

VALIA GEORGIADI JONES

Senior Graphic Designer and Visual
Branding Specialist

Summary

Experienced Senior Graphic Designer with 15 years of expertise in visual branding and storytelling. Proven track record of driving engagement and brand recognition through innovative design solutions.

Skills

Visual Branding
Graphic Design
Visual Storytelling
Creative Leadership
Brand Strategy
Campaign Management

Software

Adobe Creative Suite CC
InDesign Illustrator Photoshop
Canva PremierPro AfterEffects
Miro Microsoft Office PowerPoint

Education

- Graphic Design, Central Saint Martins, UAL, London, UK
- MA Housing and Urbanism, Architectural Association London (AA), London, UK
- MA Architecture Design, University of Patras, Greece
- BA Architecture Design and Engineering, University of Patras, Greece

Languages

English Greek French



Contact

Location

London, SW1V
No Visa required
(Pre-settled status)

Phone

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Web

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www.valia.me.uk

Work Experience

Senior Designer, Head of Design and Brand Identity

Business in the Community | London

2019 - present

- Lead design and branding initiatives organization-wide, setting high standards for creativity and visual consistency.
- Strategize and implement the company's visual direction, ensuring alignment with brand objectives and values.
- Provide guidance to both internal and external design teams, fostering collaboration and innovation.
- Oversee visual components of major campaigns to enhance brand recognition and engagement.
- Spearhead the development and implementation of a new brand identity to elevate brand perception and relevance.
- Optimize design processes to enhance efficiency and uphold quality standards.
- Translate creative briefs into actionable solutions, showcasing problem-solving abilities and effective idea presentation.
- Direct UX strategy, staying ahead of trends and prioritizing user-friendly innovation.

Senior Graphic Designer

Business in the Community | London

2018 - 2019

- Produced print, web, and social media visuals to engage audiences.
- Designed marketing graphics to enhance brand visibility and drive campaigns.
- Developed compelling materials for marketing campaigns.
- Managed production of various materials, ensuring quality and consistency.

Project Highlight Links

See [The Times Top 50 Employers for Women 2022 Award](#)

Download the supplement for year [2021](#) and [2020](#)

See images from [The Responsible Business Gala dinner](#)

See [The Timeline of Responsible Business](#)

See pictures from [Emerging Designer Award, Good Design Greece](#)

You can find a larger sample of my work at:

www.valia.me.uk

Multi disciplinary Designer

Freelance | Greece

2007- 2018

- Offered freelance Graphic Design and Visual Marketing services. Provided comprehensive design solutions, collaborating closely with clients to create visually compelling materials. Delivered high-quality designs across various platforms to enhance brand visibility and drive audience engagement.
- Launched a limited luxury line of wearable art. Recognized as an emerging designer by Good Design Greece.
- Featured in prestigious exhibitions including Athens National Museum of Contemporary Art (EMST).
- Served as a Lecturer in Graphic Design courses at Aegean Omiros College Group, Athens, imparting knowledge in History of Art, Visual Communication, and Branding modules to aspiring designers.

Achievements

- Reforming brand guidelines and visual identity of BITC which brought and amazing **160% increase in visits and followers of the company's social media channels and website.**
- Head of Creative for **The Times Top50 Employers for Women** Award for 4 years.
- Led design and visual production for **The Responsible Business Awards Gala dinner** at the Royal Albert Hall, London.
- Head of Creative for Responsible Business Live 2019 in partnership with Sky TV. Guests: **HM King Charles III and Hillary Rodham Clinton.**
- Designed brand identity for National Business Response Network digital platform. The platform has gathered **over £2m of donations** in the first month of its operation.
- Good Design Greece [Emerging Designer Award](#); Work showcased at [Athens National Museum of Contemporary Art](#) (EMST).