



DAPHNE KARAGIANIS

DAPHNEAK.COM

DAPHNEAK@GMAIL.COM

@DAPHNEAK

773.715.6553

EXPERIENCE

STUDIO, CREATIVE DIRECTOR

Currently creating visual identity systems with a lasting impact for brands that make the future bright. My process is reliably efficient and effective, and my mind is truly innovative and weird. Serving a variety of clients with open communication, collaboration, and the highest level of creativity.



PEARSON EDUCATION, LEAD UX VISUAL DESIGNER

Brand exploration work—researched, iterated, and developed new branding strategies. This work also resulted in a new iconography set for the Pearson brand. After the branding work I conceptualized, wire-framed, designed, and pitched a new professional learning platform.



LEO BURNETT, SR. ART DIRECTOR

Joined the Dept of Design team to concept and execute innovative and show-stopping campaigns for Samsung. Additionally created a series of animated illustrations for Procter & Gamble TV campaign, and re-branding of Fifth Third Bank.



VSA PARTNERS, SR. ART DIRECTOR

Lead a team of creatives working on Kraft Food print, digital, and commercial campaigns for Kool-Aid Man and Crystal Light. Created high-concept pitch work, social media strategies, and art directed photoshoots at Kraft Foods headquarters.



OBAMA FOR AMERICA, SR. DESIGNER

Designed, launched, and staffed the 2012 Obama re-elect campaign. Worked within a fast-paced environment to deliver the highest level of design. Some projects included 2012 branding, the official Obama for America online store, and the Gotta Vote campaign.



DIGITASLBI, ART DIRECTOR

Spearheaded projects and designed digital, print, and TV campaigns for MillerCoors, Sara Lee, Kellogg's, KitchenAid, Whirlpool, Disney, and Walgreens. Worked across a variety of teams and clients with an attention to detail.



COLUMBIA COLLEGE CHICAGO, LEAD DESIGNER

Worked to established the Portfolio Center branding and identity. Created promotional materials and posters for event series. Held sessions mentoring students and guiding them through the design of their portfolios.



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EDUCATION

Bachelor of Fine Arts at Columbia College
Chicago, IL

Recognized by Forbes Magazine as Columbia College Notable Alumni

Information Design Studies at Mälardalens Högskola,
Västerås, Sweden

Awarded scholarship to study

SPECIALTIES

| | |
|--------------------|-----------------------|
| Art Direction | Illustration |
| Branding | Print |
| Naming | Product UI |
| Concepting | Signage |
| Creative Direction | System Design |
| Digital | Wayfinding |
| Brand Guidelines | Infographics |
| Iconography | Social media |
| Ideation | Marketing/Advertising |

IN THE COMMUNITY

Portfolio Reviewer at VSA Partners in conjunction with AIGA

Cannes Lions 48 Hour Ad Contest Contestant

Guest Lecturer and Career Advisor at Columbia College Chicago

Chicago Women's Elite Cycling non-profit Co-Founder

Rapha & AIGA 5x5 Intervals on Design: Guest speaker

Designing for Politics: AIGA Lecture, Cleveland, OH

Chicago Design Museum Exhibit Committee Member

Chicago Women's Health Center Volunteer and Organizer

Professional Cyclist for DNA Pro Cycling

Sewing skills

Passion for cooking great meals and sharing them with friends

International Traveler

Hugged Obama

Has a library card

Currently chopping wood in the mountains of Colorado