



danaeasteriadi.com



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DANAE ASTERIADI

INTERACTION & VISUAL DESIGNER

PERSONAL DETAILS

Date of birth: 14/02/1990

Place of birth: Athens, Greece

Languages: Greek (native speaker),
English (native speaker, IELTS
Academics overall band score 8.0)

EDUCATION

MA in Interaction Design from
the Estonian Academy of Arts
September 2019 - June 2021

BA (Hons) in Animation &
Interactive Media from Middlesex
University (AKTO College)
September 2011 - June 2014

- Dissertation: "Fairy tales: How Disney turned them into animated movies"
- Main Project: "The Village of Stone", 2D animation (1min, 45sec) based on a Persian fairy tale

University of the Aegean,
Department of Mathematics
2008 - 2010

2nd High School of Vrilissia
- 2008

SEMINARS

Masterclass by Alex Orrelle (Pixar)
on how to create an animated scene
2013

Masterclass by Rony Oren (Aardman)
on the art of clay animation
2012

SOFTWARE & SKILLS



InDesign



Illustrator



Photoshop



Figma



Wordpress



Premiere



After Effects



Microsoft Office



Basic knowledge of CSS and HTML

WORK EXPERIENCE

Freelance | Visual and Interaction Designer

June 2019 - Present

Algean Group | Designer

August 2015 - June 2019

ALGEAN
GROUP

Algean Group offers carefully curated products and services to global luxury consumers and brands. Design work for the Group's companies and external clients (de Grisogono, Links of London, Shiseido, Decca Music, Samsung, The Entertainer, UHNW individuals, among others).

Head of Design & Digital | February 2018 - June 2019

- Identify ways to enhance the Group's digital presence that will add value to its services and save its employee's time
- Responsible for UX and UI design
- Set time frames for the design and development projects
- Coordinate with the developer to ensure the designs were transferred as desired online
- Overseeing quality and usability of final product

Senior Visual Designer | December 2016 - February 2018

- Highly accountable for design quality and project delivery
- Operate with minimal supervision
- Responsible for design calendar and meeting appropriate deadlines
- Comprehensive knowledge and understanding of typography, composition, sense and use of colour, and overall sense of aesthetic

Visual Designer | August 2015 - December 2016

- Developed designs that clearly communicated each company's brand identity and met brief's requirements
- Created luxury branding and marketing materials that adhered to each company's established brand standards. Materials included digital and printed brochures, proposals for clients, various digital and printed collateral for events, newsletters, branding, motion graphics, packaging, as well as various web and social media materials
- Collaborated with the marketing team to achieve the best possible results for each company or client
- Handled multiple projects, many with conflicting and very tight deadlines

Freelance | Visual Designer

June 2014 - August 2015

Undertook various graphic design projects as a freelancer. Most projects were associated with the hospitality sector, working on logos, websites, and brand identities for hotels in Greece.

Faethon Vrilission | Archery Coach

September 2012 - June 2014

Coach of the local archery team. In charge of teaching technique, rules, and regulations to children and adults, and helping them reach their desired goals at the major Greek tournaments.