DEMETRIS DEMETRIOU
Creative Director & Designer
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917-445-3259

EDUCATION

Fashion Institute of Technology, NY
BFA in Graphic Design
Graduated 2021 - GPA 3.5

Tyler Junior College, TX
AAS in Visual Communications
Graduated 2017 - GPA 3.75

Tyler Junior College, TX
Certificate in Photography
Graduated 2017 - GPA 3.75

SKILLS

Adobe Creative Suite
Photoshop, Illustrator, InDesign, Acrobat, XD, Dreamweaver, After Effects, Express & Lightroom

Photography
Experience in product and fashion photography, styling, & creative direction.

Microsoft Office Suit
Word, Excel, PowerPoint, Outlook, Teams & OneDrive

Software
iOS, Android, Windows, Canva, Wix, Wordpress, Shopify & Squarespace.

Social Media
Instagram, Meta, YouTube, Pinterest, TikTok & LinkedIn.

Languages
Fluent: English, Greek, Spanish
Mid-level: Italian

WORK EXPERIENCE

32 DEGREES – Senior Graphic Designer/Production Manager
DECEMBER 2024 - CURRENT

Godinger Silver Art, Co. – Graphic Artist, Product Designer and Developer
SEPTEMBER 2020 - DECEMBER 2024

Oversee all aspects of design projects, from conceptualization to execution. Collaborating directly with overseas factories and internal office teams to ensure seamless project coordination and communication. Responsibilities include research, branding, product design/development, packaging design, photography, as well as crafting mockups and generating renderings for meetings and presentations. Additionally, working closely with product managers, developers, and marketing teams to create cohesive collections for Tabletop Shows in New York, Atlanta, and Chicago.

Key Achievements:

- Art directed the photoshoot for the cover of Tableware Today magazine, including the four first cover pages for the Aug/Sept 2022 issue
- My 18-k gold dinnerware set was featured in a two-page spread of the same magazine
- Designed and developed exclusive products for Neiman Marcus and Bloomingdale's which achieved a selling-out statues within 2 months
- Designed and developed snow globes exclusively for Macy's flagship stores; New York, Chicago and San Fransisco.
- Art directed a photoshoot for silverware, featured in a two-page spread in Tableware Today magazine for the Nov/Dec 2022 issue
- Designed and developed collections with licenses; Jill Zarin Home, The World of Eric Carle, and Hesrheyland (Hershey's, Kisses, Reeses, and Smores).

Olivet International Inc. – Graphic and Packaging Designer
DECEMBER 2019 - DECEMBER 2020

My responsibilities included creating innovative and elevated packaging for our luggage collection and various licensors. This included designing hang-tags, bellybands, and placards for CRcKT, Revo, Jeep, and Jessica Simpson. Additionally, I collaborated closely with the social media team to develop engaging content for our social media platforms.

Key Achievements:

- Designed packaging for CRcKT luggage and back-to-school collection
- Designed and developed Olivet Int., official website using Wordpress
- Designed and developed CRcKT Kid official website using Shopify

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Delta Galil Industries Ltd – Graphic and Packaging Designer
OCTOBER 2018 - DECEMBER 2020

My main role was photo editing for online and print. Critically adhering the directors notes and following the brands standards and guidelines. Another responsibility was to design and develop packaging and innovative design themes for the Company's brands.

Key Achievements:

- Designed underwear packaging for Calvin Klein, Splendid and Original Penguin
- Designed planograms for Tommy Hilfiger and Eminence stores