

PORT- FOLIO

Rodothea Papachristoforou
Digital Media Design Graduate / 2023

WELCOME TO MY
DESIGN PORTFOLIO

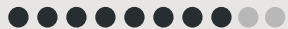


Hello,

My name is Rodothea Papachristoforou and I am recent Digital Media Design graduate from the University of Winchester. I have a passion for all things creative with an enthusiasm for creating unique, visually pleasing and eye-catching branding.

SKILLS

Adobe Illustrator



Adobe Photoshop



Adobe InDesign



Adobe After Effects



Adobe XD



Figma



EDUCATION

University of Winchester, England 2023

Bachelor's in Digital Media Design

Cranleigh School, Abu Dhabi, UAE 2019

A-Levels and GCSEs



studiorographics.com



studio.ro.graphics@gmail.com



@studio.ro.graphics

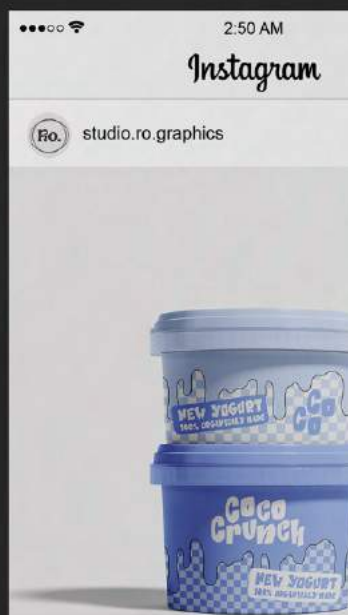
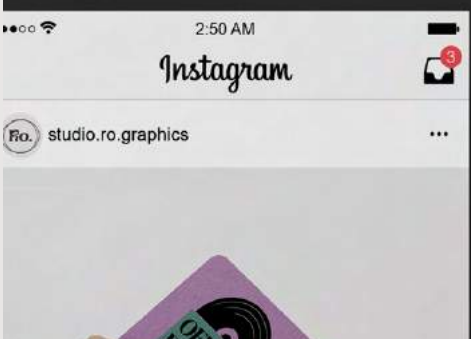


@Rodothea Papachristoforou

EXPERIENCE

Estella- Online Magazine 2022-2023

At Estella, I was the graphic designer in charge of creating all the hero images and thumbnails for all the articles published on the website. I was also their content creator, in charge of making and posting their content on their social media platforms.



CONTENTS

1 BRANDING

2 UX/UI

3 GRAPHICS

01 BRANDING



Since I began studying design at university, I've had a strong desire to create memorable, and eye-catching branding. Branding is an integral aspect of any business as it helps create a distinct and recognisable identity for the company. It entails establishing an identifiable personality and voice for the brand as well as creating a visual and emotional connection with the target audience, which is what I enjoy the most. Section 1 of the portfolio will feature some of my favourite branding projects I have worked on so far.



#F76930
ORANGE

#FD43AD
HOT PINK

#F76930
ORANGE

#F76930
ORANGE

#FD43AD
HOT PINK

#F76930
ORANGE

NAROKU

Date: March 2023

CLIENT: Naroku

TIMEFRAME: 4 weeks

PROGRAMS USED: Adobe Illustrator, Adobe Photoshop

BREIF

Naroku was a client project completed for an Australian soap and cleaning brand. This project's brief was to redesign the client's previously outdated logo and design new labels for their products.

DESCRIPTION

The client wanted to modernise the look and feel of her brand, as she was looking for a more aesthetic and cleaner label design than she had previously. To fit the idea of natural and eco-friendly products, the clients preferred a colour palette of neutral blue, green and orange.



