

Alexandra Kokkevi
Graphic Designer

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CURRICULUM VITAE

PROFESSIONAL EXPERIENCE

- **2007- present**

Freelance Graphic Designer

Areas of expertise: Logo and corporate identity, packaging design, educational material for children and teenagers (creative design for print and electronic publications such as books, brochures etc.), merchandise design for gift shops (t-shirts, notebooks, mugs, shopping bags etc.) material for conferences (logos, brochures, posters, banners, folders, etc.) advertising design, website design, power point presentations.

Clients/projects: For a representative sample of work, look at the online portfolio www.akokkevi.com

- **2000- 2004**

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

Designed the *Look of the Games* for the following venues: Peace & Friendship Stadium (Volleyball), Olympic Beach Volleyball Center, Olympic Boxing Center, Olympic Weightlifting Center.

Designed publications 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*.

Supervised the advertising campaign of Athens 2004 Olympic Games. Related projects: Volunteering, Torch Relay, Paralympic Games, the Roadshow.

Worked for the the *Look of the Games* team of Salt Lake City 2002 Winter Olympics. She joined as a member of the *transfer of knowledge* programme.

- **1999- 2000**

Art Director, Bold / Ogilvy advertising, Athens

She joined the team that worked for "Panafon" mobile telecommunications. The team won the "Golden Hermes" award for the best advertising campaign of the year at the 11th Annual Greek Advertising Festival.

- **1996- 1999**

Art Director, AD Lubow Advertising, New York, USA

She joined the AD Lubow team and designed advertising campaigns and promotional material for clients such as *The New York Philharmonic*, *The New York City Opera*, *The New York City Ballet*, *The Jewish Museum*, *The Museum Mile*. She also designed websites for clients such as *The American Academy of Dramatic Arts* and *Audrey Cohen College*. Other clients included *The LOOT newspaper*, *Columbia University (School of Public Health, Continuing Education and Special Programs)*, *The Archdiocese of New York*, and more.

- **1995 (3 months)** Freelance graphic designer for The New York Hall of Science, New York, USA

- **1993 (3 months)** Intern graphic designer, Spot Thomson advertising, Athens

- **1992 (2 months)** Intern graphic designer, LOIS/USA advertising, New York, USA

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*, Great Britain. Attended the first two years of the three-year degree programme
- **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

Good knowledge of

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Power Point
- WIX for designing and developing websites
- 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)