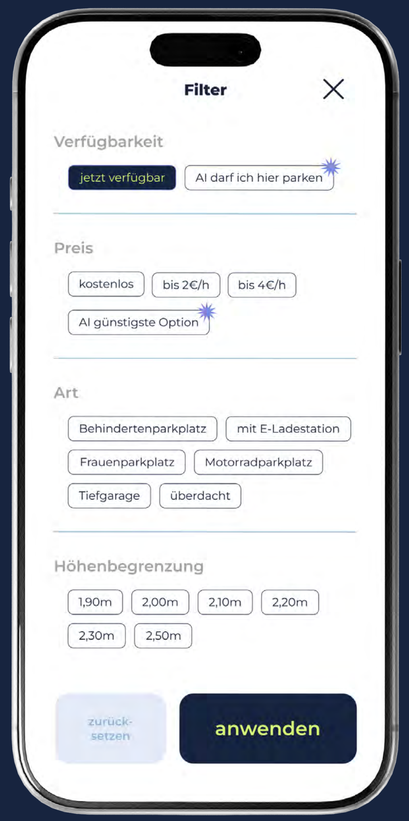


our goal is to...

make everyday life easier as well as finding a parking spot more efficient and affordable. Especially in cities, we want to help people to park

stress-free, affordably, and quickly through smart technology, real-time data, and a user-friendly app.

