



# KATERINA

## PAPADOMANOLAKI

graphic design • art direction

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**Hi** I am a Graphic designer/Art director based in Athens. I have worked for several years in the advertising industry in Greece and abroad, for a wide range of clients in different sectors. My multidisciplinary background, gives me an holistic approach when it comes to design and I am keen on bringing ideas to life. My favourite quote is **"Form follows function"**.

### WORK EXPERIENCE

#### ~~Freelance Graphic Designer/Art Director~~

(11/2023 - present), Athens

#### ~~Senior Art Director~~

4 WISE MONKEYS (06/2019 - 11/2023), Athens

Design & Art Direction for 360 Campaigns

**Clients:** NBA Greece, P&G (Always, Oral B), BEIERSDORF (DUO, Hansaplast), PAPADOPOULOU (Caprice, 2πλογεμιστά, Φρουτογεμιστά, Γεμιστά), 3E (TSAKIRIS Chips, Campari, Costa Coffee, Aperol, Bulldog Gin, Corona, BUD, Stella Artois), ALPRO, WATT+VOLT, EVEREST, PERFETTI VAN MELLE (Chupa Chups, Mentos), ALPHA BANK, VOLOTEA, BARBASTATHIS salads, L'ARTIGIANO, CROCCANTE, SKAG, GREGORY'S, BARILLA (Gran Cereale)

#### ~~Art Director~~

SOHO SQUARE, Ogilvy Group (05/2017 - 06/2019), Athens

Design & Art Direction for 360 Campaigns

**Clients:** ATHENIAN BREWERY (ALFA Beer, ALFA Weiss, ALFA Strong), PAPADOPOULOU (Crackers, Rondo, Cookielicious, Krispies, Krakerakia, Mini Pick), KRI-KRI (ice-creams), BIC (lighters), AUTOHELLAS (SEAT cars), JTI INTERNATIONAL (Old Holborn, CAMEL, GR, Logic, Internal Comms), FEELGOOD ENTERTAINMENT, GALLERIE DE BEAUTE, ALLIANZ, ELTA, AMITA MOTION, AEGEAN AIRLINES, TSATSARONAKIS (To Manna), NOUNOU (yoghurts), RESOUL (El Greco coffee, True Bites)

#### ~~Junior Designer~~

DRAGON ROUGE (05 - 06/2016), London

Branding & Packaging (FMCG)

**Clients:** DANONE, HEMPEL, BRITISH GYPSUM, BALL (ex REXAM), MASAFI WATER

#### ~~Junior Designer~~

MOMENTUM WORLDWIDE (01- 04/2016), London

Conceptual Design & Brand Positioning

**Clients:** COCA COLA COMPANY, UPS, AMERICAN EXPRESS, MICROSOFT, RICOH

#### ~~Freelance Graphic Designer~~

SCB PARTNERS (HAVAS MEDIA) (07/2015), London

Presentation Design

**Clients:** FORD, DE BEERS, GANT, JIMMY CHOO

#### ~~Design Intern~~

ELMWOOD DESIGN (03 - 06/2015), London

Branding & Packaging (FMCG)

**Clients:** GSK (Aquafresh), MARS, THAMES TIDEWAY, THAMES WATER, NORTHERN RAIL, LONDON BEER LAB

#### ~~Graphic Design Intern~~

LICHTGRUEN VISUELLE KOMMUNIKATION

(10/2010 - 03/2011), Berlin

Erasmus Placement



## EDUCATION

~~MA Graphic Branding & Identity~~ **UNIVERSITY OF THE ARTS LONDON, LCC** (2014), London

Focus on Brand Design, Art Direction, research methodologies, strategic thinking and brand positioning.

**Major Project:** "How can graphic design support people who suffer from agoraphobia?"

~~BEng & MEng in Product and Systems Design Engineering~~ **UNIVERSITY OF THE AEGEAN** (2004 - 2012), Greece

Focus on User Experience, Design Management, Information Design, Interaction Design, Product Design

**Diploma Thesis:** "Uses of smart fabrics in textile industry: Design and modelling of a textile product that incorporates shape memory alloys in it's structure."

~~Communication Design~~ **UNIVERSITY OF PORTO, FACULTY OF FINE ARTS** (2009), Portugal

6 month Erasmus exchange program

~~Architecture & Fine Arts Foundation~~ **PLAKAS INSITUTE OF ARTS** (2002 - 2004), Athens

Technical drawing & free hand drawing

~~American College of Greece~~ (1998 - 2004), Athens

Unified Upper Secondary School

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## INDEPENDENT COURSEWORK | PARTICIPATIONS

~~Creative Ambient Media Seminar~~ **AKTO SCHOOL OF ART AND DESIGN** (04 - 06/2013), Athens

~~Student Volunteer representing Greece~~ **ACM SIGGRAPH** (07/2010), Los Angeles, USA

International Conference on Computer Graphics and Interactive Techniques

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## QUALIFICATIONS

### PROGRAMS

Adobe Illustrator ●●●●●

Adobe Photoshop ●●●●●

Adobe InDesign ●●●●●

Adobe After Effects ●●○○○

Midjourney (AI) ●●●●●

Figma ●●○○○

MS Office ●●●●●

### LANGUAGES

Greek ●●●●●

English ●●●●●

German ●●●○○

Portuguese ●○○○○