NAROKU

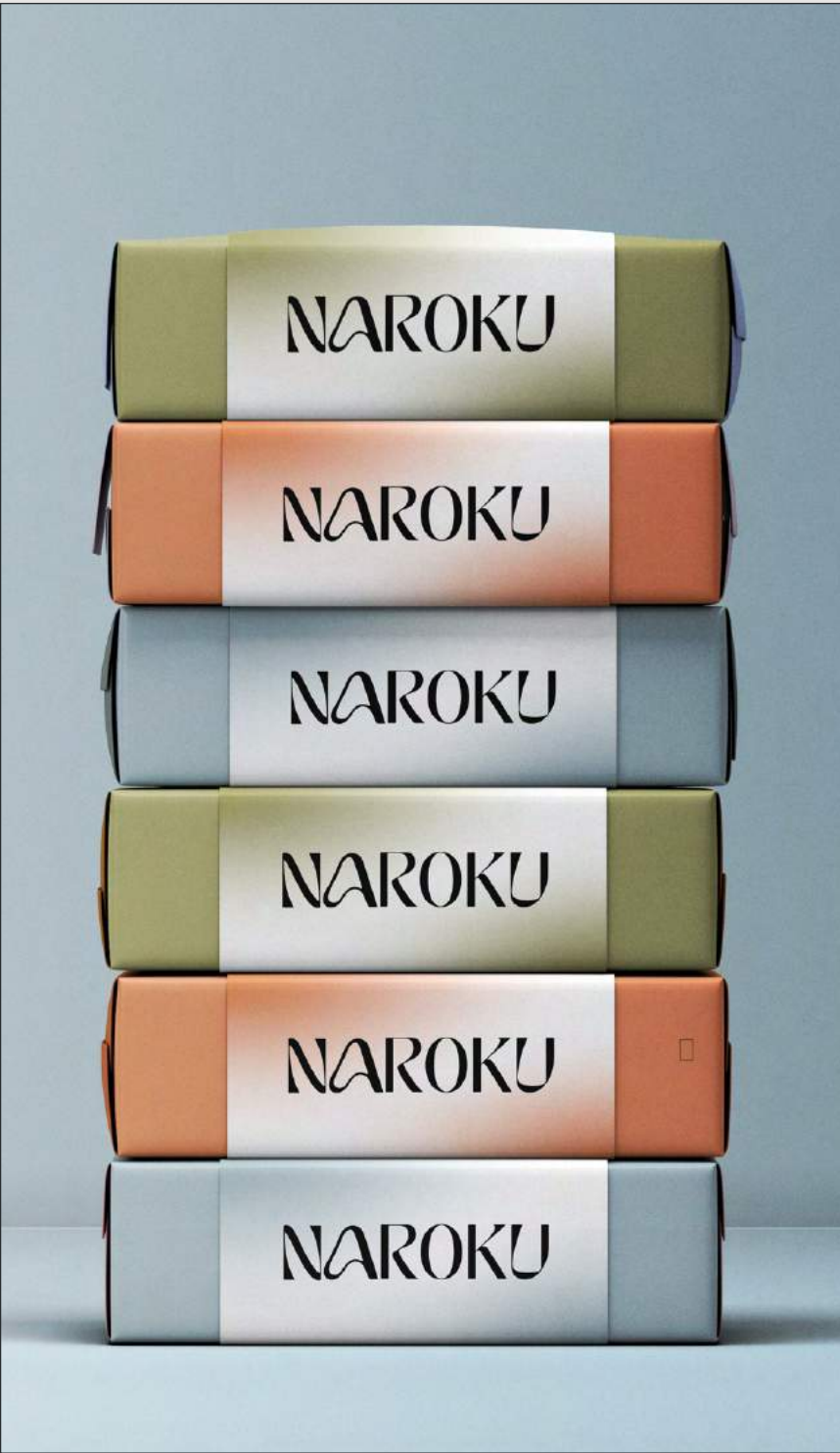
All Purpose
Cleaner

Vegan Friendly
Made in Australia
500ml

NAROKU

Dish Washing
Liquid

Vegan Friendly
Made in Australia
500ml





COCO CRUNCH

Date: April 2022

CLIENT: Personal Project

TIMEFRAME: 2 Weeks

PROGRAMS USED: Adobe Illustrator, Adobe Photoshop

BREIF

Coco Crunch is a cereal brand that required a logo and cereal box redesign. It aims to provide young children with a healthy but equally tasty alternative to chocolate cereal.

DESCRIPTION

Coco Crunch was a personal project I completed to hone my illustration skills and experiment with a bolder, more colourful brand design. It was critical that the branding not only appealed to the intended target audience of children but also to their parents.



NEW YOGURT
100% ORGANICALLY MADE

COCO
CRUNCH

COCO
CRUNCH

NEW YOGURT
100% ORGANICALLY MADE





BLEND

Date: April 2022

CLIENT: Personal Project

TIMEFRAME: 3 Weeks

PROGRAMS USED: Adobe Illustrator, Adobe Photoshop

BREIF

Blend is a hippy up-and-coming coffee shop that offers blended coffee drinks that can be enjoyed in their beautiful, Instagram-worthy shops. The brief called for the creation of a logo, a brand pattern, and packaging for their coffee blends.

DESCRIPTION

Blend was a personal project I completed to enhance my branding skills. My goal was to incorporate a bolder colour with an even bolder pattern to add a fun and unique twist to the traditional coffee branding.







SQUEZZY

Date: May 2022

CLIENT: Personal Project

TIMEFRAME: 3 Weeks

PROGRAMS USED: Adobe Illustrator, Adobe Photoshop

BREIF

Squeazy is a juice bar that aims to encourage people to make healthier choices and get more vitamins and greens into their systems. The brand was in search of a logo and packaging design that reflected its bright and enthusiastic approach to living a healthy lifestyle.

DESCRIPTION

Instead of utilising the expected images of fruits and vegetables which are usually associated with such brands, I chose to incorporate that imagery in a more subtle way through the brand pattern. As a result, I was able to create a more distinct and vibrant look for the packaging, as requested by the brief.



SQUEEZY
Fresh Juice Bar

SQUEEZY
Fresh Orange Juice

Get yourself a good
hit of vitamin C and
minerals from our
newest juice

Squeezy is all about
you! 5 veg and 2 fruit







DRIPD.

