

RODOTHEA PAPACHRISTOFOROU



DESIGNER

A disciplined and detail-oriented designer specialising in branding and UI design with a passion for all things creative. Skilled in developing fresh and unique approaches to design problems by combining an in-depth understanding of design principles with an exceptional eye for detail, leading to impactful and creative outcomes. A designer with a hunger to learn and continuously keep expanding their skillset, who is always up for a challenge and is committed to delivering projects on time.

SKILLS

- Brand Identity
- UX/UI Design
- Graphic Design
- Mobile/ Web Design
- Social Media Content
- Typography
- HTML/CSS
- Wordpress
- Adobe Creative Suite
- Communication
- Time management
- Project Management

EXPERIENCE

FREELANCE BRAND DESIGNER

Remote, Jan 2022 - Present

- Managed design projects for clients across various industries, ranging from skincare to e-commerce, to entertainment.
- Developed and presented innovative brand concepts and design solutions to clients.
- Managed client relationships and project timelines to ensure on-time and on-budget delivery of all design work.
- Researched and consolidated knowledge of current visual trends, cultural touch-points and brand competitors.
- Developed and maintained brand guidelines, ensuring consistency across all visual assets.

GRAPHIC DESIGNER & CONTENT CREATOR

Estella, Remote, Feb 2022- April 2023

- Designed impactful hero images and thumbnails for all published articles on the Estella website.
- Managed 8-10 daily graphic design projects including photo editing, illustrations, collages and content creation.
- Led social media content creation, producing engaging content that improved the company's online presence.
- Organised, curated and approved all social media posts for the editorial department.
- Collaborated with the team to ensure a cohesive brand identity across all designs and marketing materials.

**ADDITIONAL
EXPERIENCE**

PWC TALENT ACADEMY COURSE

Abu Dhabi, UAE - 2018

- Actively engaged in a variety of activities targeted at developing and refining critical professional skills such as teamwork, presentation, problem-solving acumen, and effective communication skills.

PRE-COLLEGIATE COURSE

Columbia Business School, Abu Dhabi, UAE - 2018

- Collaborated as part of a team to launch a start-up company for freelance employees in the UAE. The course emphasised the importance of teamwork and the need for detailed market research.
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EDUCATION

DIGITAL MEDIA DESIGN

Bachelor Of Arts With Honours in Digital Media Design,
First Class Honours

University of Winchester | 2020 - 2023

CRANLEIGH SCHOOL

GCSE's and A Levels

Cranleigh School, Abu Dhabi | 2014 - 2019

SOFTWARE

ADOBE

Photoshop, Illustrator, InDesign, After Effects, Adobe XD,
Figma

WEB

HTML, CSS, WordPress, Squarespace

ACHIEVEMENTS

THE MOST CREATIVE CEREAL BOX DESIGNS 

Branding for Coco Crush was featured in an article by DesignRush issue about The Most Creative Cereal Box Designs

REFERENCE

STELLA PAPACHRISTOFOROU

CEO at Estella

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LANGUAGES

- English
 - Greek
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CONTACT

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PORTOFOLIO

Website Portfolio. 

Digital Portfolio. 