

georgiou.

ALEXIA GEORGIU
SENIOR ART DIRECTOR / VISUAL DESIGNER

LinkedIn: <https://bit.ly/34qM7Ge>
alexia@sayhellogeorgiou.com
alexiageorgiou.com
585.507.3974

PROFESSIONAL SUMMARY.

Award-winning Art Director with ten years of experience, my background includes notable work from leading mobile and web applications to national brand campaigns. Passionate, hybrid creative with a sharp, strategic mindset. Thrives on out-of-the-box concepts, dynamic visuals, and innovative strategies for print and digital delivery. Prioritizes multiple tasks and commits to follow-through. Discovers and nurtures unique talents of others. Guides teams to work cohesively. Loves turning creative concepts into reality.

EXPERIENCE.

2018 – Present
Rochester, NY

Creative Consultant

Georgiou.

- Dedicated and focused, able to prioritize and complete multiple tasks and follow through to achieve project goals.
- Uncovering new opportunities, influencing decision-making, driving productive change, and directing strategic development for clients.
- Working across multiple creative channels, including web, print, motion, social media, and interactive projects.
- Articulating vision and delivering compelling proposals and presentations to clients.
- Revitalizing company brands (identity, print, and digital presence).

2021 – 2022
Rochester, NY

Senior Visual Designer

Helen & Gertrude

- Translated a wide range of complex briefs into creative output that intrigued and inspired peers, clients, and target audiences.
- Established a new brand development technique in collaboration with Strategy and Creative Services leadership teams to elevate conceptual thinking and storytelling, improving our clients' digital content writing and design.
- Assisted in new business development. Developed and maintained a client relationship by providing brand stewardship and vision.

2018 – 2020
Rochester, NY

Senior Art Director

Dixon Schwabl Advertising

- Developed and delivered creative pitches to win new business.
- Worked with Copywriters to create integrated campaigns and ad concepts.
- Lead brainstorms and concept development on projects.
- Built presentation decks and presented creative concepts to clients.
- Organized and managed workflow, directed and arranged photo/video shoots and budgets in order to efficiently meet tight deadlines.
- Worked with editors and animators to deliver on-brand creative assets.
- Collaborated daily with CD, Dev, PM, and Client teams.
- Mentored Designers and Art Directors, helping to set career goals.

2014 – 2018
Rochester, NY /
San Francisco, CA

Creative Director

Freshop

- Lead art direction, strategy and design for Freshop brand.
- Created UI and UX experience for both Android and iOS apps, including 13+ responsive white labeled template websites.
- Lead creative brainstorms on brand strategy and product development.
- Built presentation decks and presented creative concepts to clients.
- Worked directly with Dev to fine-tune designs and functionality.
- Worked to motivate and support all creative and Dev staff, resulting in excellent workflow and productivity.

2014 – 2015
Rochester, NY /
Palo Alto, CA

Creative Director

Bonafide IO, inc

- Developed the entire UI and UX experience for web application.
- Created design solutions that effectively solved problems and enhanced application goals.
- Designed and supervised production of print and digital materials in support of product awareness, brand identity and sales.
- UI and UX experience contributed to Bonafide IO acceptance into #500 startups, leading to the startup's success and purchase by Coinbase.

2011 – 2014
Rochester, NY

Senior Graphic Designer

The Philipson Group

- Authored superior graphic design, print production, ads, marketing collateral, and logo design.
- Worked closely with the communications and marketing team to brainstorm creative concepts and generate frameworks necessary to produce optimal promotional media.
- Participated as a creative team member in new-business development efforts.

EARLY CAREER.

Associate Art Director, Mirror Show Management, 2011
Remote Freelance Designer, Attention Global, 2010 – 2011

EDUCATION.

BFA, Graphic Design
Rochester Institute of Technology
2010 Rochester, NY

SKILLS.

- Adobe Creative Suite
- Sketch & Zeplin App
- Microsoft Office 365
- Graphic Design
- Typography & Layout
- Branding & Identity
- Web & App Design
- UI Design
- Art Direction
- Digital Marketing
- Concept Development
- Integrated Marketing
- Creative Direction
- Creative Strategy
- Brand Strategy
- Brand Development
- Leadership
- Project Management
- Creative Problem Solving
- Proactive Listening & Communication

AWARDS.

- Elements of Advertising: Copywriting – RAF ADDY Silver 2021
- Sales & Marketing: Advertising Industry Self-Promotion – RAF ADDY Gold 2020
- Best Interactive Media Website – RAF ADDY Gold 2012
- Advertising for the Arts & Science Innovation – RAF ADDY Silver 2010
- Advertising for the Arts & Science Mixed/Multiple Media Campaign – RAF ADDY Silver 2010
- Student Self-Promotional Piece – RAF ADDY Gold 2010