

portfolio

athenakolokotronis.com

software proficiencies

Adobe Creative Cloud
(InDesign, Illustrator, Photoshop, XD)

Microsoft Office

Wordpress

Mailchimp

Hootsuite

Typeform

FunctionPoint

Workamajig

Google Analytics

areas of expertise

Branding

Logos

Style Guides

Digital

Websites

(wireframing & visual comps)

Digital Advertising

Social Media Graphics

Email Marketing

Print

Business Cards

Stationery

Brochures & Catalogs

Marketing Materials

(posters, postcards, linecards, etc.)

Books

Packaging

Signage

work experience

martha makes designs *Hudson, New York*

Owner/Designer/Printer: Oct 2020 – Present

Designing and printing of hand-crafted letterpress invitations, cards & stationery

Athena Kolokotronis | Graphic Designer *Hudson, New York*

Freelance Graphic Designer: Aug 2020 – Present

Contracted designer on an as-needed basis for a variety of client projects including branding, web design, and print design

OtherWisz Creative *Buffalo, New York*

Senior Graphic Designer: Nov 2018 – Aug 2020

Developed, managed, and implemented design solutions for print and web applications from concept to completion

Managed project timelines and communication with clients

Coordinated with vendors, including web developers and printers, to ensure quality and timely delivery

Oversaw print production, including pre-pressing files and reviewing physical proofs and press sheets

Developed and maintained brand standards for a variety of clients, including the process of completing a brand audit, naming strategy, logo design, creation of brand assets and graphic standards

Designed and managed the production of large scale print work, including branded signage, wayfinding, murals, and pop-up banners

Graphic Designer: Nov 2016 – Nov 2018

Junior Graphic Designer: Nov 2014 – Nov 2016

MASS MoCA *North Adams, Massachusetts*

Freelance Designer: April 2015 – June 2015

Designed posters and digital slides to advertise upcoming exhibitions and performing arts events

Graphic Design Intern: June 2014 – Oct 2014

Designed posters, print advertisements, and other forms of marketing collateral while maintaining existing brand standards

Designed, produced, and installed exhibition & wayfinding vinyl

education

The State University of New York at Fredonia *Fredonia, New York*

BFA Graphic Design: 2014, Magna Cum Laude

Minor in Psychology