

For the past 5+ years Nikolaos was based in London and has been designing and activating brand strategies for an array of different clients and industries. He specialises in developing creative briefs and innovative directions for his clients, focusing on growth, both in market presence and revenue.

Nikolaos's expertise is in Design Thinking and the human-centred methodologies which can provide a holistic approach to a brand's growth. The past year he has founded a growth agency and manages various clients around the world, focusing on Marketing, Product Innovation and Branding.

Currently, Nikolaos is in search of the next big thing whilst supporting his exclusive clientele.

Founder - Creative Director

Jan 2020 - present

Spectrum Design Thinking | London

At Spectrum we **design brands** that have positive impact to the world. We use Design Thinking methodologies to provide business and personal growth. Our team specialises in Digital and Traditional marketing, Business development, Personal brand design and promotion, Revenue growth and Streamlining business processes.

Senior Business Designer

May 2017 - May 2020 (3 years)

Business of Brand Group | London

Working alongside the senior team of BoB to growth strategies for businesses. Then, briefing and managing the implementation of the brand strategies. **Designing the end-to-end of a brand system** and going through developing product, channel and campaign strategies that feed down to activation. Part of a very senior team of creative and business people that deliver strategic growth to an array of different scale-up businesses.

Brand Strategy Intern

Jan 2016 - Apr 2016 (4 months)

SVIDesign | London

Working closely with the senior management on various branding projects. Creating the strategies and collateral for various implementations, online and offline, and presenting the designs back to the high profile clientele of the agency. Additionally, developing the internal **marketing strategy** for the agency by working closely with the founder and senior marketing management.

MA Design Strategy and Innovation

2014-2015

Brunel University | London

Greek
Native

BA Product Design

2009-2013

AKTO College by Middlesex University | Athens

English
Full professional proficiency

98%

Design Thinking

98%

Branding

97%

Design Strategy

96%

Problem Solving

94%

Creative Direction

92%

Strategic Planning

89%

Marketing
Management

88%

Product
Innovation

86%

Business
Development

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We live in a world where success is defined by our impact on society and our responsibility towards the world. Design is the link between business innovation and human centred growth.

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