

RÉSUMÉ : Alexandros Paraschou

MULTI-DISCIPLINE DESIGNER WWW.PARASCHOU.DESIGN

CONTACT ME :

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PROFILE :

I'm an experienced and inventive designer, with a practical approach to creative work and problem solving. I've had 20+ successful years in both design and production roles, for a variety of named agencies, international corporations and small and medium sized enterprises.

I've developed a versatile, focused approach – together with a broad range of transferable studio skills – which I carry through from initial brief, right through to final delivery. I've a proven track record for creative and critical thinking, tempered with professionalism and integrity.

My aims are simple: Get inspired. Inspire. Work with people with whom I can make a difference, creating projects that make a difference. Materialise dreams. **Have fun doing it.**

SKILLS :

TECHNICAL :

I'm technically savvy with most creative software packages, but I craft with these on a daily basis (from the **Adobe Creative Suite**): **Photoshop, InDesign, Illustrator**, and I know my way around **Premier Pro** and **After Effects**.

I'm strong on typography, layout and I can retouch really well too (I cut my teeth on commercial artwork, repro-graphics and print projects for ad agencies).

ARTISTIC :

More importantly I use my brain, a pencil and a blank sheet of paper, and I know how to work with a concept to create designs for pixel, print or product.

Increasingly, I'm called upon to write/re-write copy for the content of my design work, and to give general creative direction for my clients.

EXPERIENCE :

2007-PRESENT

Cyprus, Slovakia,
Chile, Hungary

CONSULTANT / FREELANCE CREATIVE DIRECTOR – RADIANT LIFE TECHNOLOGIES LTD

My career magnum opus so far – entrusted with the entire design and production of all graphic and industrial designs for this unique and inspirational tech company.

Responsibilities include; **corporate ID (and continuity), website designs, marketing materials, user guides and product concept designs** for ground-breaking medical and ecological living devices.

Between Europe, Asia and South Africa I work directly with the CEO's and R&D team. My contribution to the success of the company has been acknowledged through increased responsibility including; liaison with production facilities in Asia and company Sales Reps across three continents.

2004-2007

UK

FREELANCE CREATIVE ARTWORKER – MAJOR PLAYERS

I enjoyed a prolific "tour of duty" of short to medium term positions, for leading London-based ad agencies including; **News International, Public, Odd, Freud PR, Mother, BBH, Addison** and numerous smaller agencies. Direct corporate clients included; **Harley-Davidson & Buell, Aurora Lighting** and **Callaway Golf UK**, accepting a semi-permanent position at the latter.

This was a brilliant opportunity to test my knowledge and apply myself to challenging projects requiring a hybrid approach of art director/designer/artworker, producing a variety of direct mail, advertising, packaging, artwork and design projects.

1999-2004

UK

STUDIO MANAGER AND CREATIVE ARTWORKER – THE DRAYTON BIRD PARTNERSHIP

Head-hunted and brought in to create an in-house artwork, retouching and pre-press studio for one of the founding fathers of direct mail in the UK. Main clients included; **DaimlerChrysler UK, Mercedes Benz UK, Smart UK** and **British Airways**.

I was responsible for all campaign artworks, including print management and QC – working in close collaboration with account exec's, creative directors, art directors and graphic designers, as well as the clients directly. I also organised digital archives, liaised with photographers and commercial printers.

We achieved a 30% annual saving of out-sourced production costs, and I provided a trustworthy support mechanism for their creative team. And, of course, the finance director.

It was here where I started to materialise my desire to design commercially – working with some of the best creatives in west London – learning the principles that lead to clear and effective creative communication. I got a lot of encouragement, and, as a consequence, I secured independent design work from **British Telecom, BT Radianz** and a number of medium-sized businesses.

1992-1999

UK

SQUARE PRECISION GRAPHICS : SENIOR GRAPHIC ARTIST

My formative years where I progressed from tea boy to senior artworker, learning the skills for repro-graphics, pre-press and artworking. This was a strict and uncompromising environment where I gained a solid understanding of commercial awareness, team work, client liaison and billing. I worked on projects for; **Apple Computers, Coca-cola-Schweppes, PepsiCo., Unilever, Nestlé** and other leading consumer brands, for the numerous Soho design agencies in our locale.

EDUCATION :

ENFIELD GRAMMAR SCHOOL :

8 GCSE passes including; Design & Realisation, Art, English and English lit, Maths, Physics, Business Studies and Physical Education.

INTERESTS :

I'm a SCUBA diver; I trail run where/whenever I can; and I love travel and anything adventurous.

REFERENCES & TESTIMONIALS :

"Alexandros is professional in his approach, requests and receives feedback and critique with grace, is not afraid to ask for more detail so as to deliver the right product. My experience of working with him is what I call our "creative dance" as we inspire each other to agree on even bolder and more beautiful designs. Alexandros' creativity goes beyond any bounds that I have seen elsewhere..."

~ Elizabeth Schnugh CA(SA), CEO & CFO, Radiant Life Technologies LTD

"...quick, smart, tasteful – and does that little bit more than necessary to do a better job..."

~ Drayton Bird, Founder, The Drayton Bird Partnership

"...Alexandros did an excellent job for us. He understood and responded quickly to the brief and then showed creativity, commitment and flexibility in a tricky project with tight time-scales..."

~ John Burrell, BT Radianz

"...The creativity and quality of Alexandros' designs makes him my first port of call on all our projects. He is also fast, efficient and friendly to deal with..."

~ Leonora Teale, Screentime Partners UK

"...The breadth of experience Alexandros can draw on makes him invaluable. He works intelligently on any brief I deliver to him, bringing thoughtful contributions to bear on it. His maturity and intellect enables him to take full control of any project I give him. He is a pure inspiration and I trust him completely with all my design needs..."

~ Susannah Jones, Ogilvy Action UK

(Further references are available on request.)

"Work is love made visible"

~ Khalil Gibran (from 'The Prophet')