

# ANDREW DOUKAS

Brand and Visual Designer

*Andrew Doukas*

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Currently enrolled in Seneca's Sports, Entertainment and Event Marketing program with a creative designer background. Specializing in typography, publication design, and brand identities. Skilled in managing design projects from concept to delivery, including branding, promotional materials, and campaign assets. Collaborates effectively with cross-functional teams to ensure smooth execution and meet tight deadlines.

## + PROFESSIONAL EXPERIENCE

### FREELANCE DESIGN - Graphic Design

2014 - PRESENT

Created brand identity concepts for clients, combining design research with client collaboration to deliver unique logos and support a stronger online presence.

### DIRECT IMAGE INC. - Junior Graphic Designer Co-op

2017

Created promotional materials for clients in the car dealership industry and designed unique, visually engaging spreads for a bi-monthly soccer magazine in collaboration with the creative lead.

### SHNIER - Junior Graphic Designer

2018 - 2019

Supported the creative team with web content updates, file preparation, and organization, helping maintain an efficient workflow and meet project deadlines.

### SHNIER - Graphic Designer

2019 - 2023

Led the Richmond brand redesign across 8 flooring categories, unifying visual identity, consolidating websites, and enhancing market recognition. Produced updated product labels, design templates, and event materials while coordinating with cross-functional teams to improve workflow, brand consistency, and sales communication.

## + ACCOMPLISHMENTS

### FREELANCE DESIGN

#### Plastic Staffing - Logo

- **Challenge:** Plastic Staffing Inc. needed a logo to establish its brand identity.
- **Solution:** I conducted design research, met with the client to discuss options, and refined the design based on feedback.
- **Results:** Delivered a unique logo that helped them establish an online presence through their website.

#### Georgetown Basketball League (GBL) - Branding & Social Media

- **Challenge:** Develop a brand for a newly created community basketball league.
- **Solution:** Conducted design research on other sports leagues, collaborated with partner to create a brand identity and establish a design style for social media posts.
- **Results:** Built a unique branding and established a social media account for the league.

### SHNIER - Richmond Flooring

#### Structure & Style - Consumer Flooring Magazine

- **Challenge:** FloorsFirst needed a modern refresh for their annual flooring guide to emphasize interior design.
- **Solution:** Inspired by high-fashion magazines, I redesigned the layout using typography, grids, and colors, transforming its visual appeal.
- **Results:** Converting it to a digital magazine reduced costs while reaching hundreds of dealers across Canada, with over 2,000 downloads.

### FloorsFirst Program Guide

- **Challenge:** The FloorsFirst executive team requested a refreshed design for the 2022 program guide for FloorsFirst dealers.
- **Solution:** I incorporated brand elements, optimized the file with paragraph and character styles for efficiency, and created a clean, cohesive layout.
- **Results:** The printed guide was distributed to hundreds of dealers and used by sales and marketing teams to attract new partners, receiving positive feedback from both executives and dealers.

### Richmond Flooring - Logo rebranding

- **Challenge:** Richmond Flooring's brand had grown across 8 product lines, creating a need for a more unified and modern identity.
- **Solution:** I contributed to the rebranding by simplifying logo marks, refining typography, and aligning design elements across all sub-brands.
- **Results:** The rebrand streamlined website management and design workflows by consolidating platforms and unifying brand visuals.

### DIRECT IMAGE INC. (Co-op)

#### SOCCER360 Magazine - Spreads

- **Challenge:** SOCCER360 Magazine needed well-designed spreads that aligned with its professional, bi-monthly publication.
- **Solution:** Using a robust grid system, curated photography, and pull quotes, I crafted layouts that seamlessly fit the magazine's style.
- **Results:** My work earned a design credit, and Issue No. 68 was printed in 5,000 copies and distributed nationwide.

## + VOLUNTEERING

### Shes4Sports - From Runway to Gameday

Volunteered at Shes4Sports' "From the Runway to Game Day" event, assisting with setup, guest greeting, and guiding panel speakers to the green room. Captured event photos, supported throughout the event, and helped with teardown, ensuring a smooth and enjoyable experience for all attendees.

## + SKILLS

- |                        |                      |                         |
|------------------------|----------------------|-------------------------|
| • Adobe Creative Suite | • Print Production   | • Team Collaboration    |
| • Figma                | • Motion Graphics    | • Creative Thinking     |
| • Microsoft Office     | • Illustration       | • Idea Generation       |
| • Branding             | • Wire framing       | • Problem Solving       |
| • Social Media         | • Design Research    | • Interpersonal Skills  |
| • Photography & Video  | • Project Management | • Receptive to Feedback |

## + EDUCATION

### SENECA POLYTECHNIC

Graphic Design Diploma (with honours)

2014 - 2017

### SENECA POLYTECHNIC

Art Fundamentals certificate

2013 - 2014

### Currently Enrolled

### SENECA POLYTECHNIC

Sports, Entertainment and Event Marketing

2025