

## Resume

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Eva Theodoridou, Print and Web Graphic Designer, Illustrator

**Current Location:** 71 Winchendon Road, TW110SU, Teddington, Middlesex

### Contact details

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## Studies

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### 2010 - present

**MA Art and Space, Kingston University, Kingston Upon Thames, London**

Subjects studied: Experimental film, sound installation, curating the actual and digital space, theory on contemporary art and philosophy. Final assignment on 'Repetition through Lacan and Deleuze'.

### 1995 - 2001

**Graphic Design, Faculty of Graphics Art and design at the Technological Educational Institute of Athens**

Subjects studied: graphic design, illustration, typography, color drawing, sketching, black and white photography, studio photography, industrial design, silkscreen printing and animation.

### 1998 February - July

Erasmus Exchange student at the University of Fine Arts, Bilbao, Spain

Subjects studied: painting, graphic branding, identity and editorial design.

## Professional Experience

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### 8/2004 - present

**Self-employed, owner of graphic design company**

Since 2004 I have been working independently as a freelance web and graphic designer in Athens.

In September 2005 I started my own company with funding from the Manpower Employment Organisation of Greece (OAED), where I work to this day. I undertake assignments across the whole spectrum of graphic design; in both print and web. Some of the clients I have worked with are: ENCODE SA, an Information Security company, GEOFAR, a European Geothermal Organisation, ERGON PLUS, a Construction and Project Management company, PVI Hellas, a solar photovoltaic solutions company, PRIMARY SA, a company focused on the design and development of Decision Support Systems. From March 2007 till present my major client is the Institute of Energy for South East Europe (www.iene.gr), a non profit organization based in Athens, for which I design all printed and web material for conferences, events and other national and international activities regularly organized by the Institute. Furthermore, I design the newsletters and magazines it publishes. By running my own company, I have learned business discipline and structured thinking and also how to combine many different roles: art direction and design, sales, finance and marketing.

### 9/2002 - 7/2004

**Art Director at Iofil, Art & Events Company**

In September 2001 I took the position of Art Director in the Art and Events department of a major advertising company, IOFIL SA. I worked there until July 2004. My role was to independently develop creative projects, mainly design the visual identity and graphic material used for events, exhibitions and conferences. I had to take each project from the concept stage to final production, under the guidelines of the department's public relations group and to provide my work, expertise and guidance throughout the production process. I would collaborate with many professionals from other fields, namely printers, photographers, architects and artists. My day to day work included participating in the initial meetings with the clients and following up with them throughout the whole project. Through this work experience, I learned to handle multiple and diverse design projects simultaneously, to organize and plan my time and prioritize my work accordingly, as well as to make quick and efficient decisions. Furthermore, I built on my experience of working directly with big clients and organisations, such as the Piraeus Bank of Greece, the Hellenic Federation of Enterprises (SEV), the Academy of Athens and many more.

### 6/2001 - 8/2002

**Web Designer at Pegasus Interactive SA**

From September 2000 to August 2001 I worked as a web designer for a well known Greek news portal (www.e-

go.gr). I designed web-pages, mini-sites and banners for various companies and worked closely with big clients, such as TV channels (MEGA TV station), Lipton SA and many more. There I learned to collaborate with many people from different departments and I strengthened my team player skills. This job experience also allowed me to strengthen my knowledge in computer applications such as Dreamweaver and Flash.

11/1999 - 7/2000

#### **Graphic Designer at Bullet SA**

My first experience as an assistant graphic designer was gained during my internship in an advertisement company, where my responsibility was to assist the rest of the graphic design team by doing auxiliary work.

## Software

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Both PC and Mac experienced

**DTP:** Advanced user of: InDesign CS4, Photoshop CS4 and Illustrator CS4.

**WEB / NEW MEDIA / VIDEO:** Good knowledge of: HTML, CSS, Dreamweaver CS4, Flash CS4, Final Cut Pro  
Knowledge of Action Script 3

## Languages

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Greek (mother tongue)

English, excellent (1991, Proficiency from Cambridge University)

Spanish, very good (2001, Diploma Basico from the University of Salamanca)

## Publications, exhibitions & workshops

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#### 2011 Thank you and Goodbye Group Exhibition

<http://issuu.com/chantellemay/docs/makingstonthankyouandgoodbye>

Group exhibition (Trumans Brewery, Brick lane and at Knights Park, Kingston University).

#### 2011 Web Publication

[www.salonlimited.com](http://www.salonlimited.com)

A group presentation of the digital form of the Salon Limited exhibition (Knights Park, Kingston University).

Participation: films, the idea, design and development of the website.

#### 2011 Salon Limited Group Exhibition

Knights Park, Kingston University.

#### 2010 Publication

Article and photographs, topic: "Fashion, personal style and parental influence", for the bookazine "the Circus Project" by Herznote Publishing.

#### 2010 RadioShow

Appearance on the radio show "athens4real" on AIR 104.4FM to speak about my street style blog and what I have discovered about the changing face of style in the Greek capital.

[http://www.youtube.com/watch?v=MG\\_KMPB9kLg](http://www.youtube.com/watch?v=MG_KMPB9kLg)

#### 2007 Athenswears

Fashion Blog, design, interviews, photography and maintainance.

[www.athenswears.com](http://www.athenswears.com)

#### 2003 Workshop

Trash-art, 6th marathon of creating and recycling,

Organised by: ozon magazine, Municipality of Athens. Exhibition in BIOS Cultural Centre.

#### 1998 Group exhibition

final work - installation, University of Fine Arts, Bilbao, Spain.

Since 2007 I am a member of the Greek Graphic Designers Association and have participated in many of the design conferences and workshops it organises.