Date: April 2022

CLIENT: Personal Project

TIMEFRAME: 2 Weeks

PROGRAMS USED: Adobe Illustrator, Adobe Photoshop

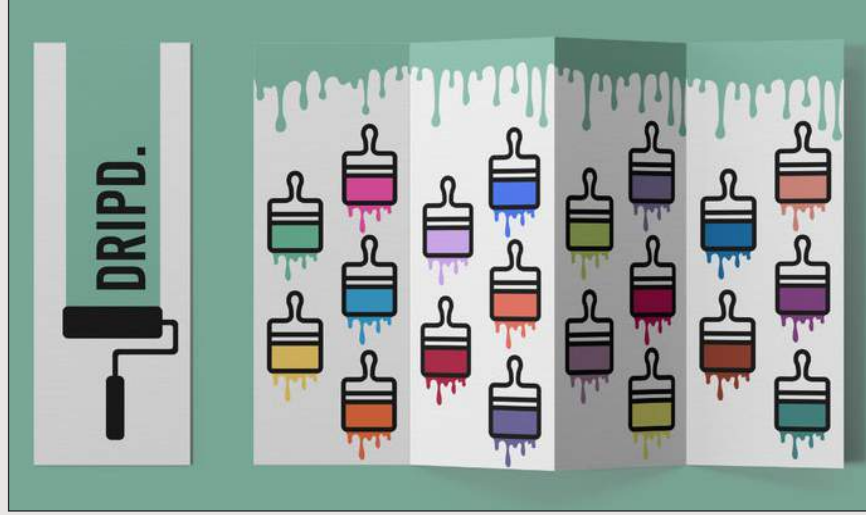
BREIF

DRIPD is a paint shop that focuses on bringing colour into your life and home by offering a wide range of bright and bold paints. The brand required a logo, packaging design, and other branding.

DESCRIPTION

Perhaps one of my most fun and colourful branding projects, DRIPD was the project that inspired me to pursue a bold direction with all my other branding projects. The brand was all about bringing colour to the customer's life and so the branding needed to reflect that.



