

MAGDA TZORTZOGLOU

BRAND DESIGNER & ADVISOR



CONTACT

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PORTFOLIO

<https://www.magdaptivedesign.com/>

EDUCATION

- **MSc:** Intelligent Packaging, New Technologies & Marketing | University of West Attica (2024)

Thesis: Developed a health app, combining branding strategy, UX research, and digital marketing insights.

MSc Thesis Link:

<http://dx.doi.org/10.26265/polynoe-5279>

App Link (Adobe XD):

<https://xd.adobe.com/view/140298ca-f4b9-48e8-b0e2-66fcc750c071-4151/>

- **BSc:** Graphic Arts & Visual Communication | University of West Attica (2021)

BSc Thesis Link:

<http://dx.doi.org/10.26265/polynoe-790>

PROFESSIONAL SUMMARY

Brand and Identity Designer with a BSc in Graphic Design and an MSc in Intelligent Packaging, New Technologies & Marketing from the University of West Attica. Combining branding, marketing strategy, design thinking to develop modern, adaptable visual identities and creative solutions, methodically.

Highly organized and solution-oriented, I work effectively in collaborative team environments and enjoy turning ideas into clear brand strategies, products, and services. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and digital design tools.

Currently seeking to apply my design, branding, marketing, and creative strategy skills within a forward thinking company where I can contribute to the development of innovative products and services aligned with evolving technologies, while continuing to learn and grow.

SKILLS

- **Design & Brand Direction:** Brand Identity Systems, Geometric Design, Typography, Photo Editing & Retouching.
- **Marketing & Strategy:** Social Media Content Creation, Creative Strategy, Brand Positioning, Marketing Fundamentals.
- **Tech Stack:** Adobe Creative Suite (Photoshop/Illustrator/InDesign), Canva, Figma, UI/UX Research, Rapid Adaptation & Continuous Learning of Digital Platforms.
- **Professional Output:** Presentation Design & Pitch Decks, Asset Management, Brand Guidelines Development.
- **Project Oversight:** Project Management, Creative Problem Solving, Solution-Oriented Design, Team Collaboration.

WORK HISTORY

2021 - Today | Freelance Designer: Branding & Marketing Projects

- Designed & Executed branding strategies for businesses & clients, improving online presence and customer engagement.
- Developed content for social media campaigns, applying marketing tactics to reach target audiences.

2021 | Graphic Design Intern: Cosmos Sport

- Designed & assisted the graphic design team with social media posts, photo editing for the company's social media, websites and digital platforms.
- Learnt to follow brand guidelines and expanded overall design skillset.

AWARDS

- Recognized by the Greek Ministry of Foreign Affairs for Logo design in Council of Europe contest (2020): <https://gd.uniwa.gr/events/apo-to-tmima-grafistikis-to-sima-tis-ellinikis-proedrias-toy-sy-mvoylioy-tis-eyropis/>
- Won the Adidas Cosmos Sport shoe design competition (2021): https://www.instagram.com/p/CRuivvAFPQI/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==