VAGGELIS SOFIKITIS

VISUAL DESIGNER | Brand Identity · Digital Design · Editorial · Illustration

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PROFILE

Visual Designer with 3+ years of corporate and freelance experience across digital design, brand identity, editorial, illustration and print. Strong in translating briefs and ideas into polished visual executions, with hands-on experience in cross-functional marketing and product environments, UX testing and commercial production.

EXPERIENCE

Graphic Designer — 2023–2025

OPAP Headquarters

- Owned the visual production of a monthly ~7-page e-magazine, covering layout, typography, image treatment, illustration, cover design and recurring monthly delivery.
- Designed banners, icons, newsletters and digital campaign assets for web and mobile channels, working with CRM, Marketing and Product teams.
- Developed the overall visual concept and early visual directions for a mini mobile game, providing design drafts for implementation.
- Contributed to UX optimization through application testing, A/B testing and Crazy Egg analysis, translating findings into design recommendations and briefs for developers.
- Progressed from a 6-month internship to permanent employment, taking on broader design responsibilities and greater ownership.

Freelance Graphic– / Visual Designer — 2021–Present

Independent

- Deliver brand identity and rebranding work for businesses, private clients and events, including logos, typography, colour systems, brand applications and print-ready artwork.
- Create commercial illustration, promotional and event materials, editorial graphics, apparel artwork and social/digital assets.
- Produce advertising-oriented video content and reels using Adobe Premiere Pro, alongside print production and prepress preparation.

SELECTED RECOGNITION

Editorial Illustration — CNN Greece, 2023

Original editorial illustration featured in a dedicated CNN Greece article, with the artwork and artist credited by name.

DESIGN EXPERTISE & TOOLS

DESIGN	Brand Identity · Digital Design · Editorial Design · Illustration · Social & Campaign Assets · Print & Prepress · UX Testing
ADOBE	Photoshop · Illustrator · InDesign · Premiere Pro
ADDITIONAL	Figma (basic) · Crazy Egg · A/B Testing · Jira · Microsoft Office

EDUCATION & ADDITIONAL

Diploma in Graphic Design — AKTO Art & Design College 2021–2023

English: Excellent · Military Service Completed