park your car before you even got in



filter



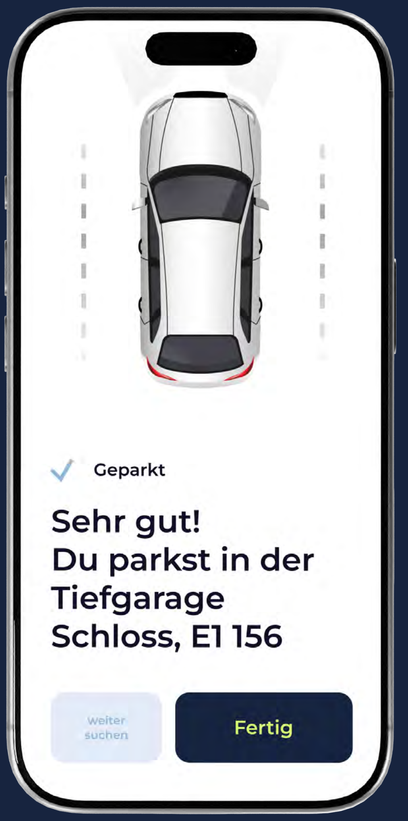
book



track



drive



park

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switch to dark mode



3

typography

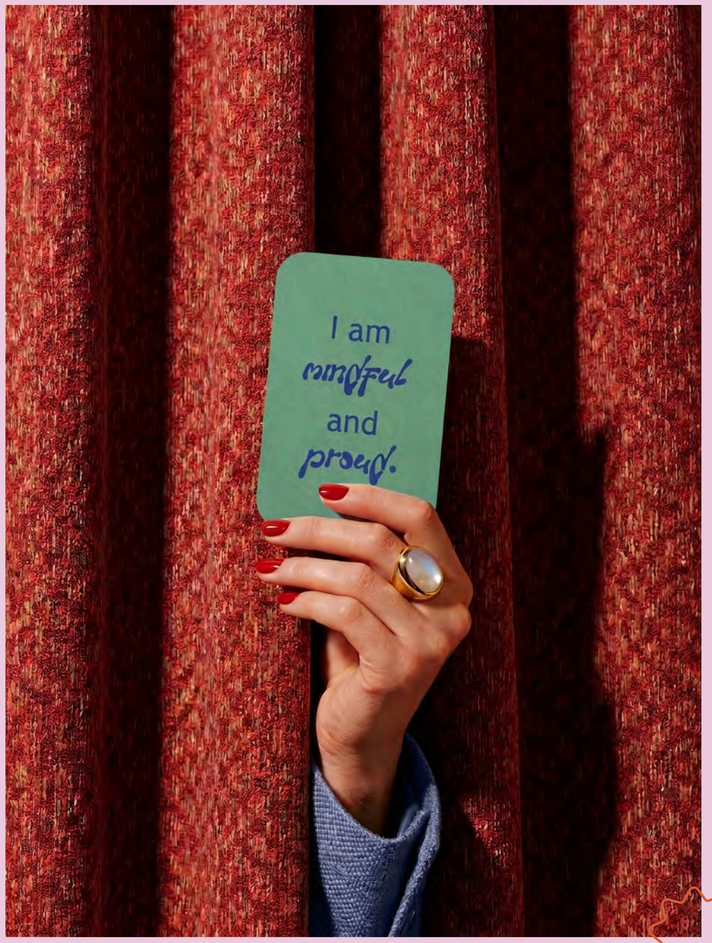
mental health

color concept

PACKAGING & PRINT DESIGN

product design

PACKAGING & PRINT DESIGN
AFFIRMATION CARDS



AS I DEEPLY CARE ABOUT MENTAL HEALTH, I CREATED A SET OF 42 AFFIRMATION CARDS AS A TANGIBLE TOOL FOR POSITIVE SELF-REFLECTION AND EVERYDAY ENCOURAGEMENT. SELECTING AND DEVELOPING THE AFFIRMATIONS CAREFULLY USING PSYCHOLOGICAL KNOWLEDGE, I FOCUSED ON LANGUAGE THAT FEELS SUPPORTIVE, REGULATING AND SIMPLE. THIS MAKES THE AFFIRMATIONS EASY TO REPEAT AND TO REMEMBER.

THE VISUAL CONCEPT COMBINES BOLD TYPOGRAPHY WITH COLORS SELECTED FOR THEIR EMOTIONAL IMPACT AND THEIR CONTRAST. ESPECIALLY FOR NEURODIVERGENT PEOPLE THE CARDS NEED TO BE VIBRANT BUT NOT OVERWHELMING.


I am deeply loved.
because i'm worth it
42 affirmation cards for more self-love and positive thinking
©filudesigns
9 512093 515250
©filudesigns
because you're worth it
I will find my way


I accept every version of myself.
I am curious in exloring new paths.
I let go of the past.
I trust the journey ahead.


I allow myself to heal.
because you're worth it
2 affirmation cards for more
elf-love and positive thinking
©filudesigns

4

illustration

values
brand image

logos

BRANDINGS

key visuals

social media

corporate identity

label

grid systems

ARCTIC AURA ICE BAR



“ARCTIC AURA”, A FICTIVE ICE BAR IN FINLAND, IS ROOTED IN THE LEGEND OF AN ANCIENT AURORA-LIT ICE CAVERN AND BRINGS ENCHANTING MYTHS TO LIFE. ENCHANTING, ELEGANT AND WINTERY VIBES ARE REPRESENTED THROUGH PURPLE, BLUE AND GREEN COLOR TONES AS THEY REFLECT COZINESS, CLASS AND PRECIOUSNESS. A MUST-HAVE-ELEMENT ARE THE NORTHERN LIGHTS: INCLUDING THEM IN THE LOGO IS IMPORTANT TO HAVE AN INDIVIDUAL AND RECOGNIZABLE BRAND. THE BRANDING OF “ARCTIC AURA” BLENDS ANCIENT LEGEND WITH MODERN MINIMALISM. CLEAN, SANS-SERIF TYPOGRAPHY IS USED TO MAKE THE VISUAL IDENTITY EVEN MORE IMMERSIVE AND ELEGANT.

