

RANIA NIKOLAKOPOULOU

Senior Graphic Designer / Art Director

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🌐 https://drive.google.com/file/d/1APJ5wvZ11kNS6Xd98YxP20nYg6yc_Yh_/



PORTFOLIO QR

SUMMARY

- 💡 Creative and impact-focused Graphic Designer & Art Director with **15+ years** of experience in **branding, print, digital design**, and **3D visualization**. Passionate about blending creativity with marketing strategy to enhance engagement and drive business growth.
- 🎨 Expert in **Adobe Suite**, Social Media campaigns, 3D design, and front-end web development. Skilled in leading design teams, maintaining brand consistency, and delivering high-impact visuals across print, web, and advertising platforms.
- 🔗 Seeking a dynamic role where I can **innovate, grow**, and contribute to **impactful design strategies**.

WORK EXPERIENCE

Graphic Designer / Store Admin

🏢 The Chesterfield Shop

📖 Toronto, Ontario, CA

📅 March 2024 - January 2025

- ◇ Responsible for the smooth operation of the Yonge Street location store.
- ◇ Made sure the showroom was in top condition, presentable and adhered to the brand's image.
- ◇ Made sure all signage was on the floor.
- ◇ Inventory updates, manufacturer stock, delays and dropped products/covers updates.
- ◇ Customer service, assisting sales and management with orders.
- ◇ Entering orders on the system.
- ◇ Later on promoted to a hybrid graphic design position and assisted the social media manager with graphics for social media, google ads, meta ads and print ads.
- ◇ Responsible for website updates, adding new products and UX/UI upgrades which led to an increase in customer traffic.

Art Director

🏢 AMG Media, Marketing Agency

📖 Athens, Greece

📅 January 2023 - December 2023

- ◇ Directed the development of advertisements for Google Ads and Social Media Ads. Oversaw the creation of client website banners tailored to specific needs.
- ◇ Orchestrated the production of multiple presentations showcasing the company's skills, capabilities, and target audiences.
- ◇ Generated detailed reports featuring social media metrics monthly for each client, facilitating ongoing campaign efficiency assessment.
- ◇ Led the 3D & 2D creation of large-scale printed booths, flags, and branded content for prominent exhibitions such as Youth Events, Gaming Tournaments, and Technology Expos, in addition to printed advertisements deployed in venues like airports, buses, and movie theaters.
- ◇ Fostered close collaboration with project managers, the marketing department, and IT specialists to ensure strict adherence to established guidelines and standards throughout all projects.

Lead Graphic Designer

bits and bytes, Internet Gaming Stations

Athens, Greece

November 2017 - November 2022

- Orchestrated the development of digital and print graphics across a network of 30+ subsidiary stores.
- Facilitated direct and meticulous communication with individual store managers and receptionists to ensure alignment with provided brand guidelines.
- Led the creation of branded content for social media platforms, event print designs, and merchandise for the parent company, encompassing items such as stickers, mousepads, lanyards, gaming chairs, bracelets, T-shirts, signage, and other branded materials as per specific requests.
- Creation of graphics for online & offline events for multiple platforms and mediums.

Graphic & Media Designer

Media4u, Marketing Agency

Cholargos, Greece

March 2016 - October 2017

- Spearheaded the creation of diverse multimedia graphics including social media banners, website banners, animated GIFs, and print graphics of varying scales.
- Developed compelling 30-60 second television advertisements tailored to clients' specifications.
- Maintained close collaboration with project managers, marketing specialists, and the IT department to ensure strict adherence to established guidelines and standards throughout the creative process.

Graphic Designer

New York College, Profession Training Institute

Athens, Greece

January 2015 - February 2016

- Managed the development of advertisements for Google Ads and Social Media Ads.
- Produced comprehensive pamphlets/flyers across various professional categories and designed corresponding website banners for each category.
- Fostered close collaboration with the marketing department to ensure adherence to established guidelines and standards.

Graphic Designer & E-Commerce Store Manager

2020, Marketing Agency

Athens, Greece

September 2013 - September 2014

- Accountable for the development of banners for the web store and proficiently edited product photos for seamless integration into the xcart environment.
- Tasked with the creation of print graphics catering to clients' orders, including but not limited to business cards, printed bags, and packaging prints, ensuring meticulous attention to detail and adherence to client specifications.
- Managed and ensured the proper packaging of online ordered and co-ordinated the shipments with the shipping companies.

