



AA4DESIGN



Alexandra Antzoulatos
Graphic Designer | Web Designer

Hello, and welcome!

I am a graphic and web designer with over eight years of experience creating brand identities, marketing campaigns, websites, and digital content that engage audiences and strengthen organizations. My background spans branding, print design, web design, motion graphics, and marketing, allowing me to develop creative solutions that are both visually compelling and strategically effective.

In my recent work with FineCraft Building Contractors, I designed brand-aligned marketing collateral and digital assets that enhanced the company's visibility and customer engagement. I enjoy transforming complex ideas into intuitive, visually engaging experiences that help organizations communicate more effectively.

I am expanding my Canva expertise through professional training while continuing to expand my knowledge of UX/UI, digital marketing, and modern web design. My design philosophy draws inspiration from Swiss design principles, emphasizing strong typography, thoughtful composition, and user-centered design. I value simplicity, clarity, and consistency to create work that is both impactful and functional.

I am proficient in Adobe Creative Suite, WordPress, and other modern design platforms. I regularly leverage AI tools such as ChatGPT and Gemini to improve workflow, accelerate learning, and increase efficiency. I enjoy creating thoughtful visual solutions that balance creativity, usability, and purposeful communication.

Whether you're looking for a graphic designer, web designer, or creative collaborator, I'd love the opportunity to discuss how my experience and approach can support your team or organization.

Warm regards,

Alexandra Antzoulatos
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ABOUT ME

My aspirations have always been focused on a visual message that really grasps the attention of the audience intended. I have the willingness to shape my talents to learn new ways of design, a great visual aesthetic, and an attention to detail that really makes an impression.

EDUCATION

The University of the Arts, 2013
Bachelors of Fine Arts in Graphic Design

CORE COMPETENCIES

- Extensive layout skills for print and web design.
- Refined, pixel-perfect output.
- Technical software proficiency.
- Strong typography, composition, and strategic conceptual skills.
- Highly collaborative, positive person and innovative thinker.
- Logos, illustrations, technical drawings, and Infographics.
- Advertisements across platforms for digital and print.

DESIGN SOFTWARE

Creative Cloud	Canva	Keynote
InDesign	Figma	Power Point
Photoshop	WordPress	Google Docs
Illustrator	BBedit	Acrobat Pro
After Effects	CSS/HTML	Numbers
TikTok	Fetch	Excel
Instagram	Filezilla	Zoom
Theme Builder	Premiere Pro	

ACCOMPLISHMENTS

- Created a new workflow process that improved final file accuracy and deadline management by 400%.
- Initiated a new plan for a branded image for the company identity.
- Developed a Services Guide to simplify information on company products.
- Utilized a solution to a production problem, creating 162 corporate gift baskets in a time crunch.



EXPERIENCE

Pegasus Online • REMOTE

Web Designer | Contract
February 2026 - April 2026
Website builder creating structured websites using Thrive Theme Builder, Thrive Architect, and Wordpress.

FineCraft Building Contractors • GAITHERSBURG, MD

Director of Marketing and Promotions | Full Time
September 2019 - June 2023
Creative director of marketing material and company recognition. Promotional outreach for company exposure.

Heart Failure Society of America • GAITHERSBURG, MD

Graphic Designer | Contract
Mar 2020 - May 2020 · 3 mos
Rebuilt the current website from the old Wordpress platform to Drupal, adding new content and display for easy navigation hosted at www.hfsa.org. Worked with Google Sheets to create a guide of source pages to new pages.

FREELANCE

Graphic Designer | Mar 2013 - Present

Gringos and Mariachis

Designed Large print currently displayed on the outdoor patio at the restaurant in North Bethesda, Maryland.

Shobha

Skin care magazine advertisements and print marketing postcards.

Viva Tysons Magazine

Print advertisements for Viva Tysons magazine for companies including Le Nouveau Belle and Synergy Family Care.

Shapeez

Designed the new product line flyer of Comfeez, an apparel line for Shapeez shapewear.

Trellon

Designed web pages for Drupal and created Drupal logos for the Drupalcon event held in New Orleans to promote the company.

Urban Crawfish

Designed marketing promotions for themed events.

Rich Brown Industries

Created Rich Brown Logo for the music company that has been used on various print advertisements and websites to keep the company recognized.

WWJCD Productions

Created model recruitment flyers for the WWJCD (What Would JC Do) photography company to advertise to young aspiring models.