

Interactive Designer

An interactive designer based in Thessaloniki, Greece, focused on continuous learning, creative experimentation, and pushing the boundaries of what's possible in design.

Résumé **01**



George Koves

Senior Art Director /
Graphic Designer /
Web & Digital Designer

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Education

Thessaloniki Technical Vocational Lyceum
Applied Arts Sector
Graphic Arts / Graphic Design
1991

Municipality of Thessaloniki
Vocational Training Schools
Design / Antiquities
Conservation Department
1993

KEK DIMITRA
Applied Arts Department
Computer-Based
Print Design
1996

Languages:

Greek
English
German

Professional Profile

- Art Director and Graphic Designer with 25+ years of experience in graphic design, branding, print production, editorial layout, advertising, prepress, audiovisual design, UI/UX, web design and digital content creation.
- Combines a strong foundation in traditional graphic design, print production and prepress with digital design, Webflow, animated banners, motion graphics, corporate video assets, SVG/Lottie and Spline 3D animations, interactive visuals and AI-assisted image and video production.
- Experience spans local publications, magazines, newspapers, cultural events, corporate identities, television graphics, platform UI/UX, digital campaigns, corporate websites, dashboards, streaming graphics, exhibition booths and technology brands.

Core Skills

- Art Direction
- Graphic Design
- Branding & Corporate Identity
- Logo Design
- Print Design
- Editorial Design
- Newspaper & Magazine Layout
- Poster / Flyer / Invitation Design
- Prepress Production
- Color Management
- Offset Print Preparation
- Typography
- UI/UX Design
- Web Design
- Webflow Design & Development
- Landing Page Design
- Dashboard Design
- Digital Advertising Banners
- Static & Animated Banners
- SVG / Lottie Animations
- Motion Graphics
- Corporate Video Graphics
- 2D / 3D Visual Design
- Streaming Graphics
- Exhibition Booth Design
- Social Media Visuals
- Presentation Design
- AI-Assisted Image & Video Production
- Interactive Visual Design

Software & Tools

- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Adobe Animate
- Adobe XD
- Figma
- Webflow
- SVG / Lottie
- Reallusion
- Spline 3D
- DZINE
- AI Image & Video Tools
- Prepress / Print Production Tools

Professional Experience

Senior Art Director / Graphic Designer / Web & Digital Designer Group of companies

2014 – Present | Thessaloniki, Greece

- Responsible for creative direction, branding and visual communication, including the design, development and maintenance of corporate websites, digital products, dashboards and promotional materials for technology companies, betting platforms, industrial brands and corporate projects.



BetAdvanced

- Create UI/UX elements for betting platforms, applications and white-label products.
- Design, build and maintain websites, landing pages and digital microsites for products, clients and promotions.
- Develop and apply client-specific white-label branding, adapting colors, styles, templates, promotions and visual guidelines.
- Produce daily match banners for all white-label sites in multiple styles, templates and sizes.
- Design static and animated banners for sports events, betting promotions and casino campaigns across web, mobile and digital placements.
- Design, maintain and update the casino section with new game imagery, game visuals and promotional graphics.
- Create fruit- and character-themed animated slot games using a personal mixed-media technique combining graphic design, animation and digital game visuals.
- Designed the BetAdvanced booth and complete exhibition materials for ICE Totally Gaming in London for three consecutive years.
- Create exhibition graphics, booth visuals, banners, printed materials, promotional assets and digital presentations for international exhibitions.
- Produce SVG and Lottie animations, video assets, interactive visuals and Spline 3D assets for campaigns and digital promotion.





Synapsecom

- Develop and oversee branding and corporate visual identity.
- Create corporate presentations, marketing materials, service pages, web visuals and promotional graphics.
- Design, build and maintain corporate websites, landing pages and other digital pages.
- Support Webflow pages, custom visual sections and responsive layouts, with image optimization and technical improvements to website performance.



CoolBlock

- Oversee branding, visual communication and promotional materials for the company's products and services.
- Design, build and maintain the corporate website, product pages, landing pages and digital presence.
- Create corporate graphics, product visuals, presentations, web assets and technical marketing materials.
- Designed the BEYOND exhibition booth, applying the corporate identity to the physical space, exhibition graphics, banners, panels and promotional materials.
- Create corporate and promotional videos for BEYOND, product presentations and digital promotion.