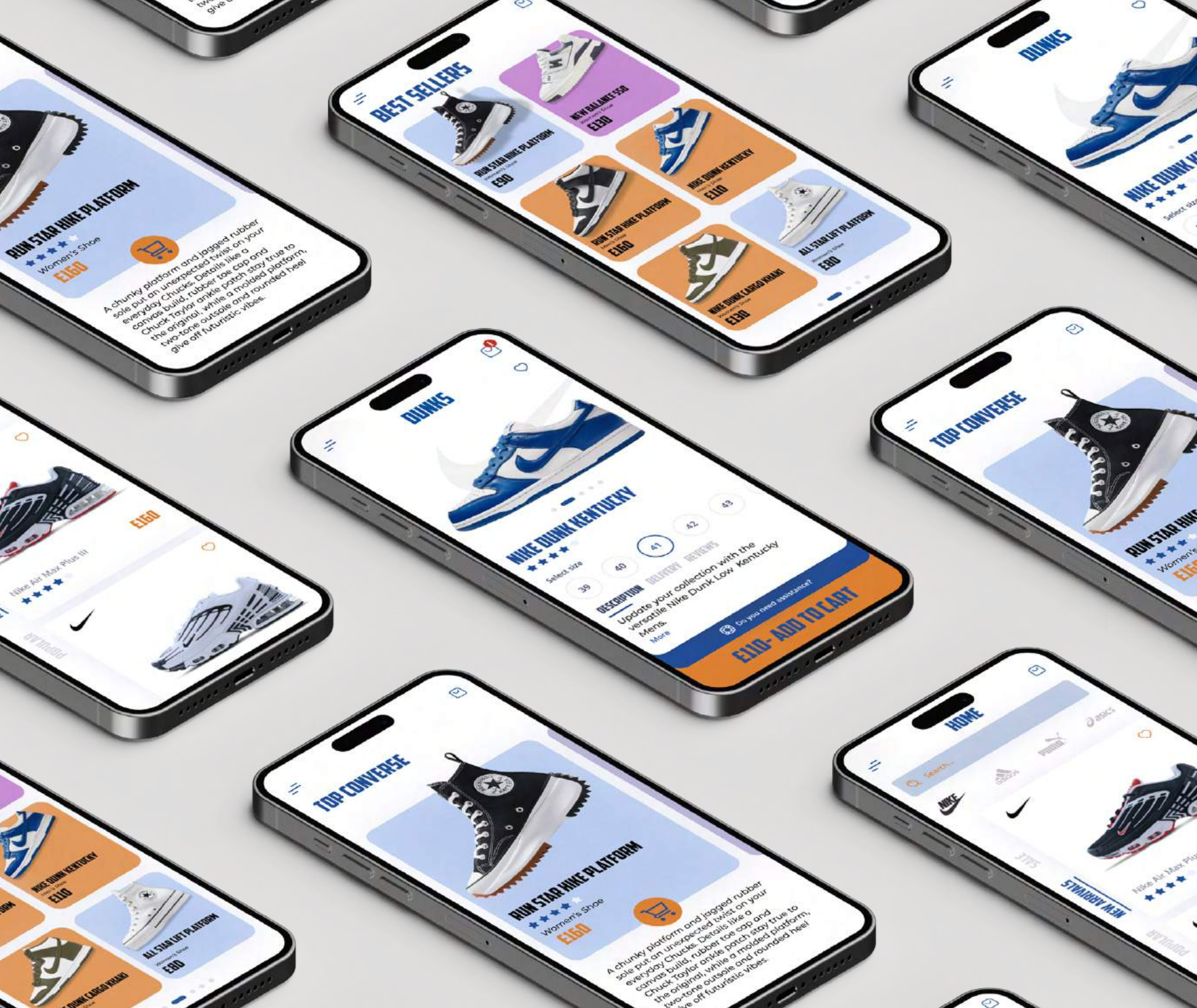




02 UX/UI



Since I began studying design at university, I've had a strong desire to create memorable, and eye-catching branding. Branding is an integral aspect of any business as it helps create a distinct and recognisable identity for the company. It entails establishing an identifiable personality and voice for the brand as well as creating a visual and emotional connection with the target audience, which is what I enjoy the most. Section 1 of the portfolio will feature some of my favourite branding projects I have worked on so far.



RUN STAR NIKE PLATFORM

Women's Shoe

£160

A chunky platform and jagged rubber sole put an unexpected twist on your everyday Chuckie. Details like a canvas build, rubber toe cap and Chuck Taylor white patch stay true to the original, while a molded platform, two-tone outsole and rounded heel give off futuristic vibes.

BEST SELLERS

- NEW FALL LANE 550 **£120**
- NIKE DUNK KENTUCKY **£110**
- NIKE STAR NIKE PLATFORM **£160**
- NIKE DUNK LARGE HYBRID **£150**
- ALL STAR HI PLATFORM **£80**

DUNKS

NIKE DUNK KENTUCKY

5.0

Select Size

DUNKS

NIKE DUNK KENTUCKY

5.0

Select Size: 39, 40, 41, 42, 43

DESCRIPTION DELIVERY REVIEWS

Updates your collection with the versatile Nike Dunk Low Kentucky. Men's. More

£110 - ADD TO CART

Do you need assistance?

TOP CONVERSE

TOP CONVERSE

NIKE STAR NIKE PLATFORM

5.0

Women's

Nike Air Max Plus III

5.0

39, 40, 41, 42, 43

£160

TOP CONVERSE

TOP CONVERSE

RUN STAR NIKE PLATFORM

Women's Shoe

£160

A chunky platform and jagged rubber sole put an unexpected twist on your everyday Chuckie. Details like a canvas build, rubber toe cap and Chuck Taylor white patch stay true to the original, while a molded platform, two-tone outsole and rounded heel give off futuristic vibes.

