

STAMATINA STAMATOPOULOU

SENIOR BRAND & PRODUCT-ORIENTED DIGITAL DESIGNER

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 Athens, Greece

PROFESSIONAL EXPERIENCE

SENIOR BRAND
& PRODUCT-ORIENTED DIGITAL
DESIGNER

2014 – Present | Remote

Lead end-to-end brand and digital projects across hospitality, lifestyle, and corporate environments.

VISUAL COMMUNICATION
DESIGNER

2000 - 2014

Hellenic Bank Association

- Led institutional publication design and production, ensuring typographic consistency under strict nationwide timelines.
- Oversaw print workflows and contributed to website UI/UX, translating complex financial information into clear digital interfaces.

TOOLS

- Adobe Creative Suite
INDESIGN, ILLUSTRATOR, PHOTOSHOP
- Figma
UI/UX & INTERACTIVE PROTOTYPING
- WordPress
END-TO-END WEBSITE IMPLEMENTATION
- HTML/CSS
STRUCTURAL UNDERSTANDING
- AI-Assisted Design Workflows

LANGUAGES

- Greek - Native
- English - Professional working proficiency
- French - Elementary

PROFILE

Senior Brand & Product-Oriented Digital Designer with 15+ years of experience building cohesive brand frameworks across digital and physical touchpoints, operating at the intersection of brand strategy, UI/UX, and digital product development.

Strong foundation in **layout architecture** and **typographic hierarchy**, shaping clear visual narratives across editorial, digital, and multi-platform environments.

Defines product structure and user flows through **interactive wireframes** and hi fidelity **prototypes**. Delivers **search-optimized websites** grounded in strong information architecture and user experience, aligning visual direction with **paid acquisition strategies** (Meta & Google Ads) to ensure continuity between campaign entry points and landing environments.

Detail-oriented and analytical, applies critical thinking and reusable design logic to enable scalable digital execution — connecting brand positioning with implementation from concept to launch. Experienced in **AI-supported workflows** and quality focused evaluation.

Identifies inconsistencies and specification gaps across digital deliverables, providing **structured feedback** that strengthens alignment and execution across **cross-functional teams**.

CORE EXPERTISE

- Brand Architecture & Identity Systems
- Layout & Typography
- Digital Experience & Website Structure (IA, User Flow)
- SEO-Structured Content Hierarchy
- Campaign Strategy, Creation & Management — Google Ads & Meta
- End-to-End WordPress Website Delivery
- HTML/CSS Structural Understanding
- Design Quality Evaluation & System Governance
- Visual Consistency Across Ecosystems
- AI-Assisted Creative Workflows

EDUCATION

Bachelor's Degree in Design, Web Design & Visual Communication