



## Biography

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I'm Anthony Rallis, a Greek-Australian Graphic and Digital Designer based in Melbourne. I help businesses and organizations fine-tune their visual identity and reach their target market in the most effective way.

I got my Bachelor's Degree in Communication and Digital Media Design from Swinburne University of Technology. I have also completed a Certificate in User Interface Design from RMIT University.

My knowledge has been shaped from almost a decade of experience, specializing in visual identity, print, website & app UI design, publication layout and packaging.

I enjoy building strong relationships with my clients, in order to fully understand their goals, their target audience, and their competitors before even starting to put concepts together. This allows me to create something that doesn't only look good but represents the core of my client, appeals to their target audience and drives up sales and revenue.

## Professional Experience

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### 2013 - Present: Freelance Graphic & Digital Designer

Freelance graphic and digital designer, specialising in visual communication and brand identity. Working on a contract basis or in collaboration with a variety of businesses in print production, services, entertainment and community organisations.

### 2021 - Present: Graphic Designer / Brand Integration Officer PRONIA, Melbourne, AU

PRONIA is a not-for-profit community organisation and is based in Brunswick, Victoria. Initially, I was employed as a Procurement Officer for 1.5 years (2019-2021) and then promoted to my current role. Here I am responsible for redefining and unifying the organisation's brand visual identity, ensuring brand consistency across everything produced (colours, fonts, images), and graphic design.

### 2018 - 2019: Graphic Designer Neos Kosmos, Melbourne, AU

Neos Kosmos is the largest Greek-Australian newspaper in Australia. I was responsible for designing the layout for newspaper pages/feature pages, creating advertisements for print and digital and graphic design for 3 editions weekly.

### 2014 - 2018: Graphic and Brand Designer Vaeni Naoussa, Naoussa, GR

Vaeni Naoussa is the largest winemaking cooperative in Northern Greece. I was a freelance contract graphic and brand designer (both in-house and offsite) responsible for redesigning the entire range of wine labels, redesigning and maintaining brand guidelines and consistency, liaising with printers to define printing techniques and finishes.

## Contact

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## Skills

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Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe XD

Figma

Miro

## Education

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2021 User Interface Design, RMIT Online, Melbourne, AU

2014 Bachelor of Design, Communication Design & Digital Media Design, Swinburne University of Technology, Melbourne, AU

### 2014 - 2018: Graphic Designer Professional Print, Naoussa, GR

Professional Print is a printing business located in Northern Greece. My day to day tasks included liaising with clients to determine their design requirements, developing all graphics for all forms of print and digital media, preflight all design files, producing print-ready files and plates for offset printers and graphic design.

### 2014: Graphic Designer Genuine Print, Melbourne, AU

While studying at university, I was employed part-time as a Graphic Designer and Digital Print Operator. In this role, I was responsible for designing all forms of print media I developed graphics and layouts from corporate collateral and logos to product catalogues.

## References

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PRONIA

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