

Nikolaos Fininis

Business Design

"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."

About.

A business designer with background on product, graphic and marketing strategy. A strong understanding on function and aesthetics with the will to combine them into innovative and unique solutions.

An agile learner and altruistic leader (personality type ENFJ - Protagonist). Loves connecting with people, especially in-person, and does the best he can to help his team develop their collective skills.

Believing in people almost to a fault and putting a lot of trust to a team and their passion. Can come out as overly idealistic and too sensitive, but always caring and reliable.

EXPERIENCE.

Founder | Spectrum Design Thinking | London | Jan2020 - Present

At Spectrum we design brands to 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 brand development, Personal brand design and promotion, Revenue growth and Streamlining business processes.

Business Designer | BoB Group | London | May2017- May2020 (3 years)

Working alongside the senior team of BoB to develop growth strategies for businesses and implement them.

Designing the end-to-end of a brand 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 Junior | SVIDesign | London | Jan2016 - Apr2016 (4 months)

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

Design Manager Assistant | Coco-Mat | Athens | Apr2014 - Sept2014 (6 months)

Assisting in managing and coordinating a team of 17 people that created a bespoke full wood bike for the Coco-Mat brand. We went from concept designs to material selection and prototyping, and delivered a full working model that was the base for the manufacturing of the final product.

Product Design Consultant | NSF Design | Athens | Sept2013 - Sept2014 (12 months)

Working as a freelancer consultant and product designer for various agencies, specialising on furniture and household product design teams. From concept design to prototypes and manufacturing.

Marketing Assistant | Lidge Advertising | Athens | 2007-2009 (2 years)

Designing Marketing collateral for online and offline experiential marketing initiatives for corporates. Part of a multidisciplinary creative team of illustrators, graphic designers and artworkers.

ACHIEVEMENTS.

Publications:

"Learning from Nature: Design Drives Revolution" in the Design Management Institution Review Journal. DMI Vol.27, Issue 3.

Saffron Brand Prize (Short-listed) | London:

"Putting the x to the TED. How TED developed to a New Power Brand".

LaunchBox Workshop St. Etienne | St. Etienne:

"The Mood Assistant", An application that detects your mood and provides relevant entertainment solutions either to suit it or change it.

Contemporary Utensils, Contemporary Design Exhibition | Athens:

Designing for Benaki Museum for the 35 years anniversary of the museum's gift shop.

"Arbez" Pen & Markers Product Design Competition:

Gold Prize for designing and 3D prototyping and ergonomic, low cost pen.

EDUCATION.

MA Design Strategy and Innovation

Brunel University | London | 2014-2015

Dissertation: "Insights for Design Leaders by combining Design Thinking with the Evolution of Species".

BA Product Design

AKTO, Middlesex University | Athens | 2009-2013

Dissertation: "Autonomous Emergency Shelters for disaster relief".

CONTACT.

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3 REASONS
WHY YOU SHOULD
CONTACT ME.

1. A product designer turned business designer.
2. Design thinker by nature.
3. Always keen to learn more.