






ELIANA CHARALAMBOUS

VISUAL DESIGNER

I am a creative who is passionate about designing high quality work across multiple platforms. I love discovering all the different ways words, images, and color palettes can come together in an aesthetically pleasing layout. I excel in collaborative projects, and use my exceptional communication skills to seek out answers and get projects done in an efficient manner. I am known as a hard worker, and driven by the sense of accomplishment I get when I achieve goals.

 www.eliana-charalambous.com

 el_charalambous@outlook.com

 [artwork_by_eliana](https://www.instagram.com/artwork_by_eliana)

EDUCATION

Savannah College of Art and Design

Graduated Summa Cum Laude

June 2022

Graphic Design B.F.A.

Advertising and Branding Minor

• 4.0 GPA

LEADERSHIP

Richmond Strikers Soccer Club

August 2023–Present

• Goalkeeper coach for

U11-U17 boys and girls

SCAD Women's Soccer Team


January 2019–November 2022


• Captain since freshman year

SOFT SKILLS

- Conceptual thinker
- Goal-oriented
- Collaborative
- Proactive

TECH SKILLS

 Id, Ps, Ai, Ae, Acrobat

 Microsoft Office 365

 DSLR

EXPERIENCE

Swig Life Graphic Designer

Richmond, VA June 2022–Present

• Email Marketing Campaign Design

In 2023 I created over 225 email and MMS campaigns that drove customers to B2B and B2C sites, contributing to website traffic increase totaling 6.85 million sessions.

• Design for Print

Since 2022, I have designed 6 unique, printed catalogs for B2B reps to use as sales tools, helping them to reach their sales goals. I have also designed posters, postcards, and sell sheets for tradeshow.

• Design for Web

I have designed landing pages, icons, and collection headers in both Shopify and Wix platforms to help drive conversion up 2% YOY and revenue up 26% to last year's sales.

• Contribute to creative campaign ideation

I have contributed to many creative brainstorming meetings by providing swipe and storytelling ideas for successful product photo shoots and email campaigns that align with the brand.

• Project Management

I have worked collaboratively with my creative team, as well as cross-functional partners to ensure all projects are properly communicated and completed on time through the use of tools in the Microsoft Suite such as Planner, PowerPoint, and Teams.

Freelance Graphic Designer

Remote July 2017–Present

- Produced UI design and worked in Figma to help create a management app.
- Created graphics to be used for government proposals
- Designed brand identities and collateral for five different clients.