



VASILIKI VALKANAS

VALKANASV.COM

EXPERIENCE

VALKANASV, INC
FREELANCER | 2015 - CURRENT

Create custom designs and artworks for a range of clients across the country. Highlights include the design of a street banners for Chicago's Greektown, a brand update for the West Loop Chamber of Commerce, and logos for multiple small businesses and organizations.

NATIONAL HELLENIC MUSEUM
CREATIVE DESIGN MANAGER AND BRAND MANAGER | 2015 - 2018

Established a brand identity for the Museum and its four major annual events. Developed initial concepts, layouts, color schemes, brand, and all printed materials for multiple exhibitions. Responsible for all Museum collateral from conceptualization through final execution and printing. Collateral included daily-use materials, signage, event invitations, program books, and more.

EUPHORIA RESALE BOUTIQUE
PRESIDENT | 2011 - 2016

Started a family business that grew to three connected storefronts, online stores, and a warehouse. Hired and managed a team of employees, monitored inventory, and created the store logo, promotional materials, and social media presence.

NORTHWESTERN DESIGN EXPERIENCE
DESIGN WORKS, SECRETARY | 2013 - 2015

Worked with three other students to create a collaborative design business that matched Northwestern organizations and Evanston businesses with student designers.

NORTH BY NORTHWESTERN, SENIOR DESIGNER & ILLUSTRATOR | 2014 - 2015

Directed layout, created props, and guided photoshoots, designs, and illustrations for 3 issues of the student-life magazine.

HELICON ART & LITERARY MAGAZINE, EDITOR IN CHIEF | 2011 - 2014

Designed and implemented a full brand update. Managed a staff of students, created cover art, and selected pieces for the bi-annual magazine.

EDUCATION

NORTHWESTERN UNIVERSITY
SCHOOL OF COMMUNICATION
JUNE 2015 | GPA 3.7

BS Communication Studies:
Digital Media

Psychology Minor

Segal Design Certificate

Integrated Marketing &
Communications Certificate

SKILLS

DESIGN

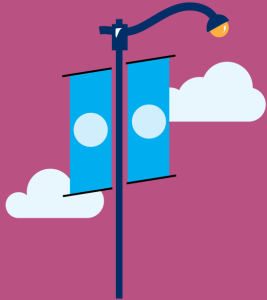
Illustrator
InDesign
Photoshop
Branding
Infographics
Logo Design
Product Design
Exhibition Design

HANDS-ON

Drawing & Sketching
Painting
Illustration

OTHER

User Research
Prototyping
Project Management



STREET BANNERS
GREEKTOWN CHICAGO
Designed the street banners that are currently on display throughout Greektown Chicago.



EXHIBITION DESIGN
NATIONAL HELLENIC MUSEUM
Worked as designer for *Lives Afloat*, *George Kokines: Layers Revealed*, and *Change: The story of Coins*



STREET ART
GREEKTOWN SSA#16
Featured in *Re-Imagining Pharos*, *Brushing up on Aristotle* and *The Karavakia Display* projects.