

PANAGIOTIS THEOFILOPOULOS, MSc

Graphic & Web Designer | WordPress, Branding, Marketing Design, UI Design

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PROFESSIONAL SUMMARY

Graphic and web designer with 15+ years of experience creating WordPress websites, brand identities, social media graphics, email campaigns, brochures, signage, packaging, and digital marketing assets for education, healthcare, hospitality, retail, technology, and small business clients. Hands-on background in Adobe Creative Suite, Adobe XD, WordPress, Elementor Pro, WooCommerce, HTML/CSS, SEO, Google Analytics, and email marketing platforms. Available for part-time, contract, freelance, and remote design roles.

CORE SKILLS

Graphic & Visual Design: Adobe Photoshop, Illustrator, InDesign, Lightroom, Adobe XD, typography, brand identity, logo design, layout design, publication design, print production, packaging, signage, illustration, basic video editing.

Web & UI Design: WordPress, Elementor Pro, WooCommerce, responsive web design, landing pages, website redesign, website maintenance, HTML, CSS, CMS content updates, wireframes, user flows, prototypes, UI design.

Marketing & Content Design: SEO, email marketing, Mailchimp, Klaviyo, Moosend, social media graphics, digital campaigns, web banners, event marketing, content design.

Workflow & Collaboration: Asana, Trello, Microsoft Office, Perfex CRM, Moodle LMS, Canva LMS, cross-functional collaboration, client communication, design mentoring.

PROFESSIONAL EXPERIENCE

Independent Graphic & Web Designer | CMT Graphics LLC | Brooklyn, NY | 2025-Present

- Provide part-time, contract, and project-based graphic and web design support for small businesses, education, healthcare, hospitality, and professional services clients.
- Design and maintain WordPress websites, landing pages, eCommerce pages, and digital assets using WordPress, Elementor Pro, WooCommerce, HTML/CSS, SEO best practices, and responsive design principles.
- Create brand identities, logos, brand guides, brochures, flyers, menus, signage, social media graphics, email templates, and campaign materials for digital and print use.
- Use Adobe Photoshop, Illustrator, InDesign, Lightroom, Adobe XD, and basic video/motion tools to produce client-ready design assets across platforms.
- Across independent and employed roles, contributed to 50+ WordPress websites, branding, and digital design projects with a focus on usability, brand consistency, and online visibility.

Graphic & Web Designer | The Greek School of Plato | Brooklyn, NY | 2023-Present

- Redesigned and keep maintaining/ updating the school website and digital presence, improving visibility for local "Greek School" search terms in New York City.
- Design flyers, handbooks, postcards, banners, social media graphics, event materials, and enrollment campaigns for school communications and community outreach.
- Improved social media engagement by 35% through consistent visual storytelling, campaign design, and audience-focused creative assets.
- Support ongoing content updates, SEO improvements, and brand consistency across web, print, and digital channels.

Graphic Designer | Belma S.A. | Athens, Greece | 2021-2023

- Designed brochures, catalogs, sales collateral, product visuals, social media graphics, and marketing materials for domestic and international audiences.
- Produced print and digital assets that supported a reported 20% growth in lead generation.
- Created social media and motion design campaign assets that contributed to a reported 40% increase in online engagement.
- Partnered with marketing and leadership teams to strengthen brand consistency across print, digital, and promotional materials.

Graphic Designer | DEVA Technology Group | Athens, Greece | 2020

- Created digital marketing graphics and campaign assets for high-profile clients, including De'Longhi.
- Updated UI design elements for the Keyvoto platform to improve visual consistency, usability, and brand alignment.
- Produced web, presentation, and promotional assets for technology and marketing initiatives.

Graphic & Web Designer | Mini Raxevsky S.A. | Athens, Greece | 2017-2018

- Designed marketing materials, eCommerce graphics, email campaigns, web banners, and promotional assets for retail and global markets.
- Supported Google Ads, SEO, website content updates, and eCommerce customer communications.
- Created digital and print assets aligned with brand, seasonal campaigns, product launches, and online store needs.

Graphic & Web Designer | Adolescent Health Unit, Athens University | Athens, Greece | 2014-2016

- Designed websites, digital campaigns, educational graphics, and visual communication materials for youth health and public awareness initiatives.
- Implemented SEO and content updates to support organic traffic growth and clearer access to health-related resources.
- Collaborated with multidisciplinary teams to produce accessible, audience-appropriate digital and print materials.

UI / Graphic / Web Designer | Production Ltd, BIGdot Media, M-Data, Webprofile | Athens, Greece | 2009-2014

- Designed user interfaces, web graphics, print collateral, brochures, banners, and branded visual assets for agency and corporate clients.
- Built and updated web properties using HTML/CSS, CMS tools, and Flash applications.
- Managed CMS content updates, prepared files for print production, illustrated branded assets, and coordinated with vendors and internal teams.

Freelance Graphic & Web Designer / Professional Development | Independent | Athens, Greece | 2011-2012; 2018-2020

- Delivered freelance branding, website, print, digital marketing, and visual communication projects for small businesses and professional clients.
- Completed additional coursework and professional development in digital marketing, UX/UI design, and applied design tools.

TEACHING & MENTORSHIP

Adjunct Faculty / Instructor | Adelphi University, NYIT, AKTO, IEK Delta 360 | NY / Greece | 2016-2025

- Taught courses and seminars in branding, typography, color theory, publication design, visual communication, and Adobe Creative Suite.
- Mentored students on design process, portfolio development, client projects, industry standards, and cross-platform visual communication.
- Supervised student-led design work and translated complex design concepts into practical, job-ready skills.

SELECTED PORTFOLIO FOCUS

Relevant project categories: WordPress websites, eCommerce websites, brand identity, logo design, social media graphics, email design, brochures, signage, packaging, menus, posters, event materials, motion graphics, and outdoor advertising.

Selected clients/projects: The Greek School of Plato, Sapience LLC, Edwards Orton-Gillingham, Therapists Platform, Vryonaki Speech Therapy, FlexIT.gr, DeMercado Cafe & Deli, ASTERAS Group (Supermarkets), Happy Small Hotels, GPS Environmental Svcs, Inc., and related small business / professional service clients.

EDUCATION

MSc in Information Technology | Hellenic American University | 2016

BA in Graphic Design | Middlesex University, London | 2007

TARGET ROLES

Part-Time Graphic Designer, Part-Time Web Designer, WordPress Designer, Digital Designer, Graphic Designer, Marketing Designer, Social Media Designer, Email Marketing Designer, Communications Designer, Website Coordinator, Creative Services Designer