

“My strengths, my passions, my pursuits: Art Direction, Creativity, Intuition, Excellence.”

EXPERIENCE

XS Designs: Contract Art Director, Dallas TX
July 2008 - Present

Artizen Photography, Brown + Partners, Frozen Fire
Films Inc., Helzberg, Krause, Lux Bond and Greene,
Maxine Helfman Photography, Shine 49 Media
House, Singularities/Sunny 16, Susie Straubmueller.

- Latest work; designing interior of Sunny 16
Photography workspace on 12 31 Dragon Street.

Brown + Partners: Senior Art Director, Dallas TX
July 2004 - June 2008

- Conceptualized and designed all catalogs for the
Brown Syndicated program and custom catalogs:
- Independent National Jewelry retailers.
- Created and photo art directed Cookie Lee cover
designs and layouts for two consecutive years.
- Led the photo art direction for the deBoullé
Jewelers Ad campaign.
- Established the brand look and feel of The
Centurion Jewelers show guides.
- Designed numerous other high profile projects:
Brown Catalog model shoot & Brown calendar.

Freelance Art Director/Designer:

World Trade Center, Dallas, TX
January 2002 - June 2004

- Designed logos and branding • Illustrations & Ads

Saunders/Ream Marketing & Communications
Group: Art Director, Dallas, TX
March 2000 - Nov 2001

- Sole Art Director on the Tuesday Morning account.
- Established the whole brand look and feel.
- Designed all newspaper ads, postcards and
8-page, 4-color mailers, seven times a year.
- Facilitated photography studio and set-stylists.
- Designed other projects collaborating with my team.

SKILLS

- Indesign • Photoshop • Illustrator • proficient
hand-skills: sketches & detailed illustrations.

STRENGTHS

- Adept at meeting and exceeding • Strong eye for detail •
Team Player • Hand-skills • Passionate Creative professional

AWARDS

2008 Hermes Creative Awards

PLATINUM Northeastern Jewelry Catalog

GOLD Orr's Swiss, Watch Fair DM, Sid Pott's Jewelry Catalog

HONORABLE MENTION Williams Jewelers DM Catalog

2008 Service Industry Advertising Awards (SIAA)

SILVER Northeastern DM Catalog, Brown + Partners
Promotional Calendar

BRONZE Centurion Jewelry Show Guide

MERIT Williams Jewelers DM Catalog

2007 Marcom Awards

PLATINUM Centurion Jewelry Show Guide

PLATINUM I.W.Marks 2006 Holiday Catalog

PLATINUM James and Williams DM Catalog

GOLD Brown + Partners 2007 Calendar

2007 Communicator Awards

AWARD OF DISTINCTION James and Williams DM Catalog

AWARD OF DISTINCTION I.W.Marks 2006 Holiday Catalog

AWARD OF DISTINCTION Centurion Jewelry Show Guide

AWARD OF DISTINCTION Brown + Partners Calendar

2007 Zephyr Awards

Centurion Jewelry Show Guide

2007 Service Industry Advertising Awards (SIAA)

BRONZE Centurion Jewelry Show Guide

PHILANTHROPY

February 2014 - Jerusalem, Israel. With Global
Celebration, took food to the widows, did art projects with
children and visited wounded soldiers in hospital.

July 2010 - Chiba, Japan. Worked with Frontline Resources
volunteered at Asumigaoka Green Chapel Summer Program
working with the children.

July 2008 - St. Petersburg, Russia. Worked with Orphan
Outreach, working with the children at the Orphanages.

EDUCATION

Natal Technikon, Durban, Natal, South Africa.

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Xanthy Sotiriadis