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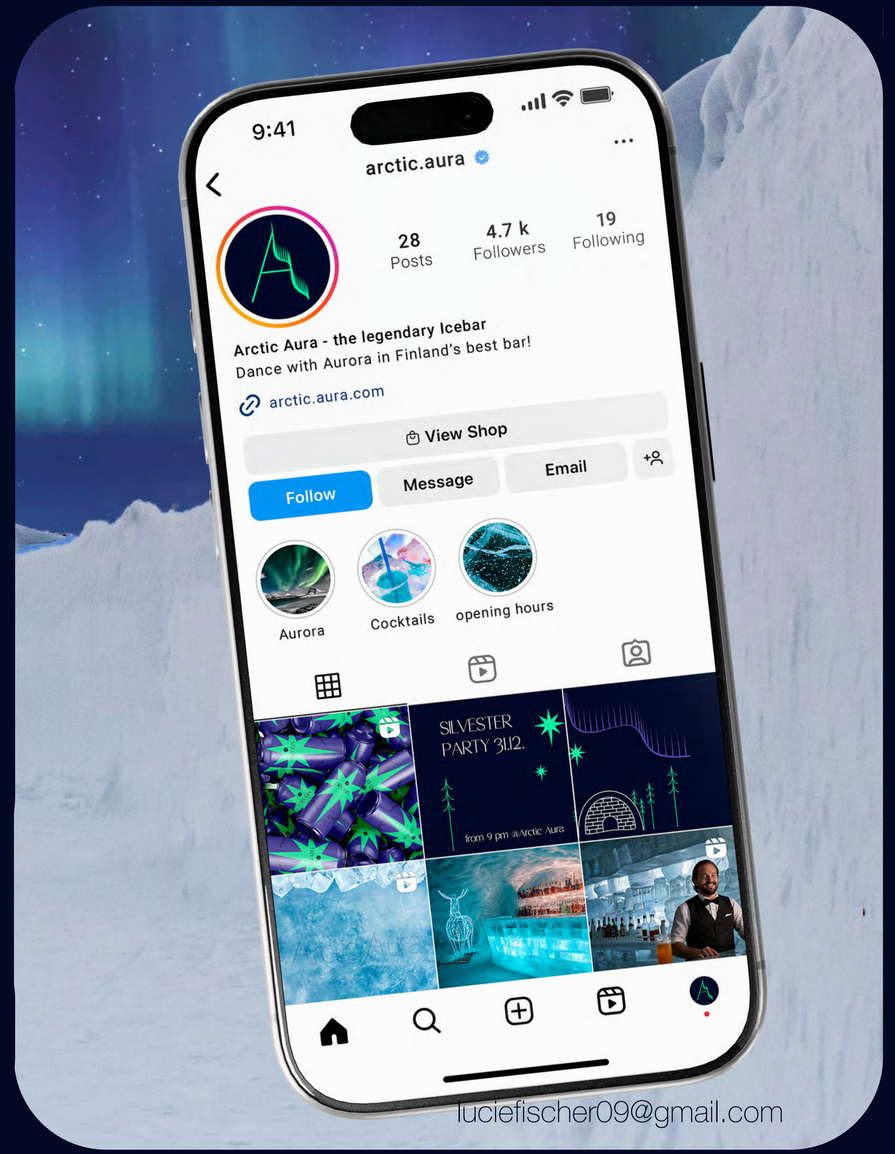












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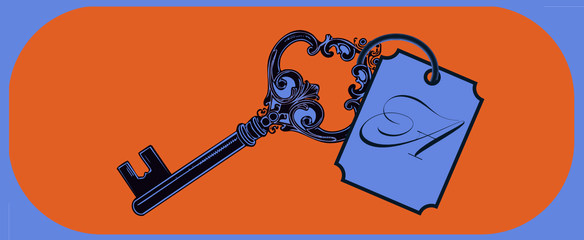
luciefischer09@gmail.com

AZALEA HOTEL



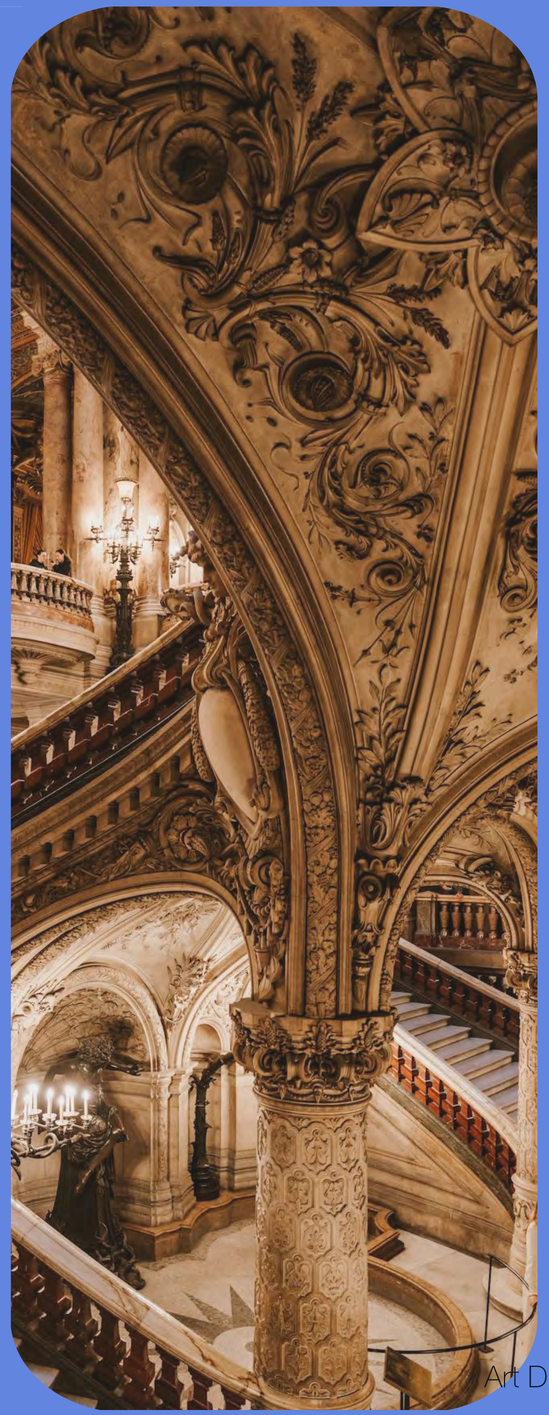
A REFINED YET FASHION-FORWARD RETREAT FOR AFFLUENT GLOBAL TRAVELERS SEEKING HERITAGE, STYLE, AND MODERN SOPHISTICATION IN THE HEART OF LONDON.