EDUCATION

Graphic Design / Printing Methods

2012 - Current

University of West Attica

Athens, Greece

SKILLS AND EXPERTISE

Design & Branding

- ♦ Corporate Identity & Brand Strategy Development
- ♦ Visual Storytelling & Infographic Design
- ♦ Digital & Print Media (Brochures, Flyers, Business Cards)
- ♦ Packaging Design & Labeling
- ♦ Logo Design & Iconography
- ♦ Data-Driven Design & A/B Testing

UI/UX & Web Design

- ♦ Responsive Web & Mobile Design
- ♦ UX/UI Wireframing & Prototyping
- ♦ Conversion Rate Optimization (CRO)
- ♦ E-commerce UX/UI & Landing Page Design
- ♦ Design Systems & Style Guides
- ♦ Front-End Development (HTML, CSS, WordPress)

3D Design & Visualization

- ♦ 3D Product Rendering & Environmental Visualization
- ♦ Architectural Visualization (ArchViz) & Interior Design Concepts
- ♦ Interactive 3D Models
- ♦ Software: SketchUp, Vray, Blender

Video Editing & Animation

- ♦ Motion Graphics for Social Media (Reels, TikTok, YouTube Shorts)
- ♦ Explainer Videos & Promotional Content
- ♦ Kinetic Typography & Animated Ad Creatives
- ♦ Video Editing (DaVinci Resolve, Sony Vegas Studio, After Effects)

Marketing & Advertising

- ♦ Sales Funnel Design & Lead Generation Graphics
- ♦ Ad Creatives & Campaign Design (Google Ads, Meta Ads, Print Media)
- ♦ Social Media Graphics & Content Creation
- ♦ Email Marketing (MailChimp) & SEO

Business & Operations

- ♦ Project & Time Management (Meeting Deadlines Efficiently)
- ♦ Stakeholder & Client Collaboration
- ♦ Creative Direction & Art Direction
- ♦ Compliance with Branding Guidelines & Industry Standards

SOFTWARE PROFICIENCY

- ♦ **Adobe Suite:** Photoshop, Illustrator, InDesign, Acrobat, After Effects, Lightroom, Dreamweaver, XD
- ♦ **3D Tools:** SketchUp, Vray
- ♦ **Productivity & Business Tools:** Microsoft Office (Excel, Word, PowerPoint, Outlook)
- ♦ **Video Editing:** DaVinci Resolve, Sony Vegas
- ♦ **Web & Development Tools:** Figma, Adobe XD, WordPress, HTML / CSS (Front-End UI Design)
- ♦ **Other:** Procreate, Corel Draw, Canva, Visual Studio, OBS

PERSONALITY & SOFT SKILLS

- ♦ **Time Efficient** – Strong ability to manage multiple projects and meet deadlines.
- ♦ **Fast Learner** – Quickly adapting to new tools, trends, and workflows.
- ♦ **Creative Ideation & Concept Development** – Strong problem-solving in branding & marketing
- ♦ **Detail-oriented** – High attention to design quality and brand consistency.
- ♦ **Cross-Functional Collaboration** – Working effectively with Marketing, IT, and Management teams
- ♦ **Leadership & Mentorship** – Experience leading projects and guiding team members.
- ♦ **Client Communication** – Skilled in presenting ideas and collaborating with stakeholders.
- ♦ **Adaptability** – Thriving in dynamic, fast-paced environments.
- ♦ **Compliance & Organization** – Ensuring projects align with company guidelines and industry standards.

LANGUAGES

- ♦ English - *Fluent*
- ♦ Greek - *Fluent*
- ♦ French - *Medium*
- ♦ Korean - *Beginner*

HOBBIES

- ♦ Drawing & Illustration
- ♦ Gaming & Streaming
- ♦ Music (Guitar)
- ♦ Knitting & Crafting

SOCIAL MEDIA FAMILIARITY

- ♦ Meta (Facebook, Instagram) Ads
- ♦ Google Ads & LinkedIn Ads
- ♦ TikTok & Pinterest Marketing
- ♦ Reddit, Twitch, & Community Engagement