

# Ioli Xanthaki

## Senior Graphic Designer

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I was born in 1986 in Athens and, having always been fascinated by art, I studied graphic design and visual communications in Vakalo School of Art and Design.

In the course of my career I was able to work in various fields, developing strong skills in illustration, branding & logo design, packaging design, retail design.

I also built up a multidisciplinary approach to creative problem solving and a flexible and open attitude to work while interacting with clients every single day, including Martini, Ferrero, Kimberly-Clark, Luxottica and Longines.

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*“enthousiastic hard working person, I’ve worked for important agencies in Athens and Turin”*

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Throughout the last period of my work experience I especially dealt with visual merchandising, defining methodologies from creative proposals to production.

I am currently living in Birmingham UK, working as a free-lance Graphic Designer but I am always seeking opportunities for new experiences and collaborations.



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### *work experience.*

• **2010 - present** La Cellula Lab, Turin - retail design, project management from the creative proposal to printing for the window set-up of the world-wide sunglasses chain stores "Sunglass Hut". Graphic projects for luxury product clients such as Rado, Tissot, Alpina, Glashutte, Maurice Lacroix;

### *"project management from the creative proposal to printing"*

• **2010** (free lance collaborations)  
**Zerogrey Srl, Turin** - graphic styling for Nolita and Rare websites;  
**Qube Srl, Turin** - restyling of the agency corporate identity, design for website and printed material;  
**Interaction Design Lab, Milan** - graphic identity and space characterisation for the urban hostel project BigBagBox;  
 • **2009 - 2010** ARC'S, Turin - Packaging & Identity development for new-released products, Image Restyling for products already existing and Naming & Brand Identity of new-born companies;  
 • **2009** Bellissimo, Turin - temporary collaboration for developing some projects;  
 • **2007 - 2009** +minus Communications, Athens - managing concepts and creativity for several companies. Direct interface with clients and directing the team work;

• **2008** Concepts, Athens - Creative Director for the brand presentation of Skinos during the Distillation and Winery exhibition '08;

### *"packaging & brand identity for Martini, Ferrero and Kimberly-Clark"*

• **2007 - 2008** Ph7 Advertising, Athens - Part Time Employee in graphic design and visual communications;  
 • **2006 - 2007** FCB Gnomi, Athens - Trainee in visual communication management;

### *education and qualifications.*

• **2014** Front End Web Development course with General Assembly, London;  
 • **2012 - 2013** HTML & CSS online courses;  
 • **2011** Photography courses  
 • **2010** participation in Thype! letterpress printing day;  
 • **2010** participation in Thype! 3-day editorial workshop;  
 • **2004 - 2007** Vakalo School of Art and Design Athens, Major: Graphic Design, Minor: Video and Film, Fine Art, Animation, Photography, Illustration and Interactive Design, Marketing and Brand Development;  
 • **2002 - 2004** Drawing, Painting and Sculpture courses at Plakas Foundation;



### *computer skills.*

Adobe Creative Suite CS5.5 (Photoshop, Illustrator, Indesign, Flash, Dreamweaver), HTML5, CSS3, Javascript/JQuery, Quark Express, Microsoft Office;

### *languages.*

• Greek as a native language;  
 • Italian, fluent spoken and written;  
 • English (Cambridge First Certificate, IELTS);  
 • French (DELFI 1,2,3,4,5,6);

### *"carefull, positive, determined and skilled...capable of working in a team and putting a brief in practice"*

Stefano Zimbaro  
 Founder and Commercial Director of ARC'S

### *personal interests.*

Swimmer and classical dancer. Fond of cinema, jazz music and piano.

### *referenses.*

Available upon request; ♦

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