

Sophia Ladeni

Graphic Designer - Illustrator

Contact Info

Phone

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Location

Vironas, Athens, Greece, 16231

Email

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Website / Portfolio

<https://sophialadeniart.weebly.com/>

<https://www.behance.net/sophialadeni>

LinkedIn

<https://www.linkedin.com/in/sophialadeni/>

Software

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe After Effects



Adobe Premiere



Adobe XD



Figma



HTML & CSS



3Ds Max



Vray



Procreate



Microsoft Word



Microsoft Excel



Microsoft Power Point



Windows



Mac OS



Working Experience

Designer - Illustrator | 03/2023 - 08/2023

Cali Mykonos - Mykonos Crown

- Brand consistency and Implementation using the brand guidelines
- Design research and experimentation
- Design of marketing communication material and campaigns, such as digital leaflets, social media posts, newsletter material (images/content)
- Redesigning and establish new visual communication language and visual tone though (visual principles, illustration, iconography, maps)
- Day to day various design projects such as:
 - creating draft designs
 - updating and delivering designs for both print and digital use
 - preparing design files for print (apparel, objects)
 - research, resize, photo retouch and deliver static & motion images across a wide spectrum of outputs including websites, tablets and mobile interfaces as well as social platforms (Instagram, Booking, WebHotelier)
 - communicating with coworkers from other departments and their needs for completion of the projects
 - Organize their content files archive of photos
- Development of a visual system that works for all the bar and restaurant menus (breakfast, brunch, lunch, dinner, bar, wine)
- Design of the visual identity and communication of new products and apparel

Designer - Illustrator | 11/2016 - 09/2021

York Press Greece - Pearson, Sayegh 1944

- Digital Illustration (Photoshop & Illustrator)
- Photo Retouching & Manipulation
- Logos and Content for Events, Promotional Material, Websites
- Social Media Posts
- Photo and Illustration Research
- Team collaboration with other Illustrators, Graphic Designers, Editors and Marketing team members
- Meet deadlines being agile working on multiple projects simultaneously
- Find creative solutions and adjust my design style for each project needs
- Create draft designs according to the brief and then finalize them
- Work on projects of Pearson and National Geographic Learning

Designer - Illustrator - Motion & Video | 11/2016 - now

Freelance

- Conceptualize the concept and create an illustration to be used as a Web banner in an online article in Ensemble magazine / SzeneSchweiz.
- Video Production from start to finish of a Classical Music Event. I did the planning, recording the video, setting up the lights, montage/edit, create the motion graphics, event program leaflet and print it. Create the logo and art direct the overall aesthetics

- Commissioned to create illustrations for Patakis Publications
- Work on illustrations so they can be turned into ELT Animation videos for Oxford University Publishing
- Developing and Creating ideas that fit the customer needs
- Commissioned to create Visual identity, Logos and Business cards
- Commissioned to create Posters and Illustrations
- Create Designs for T-Shirts, Hoodies, Printed Bags and other apparel for my online shops
- Shop banners & Social Media Posts

Education

Alpha | Graphic Design for Print & Web Media | 10/2021 - 06/2023

IEK, Associate Degree

Packaging, Mock-Ups, Typography, Book Covers, Flyers, Posters, Brand Identity, Printing Technology, Color Technology, Websites, Applications (HTML&CSS, WordPress), Motion Graphics, Video Editing and more

Athens School of Fine Arts | 09/2010 - 10/2016

University, Intergraded Bachelor & Master | Visual Arts Department

Painting Lab, Graphic Arts, Photography and Typography Elements, Ceramics, Art and Architecture History, Philosophy and Aesthetics, Art Education

Seminars | Workshops | Lectures

I have given

2022 **Portfolio Creation Solutions - Adobe & Web** - Athens School of Fine Arts - Graphic Design lab with Sophia Ladeni & Kostas Bakas

I have participated

2022 *Athens School of Fine Arts* Graphic Design lab with Alexandra Georgiadou

2021 *Inside me* - lab with Clotilde Perrin at Illustradays Festival

2021 *Discovering the depth of papers* with Hoda Hadadi at Illustradays Festival

2020 *Children's Book Illustrations* with Svetlin Vassilev at IANOS

2013 *Film Factory* - script and direction

2011 *Animart* - Animation, Clay Animation and Comic

Language

Greek (Native)

English (Cambridge Lower B2)

Hobbies

Art Exhibitions

Music

Films

Design Reading

Photography

Video Games

Chess

Mountain Climbing

Swimming

Awards | Competitions | Publications

2021 Wacom Career Days - Portfolio Review & Showcase

My portfolio was chosen among 160+ participants worldwide as one of the best top 6 to get showcased and reviewed live on Youtube from Ben Kovar (Framestore Concept Artist) and won a Wacom Mobile Studio Pro.