



ada tsani / graphic design /
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PERSONAL STATEMENT

Through my professional activity as a graphic designer, I developed an extended personal network with collaborations in corporate, production, publishing, arts and design sectors. Most of my work includes print and digital graphics from concept to completion. My approach to the design process is visual research, analytical thought, team spirit and smart applications within tight deadlines. The unique organisational and creative, as well as the design software skills and knowledge I acquired through experience, will prove invaluable for any company seeking to hire creative roles, in order to achieve their goals and growth through a unique identity and effective visual communication for or towards their target audience.



WORK EXPERIENCE

[APR04 – TODAY]

Graphic Design, Art Direction / Extended Networking / London

Projects included corporate/visual identities, print collateral, product catalogues, advertising and promotional collateral, props for films and TV commercials, technical artworks for installations, motion graphics, web design and developing.

ROLES & DUTIES:

Art Direction. Design and development from concept to completion. Liaising with clients and production. Collaborating with project and production managers. Responding to creative and technical briefs.

CLIENTS/EMPLOYERS INCLUDED:

Idea Junction (London), Hothouse IWG (London), Ranch Ltd. (London), Rattling Stick (London), RSA Films (London), Chocolate Films (London), Nice Shirt Films (London).

WORK INCLUDED:

- **Tsanis Packaging** / Corporate brand strategy and visual identity, Product catalogues and direct mail, Print and other collateral, Website / Design and Art Direction.
- **Ranch Ltd.** / Identity retouch, Print and other collateral, Showreel Mail-out, Website / Design, Development and Project Management to completion.
- **Kaspersky Antivirus Systems** / Web banners / Development in Adobe Flash.
- **Sony Playstation** / Installation for Buzz & Singstar / Adobe Illustrator technical artworks.
- **O2** / Installation / Adobe Illustrator technical artworks.
- **Heineken** / “Lobster” TV Commercial / Graphic design for props.
- **Crown Royal** / TV Commercial / Graphic design for props.
- **Walkers** / “Slices of life” TV commercial / Graphic design and props making.
- **M&S** / TV commercial / Graphic design for props.
- **Park Royal** / Installation for “Renewable Fuels” / Adobe Illustrator technical artwork.

ACHIEVEMENTS:

- Improved and increased my software skills.
- Handled effectively a diverse range of projects/tasks.
- Gained experience in films and TV advertising productions.
- Achieved regular collaborations and successful communication, also in distance.

[NOV03 – AUG04]

Design & Art Direction / dFLOOR Magazine / London

dFloor was a short term free-press magazine run by a London-based team, printed and distributed monthly around Greece. Contents covered exclusive interviews with international DJs, electronic music reviews, events and lifestyle. Between advertisers were: **Agent Provocateur, Pussy Deluxe, Fenafresh, Music Kitchen, Kidrobot, Vive Maria, International DeeJay Gigolos, Atom.com, Plak Records, Influx and Tabooboo.**

ROLE & DUTIES:

Designed the magazine's identity and promotional applications. Creative thinking. Direction of external contributors. Creative and technical editing on images and graphics. Collaborating with editor on contents structure. Applying contents on the layout. Responsible to send files for prepress and publishing. Liaising with production.

ACHIEVEMENTS:

- Worked in very tight deadlines.
- Contributed to the development of a magazine with unique identity and experimented with the medium, design techniques and print formats.
- Increased the magazine's popularity and distribution points through personal and public relations.
- Achieved sales through professional relations.
- Introduced the publishing company, one of the major in Greece, and achieved a great deal on the costs and cooperation agreement.

[SEP97 – AUG02]

Graphic & Web Design / Visual Options / Greece

<http://visual-options.com>

In-house graphic and web designer for Visual Options, a design group based in Greece with accounts from the public sector, art institutions, private, corporate, manufacturing and production sectors.

ROLE & DUTIES:

Delivered projects from concept to completion. Prepared work for pre-press/printing/publishing. Prepared quotations. Attended meetings and liaised with clients. Assisted in professional photo shoots for magazines, fashion catalogues and other promotional purposes.

CLIENTS INCLUDED:

State Museum of Contemporary Art, Contemporary Art Centre Thessaloniki, Opera House Thessaloniki, Fena Stores, Hellenic Fabrics S.A. (Accas Group), Helexpo, University of Minnesota USA.

WORK INCLUDED:

Contemporary Arts Centre of Thessaloniki Visual identity and print collateral / **Art Exchanges in South-East Europe forum** Advertising collateral, event's brochures / **Smell.Bytes™** Exhibition and advertising collateral / **Philharmonic of Vienna and Danish National Radio Symphony Orchestra for the Opera House of Thessaloniki**, Brochures / **63rd International Trade Fair (TIF)**, Identity, advertising and print collateral.

ACHIEVEMENTS:

- Increased volume of incoming projects and sales through personal and public relations.
- Won an EBGE and other distinctions for the company.
- Provided 100% flexibility in overtime hours and completed large volume of work when required.
- Handled company and project management roles, as well as clients liaising responsibilities.

[JUN94 – SEP97]

Junior Artworker / Tsanis Packaging / Greece

<http://tsanis.com>

In-house graphic designer for Tsanis, distributor and manufacturer of packaging products for major retailers, companies and manufacturers around Greece. Among Tsanis clientele you will find **Masoutis, KORRES, Kosta Boda, Cosmote, Freshline, and National Portrait Gallery.**

ROLE & DUTIES:

Graphic design for logos and artworks applied to various packaging products. Prepared selected artworks for production. Liaised with customers when required. Attended exhibitions, business meetings and business trips to Europe as translator and Personal Assistant.

ACHIEVEMENTS:

- Acquired knowledge in packaging products and production.
- Gained experience and technical knowledge in printing processes and material for packaging, through the design process.
- Developed excellent technical drawing and software skills.
- Produced large volumes of artworks in tight deadlines.

AWARDS

Distinction / ISTD, International Society of Typographic Designers

Environmental Typography (Project Brief 01), Assessment 2009

Video capturing a performance in London Liverpool Street station, where people interpreted the phrase "I would love you if I had time". / **Concept, design, development and management.**

Distinction / Design and Illustration Awards (EBGE), Greece

Sites & Multimedia category, 2002

Motion graphics clip developed in Flash, for Hellenic Fabrics S.A. Projected at their shareholders' meeting and their stand at Premiere Vision, Paris 2002. / **Storyboard, design and development.**

EDUCATION

BA (Hons) in Graphic Design/ First Class / UCLan, Preston UK

SKILLS

PERSONAL:

- Task/Project management.
- Liaising with clients and production.
- Visual research and analysis.
- Systematic organising.
- Analytical thought.
- Accurate to briefs and guides.
- Master in verbal and writing skills.
- Professional experience in customer service.
- Attention to detail in any aspect.
- Creative problem solving in production and budget issues.
- Motivating and inspiring team spirit.
- Social and professional networking.

SOFTWARE:

- Photoshop
- Illustrator
- InDesign
- Flash
- Dreamweaver
- HTML/CSS
- Keynote, Power Point and Pecha Kucha Presentations
- MS Word
- Acrobat

LANGUAGES:

- English (fluent)
- Greek (fluent)