

Antria Sofroniou

Graphic Designer & Illustrator

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PORTFOLIO

antriaportfolio.framer.website

Agency work is password protected | **Password: AntriaWork26!**

SUMMARY

Graphic Designer & Illustrator with 10 years of professional experience across agency, in house, and freelance environments. Experienced in developing campaign concepts, key visuals, and integrated creative across digital, social, print, OOH, and motion. Strong background in image making, illustration, and visual storytelling, with experience taking projects from initial brief through to final delivery. Comfortable managing multiple brands and projects, collaborating across teams, and taking ownership of creative work in fast paced environments.

WORK EXPERIENCE

Multimedia Designer | Innovation Leo Burnett Cyprus

02/2026 - Present, Nicosia, Cyprus

- Develop and adapt campaign creative for up to 50 deliverables per campaign, ensuring consistent composition, hierarchy, and brand identity across social, digital, print, OOH, and video.
- Produce monthly campaign and social content for multiple agency clients, managing diverse brands, formats, and deadlines concurrently.
- Achieved a reduction in design revisions for an ongoing client account within two months following positive client feedback on the new visual direction.
- Contribute to campaign concepts and key visual development by collaborating with creative and marketing teams from the initial brief through feedback and final delivery.

Graphic Designer | Tech4S Group

05/2022 - 09/2025, Limassol, Cyprus

- Originated gaming campaign visuals for three core brands, subsequently extending support to five brand pages, integrating illustrated and photographic assets into complex compositions for digital campaigns.
- Utilised advanced Adobe Photoshop compositing techniques, including lighting, shadows, colour correction, and image manipulation, to integrate complex assets into cohesive campaign visuals.
- Generated and adapted campaign assets for web banners, landing pages, email marketing, and social media, maintaining visual consistency across all formats, including icons and avatars.
- Partnered with marketing and CRM teams to fulfil their requirements while managing multiple brands, recurring campaigns, and short turnaround requests.

Graphic Designer | Ideal PR Solutions

07/2016 - 05/2022, Nicosia, Cyprus

- Spearheaded the company's design and print production workflow, managing client work from artwork preparation through to production and final delivery.
- Oversaw production across print, large format, apparel, and promotional products, handling jobs from individual custom pieces to runs of up to 1,000 items and banners up to 4.6 metres.
- Operated and maintained digital and large format printers, cutting equipment, Heidelberg machinery, pad printing, heat press, sublimation, lamination, and finishing equipment.
- Coordinated production staff and liaised directly with longstanding and new customers, managing artwork requirements, materials, deadlines, production issues, and final quality.
- Established the company's social media presence from inception, employing organic content and low budget advertising to attract new customers, resulting in up to 10 custom orders on Facebook during peak days.

Graphic Designer & Illustrator | Freelance

07/2016 - Present, Cyprus

- Crafted brand identities, illustrations, and promotional materials for over 5 small business clients, managing the entire process from initial requirements to final delivery.

- Designed social media content, email campaigns, and print materials, adapting existing brand identities and establishing new visual directions as needed.
- Produced and edited digital and video content for social media platforms including YouTube, Instagram Reels, and TikTok, tailoring content and formats for diverse platform requirements.

EDUCATION

BA (Hons), Illustration | Middlesex University

10/2013 - 07/2016, London, UK

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Foundation in Art & Design | University for the Creative Arts

10/2012 - 06/2013, Canterbury, UK

SKILLS

Graphic Design, Campaign Design, Key Visual Development, Branding, Visual Identity, Artworking, Typography, Layout Design, Social Media Design, Digital Design, Print Design, Print Production, Illustration, Image Making, Image Compositing, Photo Manipulation, Video Editing, Motion Graphics, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma, Canva, Art Direction, Visual Storytelling, Project Management, Ownership, High Standards, Adaptability, Product Design, AI Tools

LANGUAGES

Greek (Native)

English (Professional)

CERTIFICATES

Google UX Design Professional Certificate | Google

2025