THE BRANDING EMBODIES TIMELESSNESS, AND ROYAL CHARM – WHERE VINTAGE OPULENCE MEETS DISCREET MODERN COMFORT. REFLECTING CLASSIC BRITISH REFINEMENT AND COMBINING SERIF TYPOGRAPHY AS WELL AS HERITAGE ICONOGRAPHY WITH A MINIMALIST TWIST, THIS IDENTITY IS ROOTED IN A SENSE OF TRADITION, WITH A CONTEMPORARY EDGE THAT AVOIDS EXCESS. PHOTOGRAPHY AND ILLUSTRATED CONTENT ARE WARM AND ATMOSPHERIC, CAPTURING QUIET MOMENTS OF LUXURY.















Lucie Fischer x Portfolio

Art Direction & Multimedia Design

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CHKPA HUMMUS



FOR THIS HEALTH-FOCUSED BRAND I DECIDED TO STICK TO A FRESH AND MODERN DESIGN. IT'S ALL ABOUT MINIMALISM AND A SUPER CLEAN LOOK AS CHKPA STANDS FOR NATURAL INGREDIENTS, A HEALTHY LIFESTYLE AND UNPROCESSED FOOD. LOVING TO PLAY WITH THE LAYOUTS AND LINES IN THIS CONCEPT, I WANTED TO KEEP THIS DESIGN AS STRAIGHT FORWARD AS POSSIBLE. ADDITIONALLY, I CREATED MULTIPLE POSSIBLE HUMMUS FLAVORS, THEIR PACKAGING AND SOME STREET MARKETING CONCEPTS WITH BILLBOARD AND POSTER DESIGNS.



Lucie Fischer x Portfolio

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CHKPA

Minimal Ingredients. Maximum Taste.