HOME

Search

NIKE adidas PUMA asics

STAYBRIGHT MEN

NIKE Air Max Plus III

5.0

39, 40, 41, 42, 43

£160

NIKE DUNK KENTUCKY

£110

ALL STAR HI PLATFORM

Women's Shoe

£80

NIKE DUNK LARGE HYBRID

£150

REKICKS

Date: March-May 2023

CLIENT: University Project

TIMEFRAME: 10 Weeks

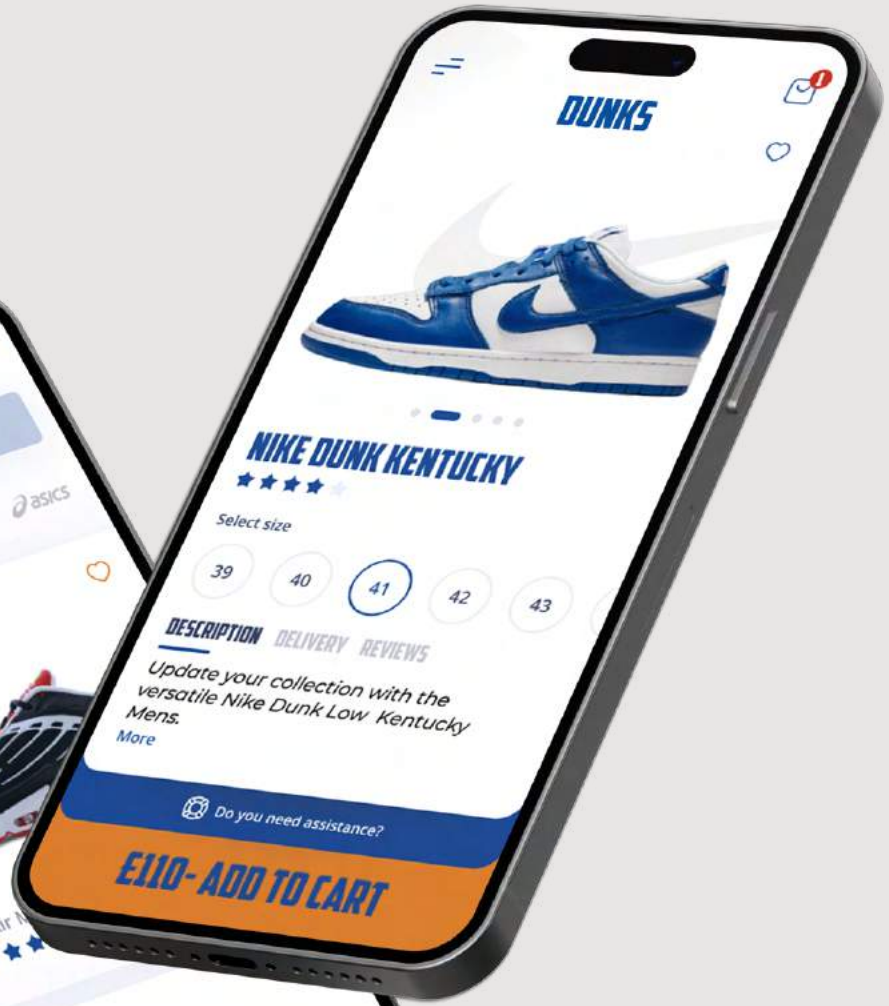
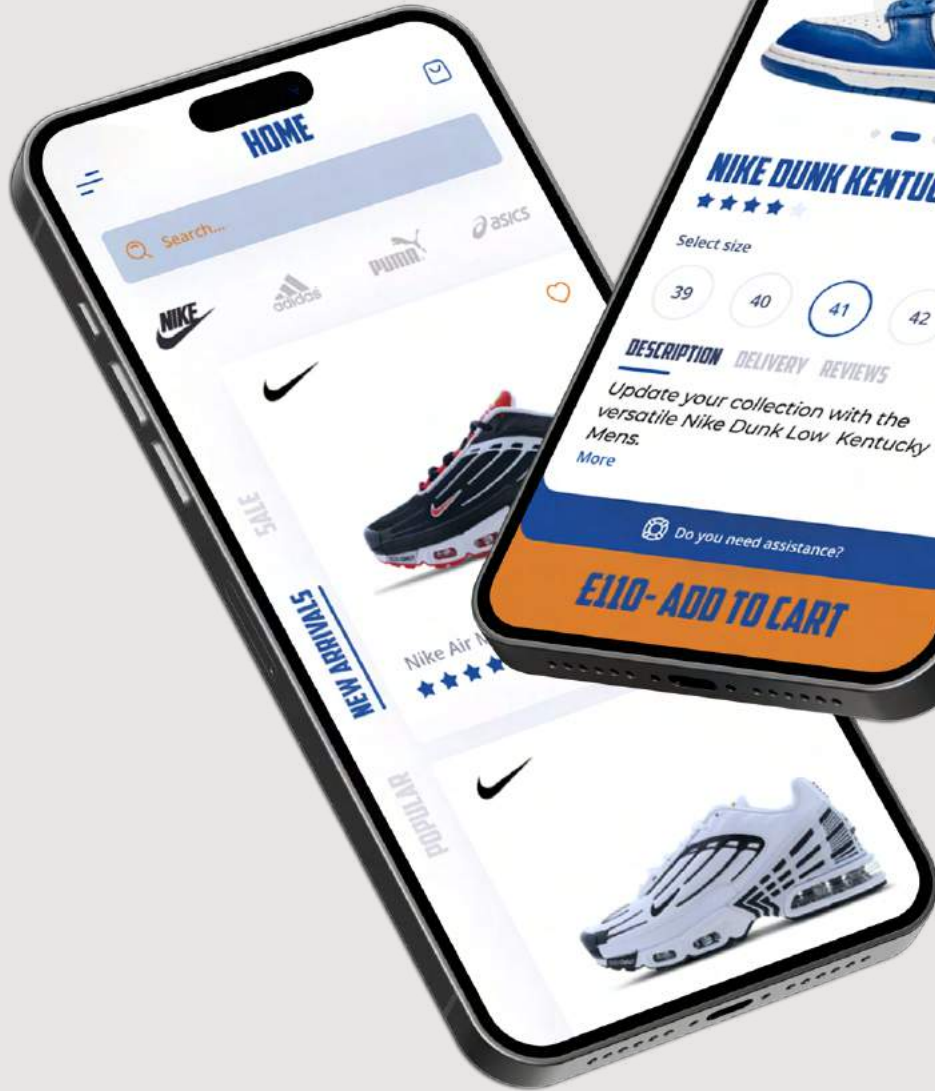
PROGRAMS USED: Figma, Adobe Illustrator, Adobe Photoshop

