

FOTEINI GIANNIKOU

Design Lead / Senior Creative Designer



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HARD SKILLS

- Branding & Identity Design
- Digital & Print Campaigns
- UX/UI Collaboration & Landing Pages
- Design Systems Development
- Social Media & E-commerce Design
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Figma (Design Systems, Prototyping)
- HTML & CSS (front-end basics)

SOFT SKILLS

- Team Leadership & Mentoring
- Communication & Collaboration
- Problem Solving

EDUCATION & CERTIFICATIONS

- University of West Attica — B.A. in Graphic Design & Visual Communication (all coursework completed; thesis pending)
- Google UX Design Certificate (2025)
- Meta Front-End Certificate (HTML/CSS) (2025)

LANGUAGES

- Greek — Native
- English — Proficient
- Spanish — Intermediate

PROFILE

Creative Designer with 7+ years of experience in branding, campaigns, and UX/UI. Currently a Senior Designer at Public Group, where I am part of the marketing design team, mentor new designers, and co-develop the marketing design system in collaboration with the UX team. Skilled in Adobe Creative Suite, Figma, After Effects, and design strategy, with a strong focus on storytelling and user-centric visuals.

PROFESSIONAL EXPERIENCE

Senior Digital Designer | Public Group | 2021 – Present

- Promoted to Senior Designer within 2 years, reflecting strong performance and leadership potential.
- Led the creation of a cross-department marketing design system in collaboration with the UX team, ensuring visual consistency across 5+ digital channels.
- Directed 15+ multi-channel campaigns (social, web, email, retail), boosting customer engagement by ~15%.
- Onboarded and mentored 5 junior designers, improving design quality and reducing onboarding time by 30%.
- Designed and optimized e-commerce landing pages that contributed to higher conversion and improved customer experience.

Graphic Designer (Freelance) | Renfluence | 2018 – 2023

- Delivered creative assets for 15+ clients across social media, events, and presentations, directly contributing to client acquisition and retention.
- Created tailored branding and visual content for YouTubers and influencers, helping grow their online visibility and engagement.
- Developed event visuals and presentations that improved client pitch success rates and strengthened agency reputation.

Graphic Designer | Concept Shop | 2016 – 2021

- Acted as lead designer in a growing agency, delivering branding, logos, and marketing assets for SMEs.
- Collaborated with developers on 10+ websites and landing pages, ensuring seamless design-to-development handoff.
- Contributed to a 20% increase in client base through impactful brand identity and campaign design.

Graphic Designer | Hellenic Bakery | 2013 – 2016

- Executed a full company rebrand that modernized the bakery's image and boosted product sales by ~15%.
- Designed packaging, promotional materials, and social media content that strengthened customer loyalty.
- Launched seasonal campaigns that consistently increased foot traffic and product awareness.

HOBBIES & INTERESTS

Digital Illustration & Sketching
Photography & Travel (visual storytelling)

Cross-Training & Fitness
(discipline and focus)

Snowboarding (started in 2024;
passion for challenge and continuous learning)