bold | slow food | purity | natural

sustainable | clean | modern | healthy

organic | vegan | minimalistic | fresh

entic | contemporary | conscious | confid



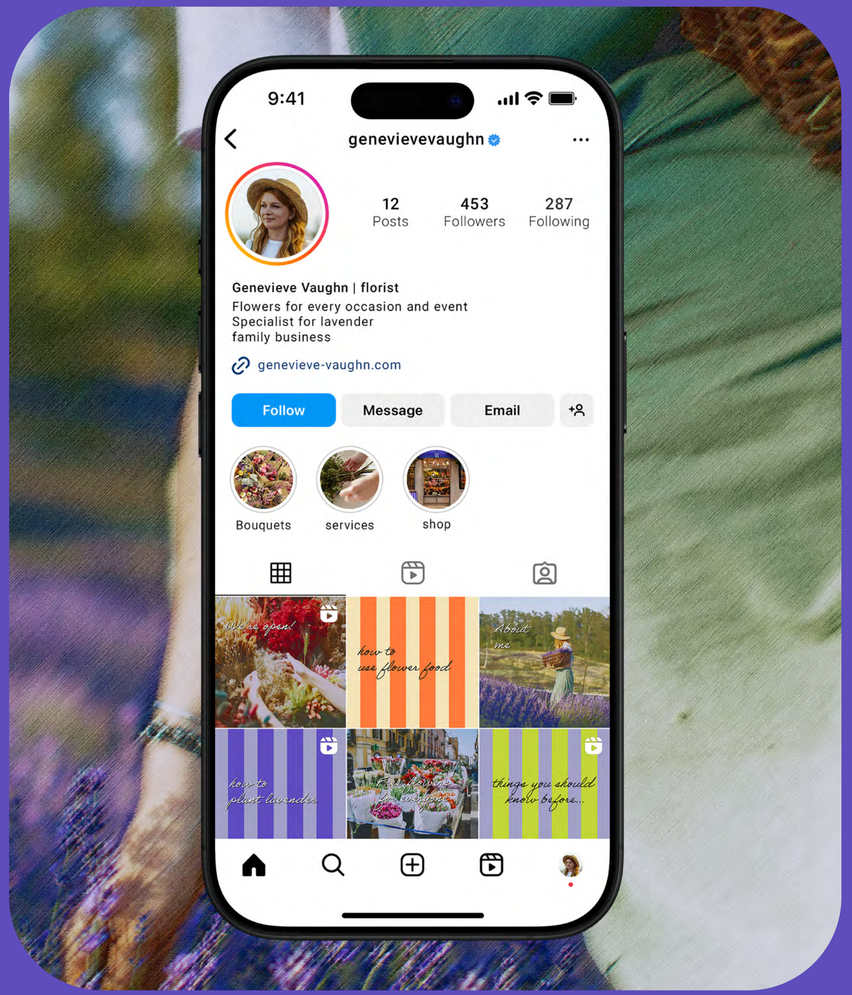
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GENEVIEVE VAUGHN FLORIST



THE BRAND'S AESTHETIC IS INSPIRED BY THE RUSTIC ELEGANCE OF THE FRENCH PROVENCE. TO CAPTURE THIS, THE VISUAL STYLE LEANS INTO HANDCRAFTED AND MINIMALISTIC ELEMENTS, FEATURING A HANDWRITTEN SCRIPT FONT, SOFT VINTAGE STRIPES, AND DREAMY, FAIRY-LIKE PHOTOGRAPHY. THE OVERALL LOOK AIMS TO EVOKE A SENSE OF NOSTALGIA, NATURAL BEAUTY, AND GENTLE SOPHISTICATION.









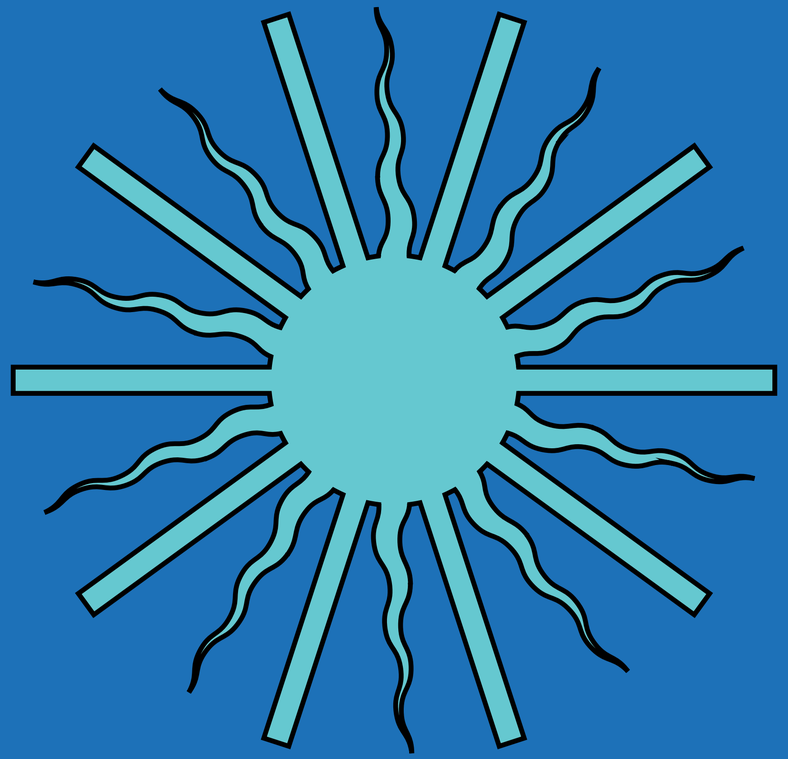
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THANK YOU



Lucie Fischer

Art Direction
Multimedia Design