

# Charalambia Modestou

Lead Digital/Brand Designer | Motion Designer | HTML5 Banner Developer

Nicosia, Cyprus

[View profile on Dweet](#)

## Languages

- Greek (Native)
- English (Fluent)
- Bulgarian (Fluent)

## About

I am a Lead Digital and Brand Designer with 12+ years of experience in digital, conceptual design, 2D animation and HTML5 banner development working with both global ad agencies and in-house marketing teams.

### BRANDS WORKED WITH

- BLEND Digital Agency
- Mindlab Digital Marketing Agency, Remote
- Ogilvy & Mather
- Partners Y&r / Byte Digital Agency
- Pomélo+Co.
- Publicis Marc Group

## Experience



### Contractor Lead Brand Designer

Pomélo+Co. | Nov 2021 - Now

Responsible for developing all aspects of the design process, from research and ideation, to creative conceptualisation and design. Hands-on developing creative solutions across all mediums with significant online experience in advertising, websites, graphic design, Newsletter design, style guides, content marketing. Graphics and Videos for Social Networks Packaging Design

### Contractor Senior Digital Designer | Motion Designer

Mindlab Digital Marketing Agency, Remote | May 2020 - Apr 2022

Websites design, advertising banners Graphics and Videos for Social Networks for various social media accounts - Prepared presentations & advertising campaigns for prospective clients.



### Senior Digital Designer

BLEND Digital Agency | Oct 2016 - Jan 2019

Planned and executed visual concepts & advertising campaigns Websites design, advertising banners & animations. Prepared presentations for prospective clients. Graphics and Videos for Social Networks for various social media accounts

### Senior Digital Designer

Ogilvy & Mather | Jun 2014 - May 2016

Planned and executed visual concepts & advertising campaigns Websites design, advertising banners & animations. Managed complex projects from start to finish Translated requirements into polished, high-level designs

### Digital Designer

Partners Y&r / Byte Digital Agency | Aug 2011 - Apr 2013

Websites, Landing pages, Banner Ads and Animations. Facebook applications Managed projects from start to finish Translated requirements into polished, high-level designs

### Digital Designer

Publicis Marc Group | Mar 2010 - Aug 2011

Web Design including: Websites, Landing pages, advertising banners and animations, Facebook applications, strategic consulting, creation of effective advertising campaigns, Flash games, e-mail newsletters etc.