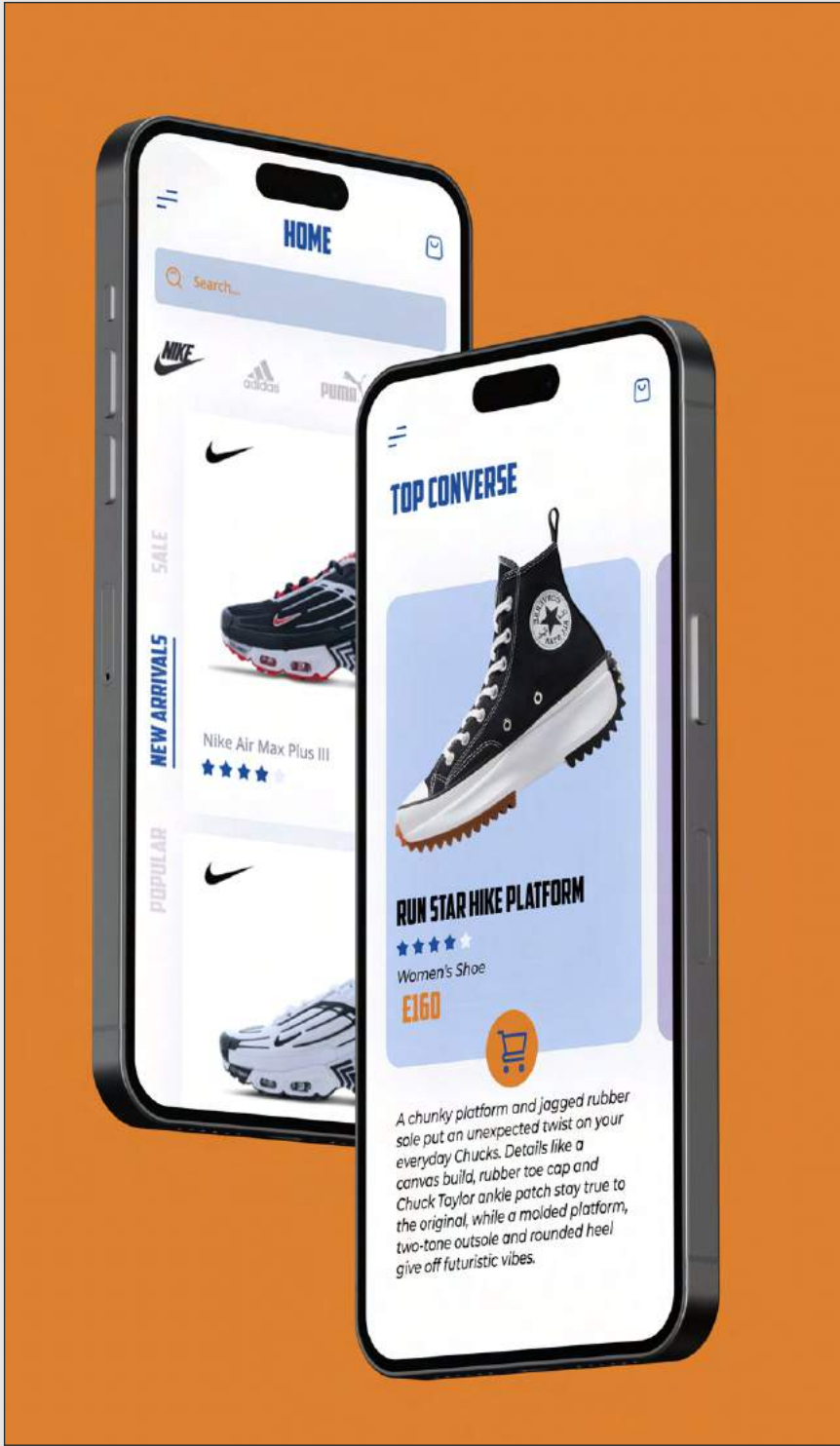
BREIF

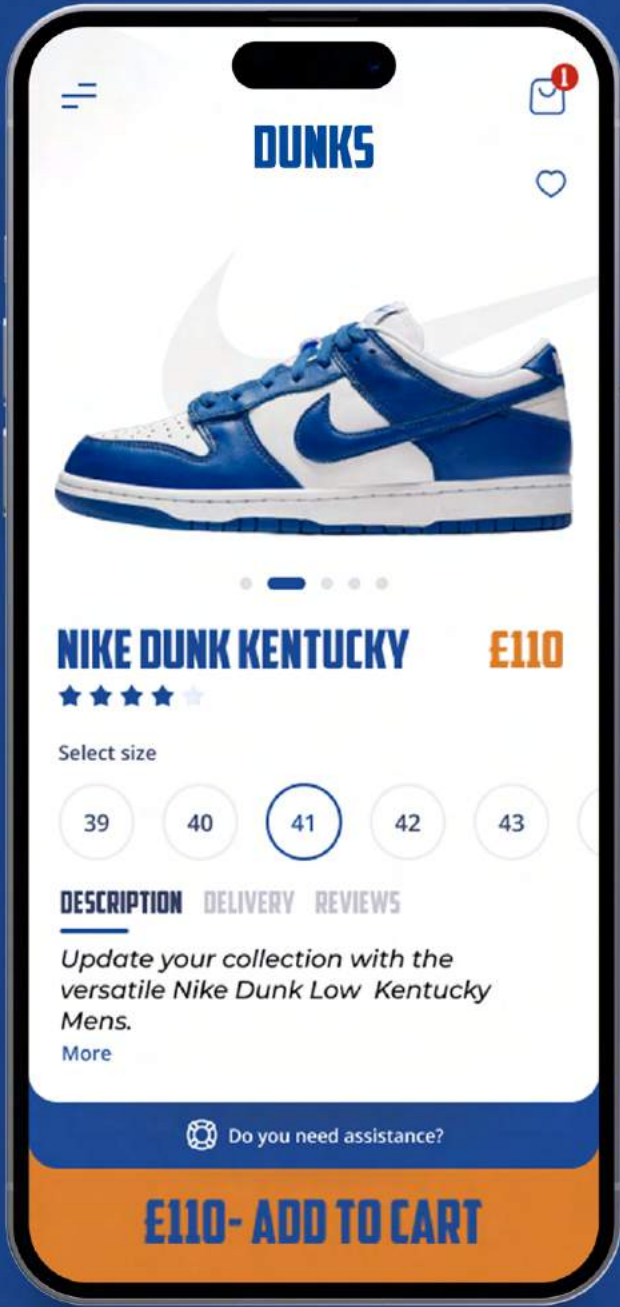
Rekicks is a recycled sneakers store that sells vintage-inspired and second hand trainers as a more sustainable solution for sneakerheads worldwide. The brief was to create a e-commerce application that utilises the key UX/UI design principles that were further studied in my university dissertation.