Metal365

- Oversee branding, corporate identity and visual communication for metal365.com.
- Design, build and maintain the corporate website, service pages, landing pages and digital presence.
- Create web visuals, banners, icons, corporate graphics and promotional materials for industrial manufacturing services.
- Design visual presentations of 3D printing, laser cutting, sheet metal manufacturing, bending and welding services.



GTLeagues

- Oversee branding, corporate identity and visual communication for gtleagues.com.
- Design, build and maintain the website and the brand's digital presence.
- Design the website dashboard, UI elements, interface layouts and visual components for the platform.
- Create advertising and promotional videos and motion graphics for digital campaigns and online promotion.
- Design streaming graphics, overlays, broadcast visuals, event graphics and live presentation materials.



Art Director / Graphic Designer / Web & Digital Designer

AMD Telecom / WayMore – Concurrent collaboration
2021 – 2023 | Thessaloniki, Greece

- Provided graphic design, digital design and visual communication through a concurrent creative collaboration.
- Created digital assets, web visuals, promotional graphics and materials for corporate and commercial communications.



Privee

- Designed web templates, digital assets, promotional materials and print collateral for the brand's online and print presence.

DPF Services

- Created a 3D and motion-based visual experience using scroll-driven Lottie animation and interactive storytelling elements.



Graphic Designer / Page Layout Designer

Egnatia Post Newspaper
2013 – 2014 | Thessaloniki, Greece

- Managed newspaper graphic design and page layout.
- Designed editorial pages, advertisements and printed materials.
- Handled typography, page composition and final preparation for print.

Art Director / Graphic Designer / Animator

Honeybee Audiovisual | Jan 2010 – Jan 2013 | Thessaloniki, Greece

- Created logos, branding and corporate identities for audiovisual and commercial projects.
- Designed intros, outros, television transitions and motion graphics for TV programmes.
- Created graphics for television commercials, corporate videos, documentaries and promotional videos.
- Produced 2D and 3D visual assets for broadcast and corporate use.

Educational Technologist / Design Instructor

IEK AKMI | Jan 2007 – Jan 2013 | Thessaloniki, Greece

- Taught students of graphic design, animation, photography and web design.
- Delivered Adobe Creative Suite training in Photoshop, Illustrator, InDesign, After Effects and Flash.
- Taught foundational and advanced principles of graphic design, layout, image editing, animation and multimedia production.

Art Director / Graphic Designer / Partner

Geronymaki Printing / Prepress Company
Jan 2004 – Jan 2008 | Thessaloniki, Greece

- Partner and Art Director at a graphic arts and prepress company.
- Designed magazines, newspapers, advertising materials and corporate publications.
- Specialized in artwork preparation, color management, imposition and final file checks.
- Produced film and final files for commercial and offset printing.



Art Director / Graphic Designer / Partner

MORFI Advertisement
Jan 1995 – Jan 2011 | Thessaloniki, Greece

- Partner, Art Director and Graphic Designer at an advertising agency specializing in print and cultural communications.
- Worked with municipal enterprises on local newsletters, magazines, newspapers and informational publications.
- Created posters, invitations, promotional materials and print communications for municipal cultural centres.
- Designed visuals for cultural events, exhibitions, concerts and public initiatives.



Freelance Graphic Designer / Visual Artist for Music Events

DJ Events / Flyers / Posters / Video Projections
1995 – 2005 | Greece

- Created flyers, posters and promotional materials for music events throughout Greece.
- Tailored graphics to each event's style, musical identity and audience.
- Produced event-specific DJ video projections and motion graphics.
- Created music CD covers and graphics for recording projects.

Graphic Design Intern / Junior Graphic Designer

Studio of Nina Delliou, Graphic Designer and Painter
1991 – 1993 | Thessaloniki, Greece

- Completed a graphic design studio internship in hand-rendered layouts, illustration, artwork assembly and prepress preparation.
- Used airbrush techniques for illustrations and book covers.
- Created hand-drawn layouts using technical pens and traditional graphic design methods.
- Assembled and reproduced artwork with a vertical Repromaster process camera.
- Composed text layouts using phototypesetting equipment.

