



ELIANA CHARALAMBOUS

VISUAL DESIGNER

I am a creative who is passionate about designing high quality work across multiple platforms. I love discovering all the different ways words, images, and color palettes can come together in an aesthetically pleasing layout. I excel in collaborative projects, and use my exceptional communication skills to seek out answers and get projects done in an efficient manner. I am known as a hard worker, and driven by the sense of accomplishment I get when I achieve goals.



www.eliana-charalambous.com



elcharalambous2018@gmail.com



[artwork_by_eliana](https://www.instagram.com/artwork_by_eliana)

EDUCATION

Savannah College of Art and Design

Graduated Summa Cum Laude

June 2022

Graphic Design B.F.A.

Advertising and Branding Minor

• 4.0 GPA

LEADERSHIP

Richmond Strikers Soccer Club

August 2023–Present

• Goalkeeper coach for
U11-U17 boys and girls

SCAD Women's Soccer Team

January 2019–November 2022

• Captain since freshman year

SOFT SKILLS

- Conceptual thinker
- Goal-oriented
- Collaborative
- Proactive
- Organized
- Timely

TECH SKILLS



Ps, Ai, Xd, Ae, Id, Acrobat



Microsoft Office 365



Figma

EXPERIENCE

Swig Life Graphic Designer

Richmond, VA June 2022–Present

• Email Marketing Campaign Design

In 2024 I created over 300 email and MMS campaigns that drove customers to B2B and B2C sites, contributing to website traffic increase totaling 6.85M sessions and 21.8M annual growth on Shopify.

• Design for Print

Since 2022, I have designed unique, printed catalogs for B2B reps to use as sales tools, helping them to reach their sales goals. I have also designed posters, postcards, and sell sheets for tradeshow.

• Design for Web

I have designed landing pages, icons, and collection headers in both Shopify and Wix platforms to help drive conversion up 2% YOY and revenue up 26% to last year's sales.

• Contribute to creative campaign ideation

I have provided swipe and storytelling ideas in creative brainstorm meetings for successful photo shoots and email campaigns that align with the brand.

• Project Management

I work collaboratively with my team and cross-functional partners to ensure all projects are properly communicated and completed on time, using Microsoft Suite tools such as Planner, PowerPoint, and Teams.

Freelance Graphic Designer

Remote July 2017–Present

• I produced UI wireframes and worked in Figma to help create a management app that improved employee productivity and communication.

• I created graphics to be used for a government proposal that helped my client get the contract they wanted to win.

• I designed brand identities and collateral for five different clients that helped them gain recognition in their respective industries.