DESCRIPTION

My final university project, Rekicks, was inspired by my undergraduate dissertation. My goal was to put the theory I was researching into practise by designing an e-commerce application that was as intuitive and user friendly as possible by employing UX/UI psychological design principles.







THE CLOSET

Date: March-May 2022

CLIENT: University Client Project

TIMEFRAME: 10 Weeks

PROGRAMS USED: Adobe XD, Adobe Illustrator, Adobe Photoshop

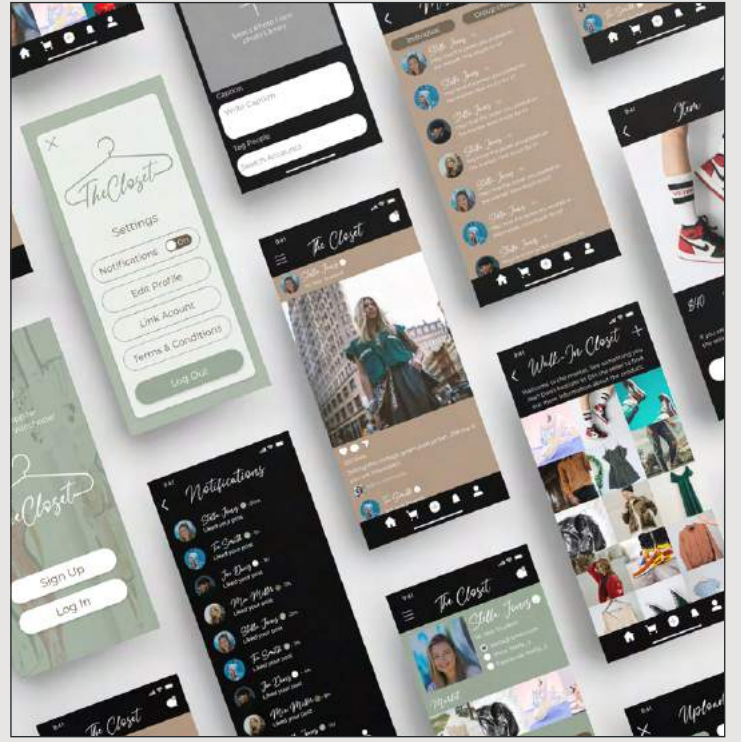
BREIF

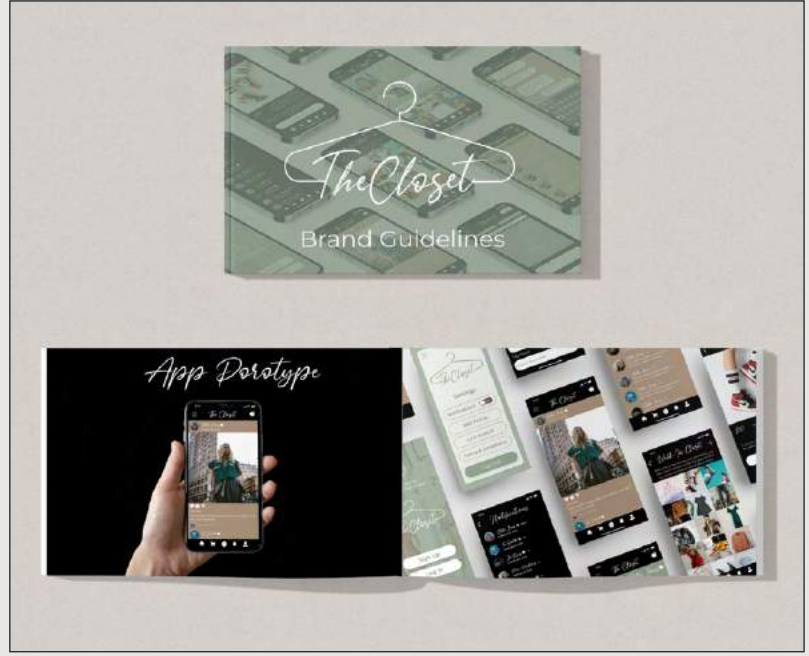
The Closet was a client project for the Fashion Marketing Department at the University of Winchester. The task was to create a fun, attractive, and enjoyable online community for UoW Fashion Marketing students in order to bring the entire programme cohort together.

