

chara¹
veniou

MY KIND OF BRIEF

Seeing a project through
to production — and finding
the one detail that makes
a brand feel like itself.

¹ *χαρά* /xa'ra/ noun, Greek — joy.
And, mostly, how I like to work.

BRAND IDENTITY PACKAGING ART DIRECTION TYPOGRAPHY PRODUCTION ARTWORK WAYFINDING

I design brand identities and the packaging they live on.
Eight years of graphic design and art direction, **concept to
press check** — a mark that holds at **40 millimeters** & at **4 metres**.

EXPERIENCE 2014 - 2026

24 - 26 **A&M ARCHITECTS**

GRAPHIC DESIGNER · BRAND & ENVIRONMENTAL

Brand identity at architectural scale — signage and environmental graphics for interiors, including **Clarksons Offices Athens**. Two Christmas campaigns and client-gift programmes end-to-end — a perpetual calendar taken solo from card stock to finished box, and a conference identity in print, digital, and animation.

21 - 24 **SLEED**

DIGITAL ART DIRECTOR · PROMOTED FROM DESIGNER

Bookvoice (audiobook). Launched it single-handedly in one month; it won a Bronze Effie and earned me a design team of my own. Art direction for 65+ clients; won social and 360° campaigns.

20 - 21 **COCO-MAT**

GRAPHIC DESIGNER · BRAND & PACKAGING

Zealots of Nature, a vegan cosmetics brand — packaging from concept to shelf; led its website redesign and 360° social and global web campaigns.

19 - 20 **SNF CULTURAL CENTER**

GRAPHIC DESIGNER & MARKETING ASSOCIATE

Rebranded the **SNFCC Digital Reading series**; monthly print and digital. Renewed on performance.

15 - 18 **7 INDIGO · ART IN RED · LONI DBS**

GRAPHIC DESIGNER

Editorial, print, packaging, signage, corporate campaigns. Internship extended on performance.

2014 → **INDEPENDENT**

FREELANCE · ALONGSIDE EVERY ROLE ABOVE

Identities, packaging, book covers, exhibition stands, invitations. Illustrated a silent picture book.

EDUCATION

BA Graphic Design

TEI of Athens · 2016

Erasmus

U. Complutense de Madrid · 2014

Greek native · English & Spanish fluent

AWARDS

Bronze · Effie Awards

2022 · Low Budgets

Bookvoice campaign · Sleed

Gold · Interiors Awards

2026 · Large Workspace

Clarksons Offices Athens

A&M Architects

Team awards

— sole graphic designer on both.

BEYOND WORK

VolNepal & Accessible Nepal

Two NGO rebrands · remote

2020 - 21

Superlearner Project, Lima

NGO branding, English & Art

2017

ILLUSTRATOR INDESIGN PHOTOSHOP AFTER EFFECTS FIGMA DIELINES PRESS CHECKS

charaveniou@gmail.com +30 6978018165 linkedin.com/in/chara-veniou behance.net/charaveniou