Alexandra Kokkevi
Graphic Designer

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CURRICULUM VITAE

PROFESSIONAL EXPERIENCE

- **2007-present**
  Freelance Graphic Designer

  Areas of expertise: Logo and Corporate Identity design, brochures, book covers, posters, website design, design for conferences (invitations, programs, posters, banners, folders, etc.) design for print ads

  Clients: University of Thessaly, Volos, Greece (Public Relations Department, Research Committee, Central Library, Polytechnic School, Dept. of Computer & Communications Engineering, Dept. of Mechanical Engineering, Dept. of Civil Engineering, Dept. of Primary Education, Dept. of Pre-School Education, Dept. of History, Archaeology and Social Anthropology • Center for Research & Techology, Thessaly (CERETETH), Volos • MIRTEC (Materials Industrial Research & Technology Center), Volos • Regulatory Authority for Railways, Athens • University Mental Health Research Institute, Athens • Greek Documentation and Monitoring Centre for Drugs, Athens • CERTH (Center for Research & Technology, Hellas), Thessaloniki • Fotini Giamakou Architectural Office, Volos • Domotechniki S.A. Technical Projects, Thessaloniki • International School of Athens (ISA), Athens • Euroconsultants S.A., Thessaloniki

- **2000-2004**
  Art Director, Image & Identity Department, Organising Committee for the Olympic Games, Athens 2004

  She designed the Look of the Games for several competition venues as well as the sports equipment for the related sports. The competition venues were the following: Peace & Friendship Stadium (Volleyball), Olympic Beach Volleyball Center, Olympic Boxing Center, Olympic Weightlifting Center.

  She designed and art directed printed material such as the newsletter *ATHENS 2004 Olympic News,* sports-specific related brochures and collectible issues such as the Emblem Book, the Colour Book and the Mascot Book. Apart from the design for printed material, she was also involved with other design areas such as the design of the website for the education department and the *Olympic Store* look.

  She was responsible for supervising the design of the advertising campaign for the Athens 2004 Olympic Games. The supervision aimed at maintaining the design consistency of the image and identity of the Games. Some of her projects within this area included the general promotion of the Games as well as the promotion of the Volunteering, the Torch Relay, the Paralympic Games and the Roadshow.

  She participated at the knowledge exchange programme for the Salt Lake City 2002 Winter Olympics where she worked for the Look of the Games team.

- **1999-2000**
  Art Director, Bold / Ogilvy advertising, Athens

  She worked for the advertising campaign for Panafon mobile telecommunications company.

- **1996-1999**
  Art Director, AD Lubow Advertising, New York, USA

  She designed and art directed several advertising brochures, ads for magazines and newspapers, posters, outdoors and websites. Some of the clients for which she worked were: Columbia University (School of Public Health, Continuing Education and Special Programs), New York Philharmonic, New York City Opera, New York City Ballet, The Jewish Museum, The American Academy of Dramatic Arts, Audrey Cohen College, The Archdiocese of New York, The Loot newspaper.

- **1995 (3 months)** Freelance graphic designer for The New York Hall of Science, New York, USA
  She helped with the design for educational material for students.

- **1993 (3 months)** Intern graphic designer, Spot Thomson advertising, Athens
  She helped with the packaging design for foods and juices.

- **1992 (2 months)** Intern graphic designer, LOIS/USA advertising, New York, USA
  She helped with the design of final artworks for print ads

EDUCATION

- **1993 - 1996** Graduate studies, Department of Graduate Communications Design, School of Art and Design, PRATT Institute, New York, USA - Master of Science in Communications Design with concentration in Computer Graphics

- **1991 - 1993** Graphic Design studies, BA Honours course in Graphic Design, London College of Printing and Distributive Trades, Great Britain. She did not conclude the third year of the course because she left for graduate studies in PRATT Institute with a scholarship from the *Alexander Onassis Public Benefit Foundation*.

- **1988 - 1991** Graphic Design Studies, Vacalo School of Art & Design - Graphic Design Diploma

- **1986 - 1990** Undergraduate Studies in Public Administration, Department of Public Administration, Panteion University - BA in Public Administration

COMPUTER SKILLS

- Adobe Illustrator CC
- Adobe Photosop CC
- Adobe InDesign CC
- A good understanding of HTML and basic use of it

LANGUAGES

- Greek - native language
- English - fluent (speaking, reading, writing)
- French - intermediate (speaking, reading); basic (writing)

SCHOLARSHIPS & AWARDS

- **2000** She was one of the Art Directors of the team who won the "Golden Hermis" award for the best advertising campaign of the year. The award was given to Bold / Ogilvy advertising for their Panafon CU campaign. The Panafon CU was a mobile telecommunications service targeted to younger audiences.

- **1993** Scholarship from the "Alexander Onassis Public Benefit Foundation" for graduate studies in Communications Design at Pratt Institute, New York.