DESCRIPTION

The purpose of the application was to bring together social media functionality with other sharing and communication capabilities to allow students and staff to celebrate success, connect around their topics of interest, chat and network, and lastly, showcase any creative work done.





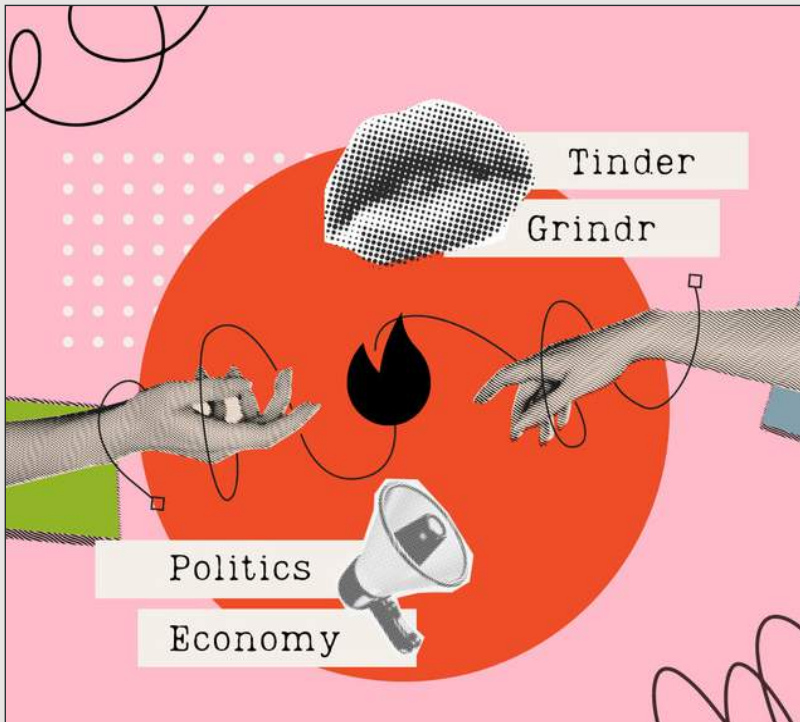
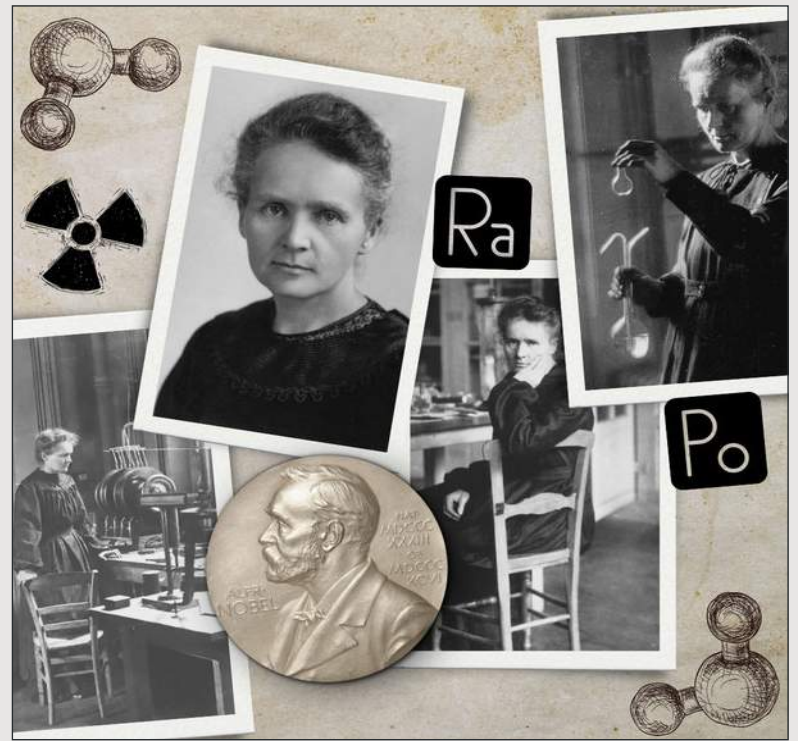


03 GRAPHIC DESIGN



During my second year of university, I was fortunate enough to secure a graphic design internship at 'Estella,' a Greek online magazine. As the graphic designer and social media content creator, my job was to create all hero and thumbnail images for each article published on the website, as well as content for their Instagram. Even though it began as a work placement, it quickly evolved into a part-time job position that I held for more than a year. During my time there, I was able to create a wide range of graphic design content, a very small amount of which will be presented in the final section of the portfolio.







Website

studiorographics.com

Email Address

studio.ro.graphics@gmail.com

Instagram

[@studio.ro.graphics](https://www.instagram.com/studio.ro.graphics)

LinkedIn

[@Rodothea Papachristoforou](https://www.linkedin.com/in/RodotheaPapachristoforou)

