

Maria Vasilaki

Graphic Designer

I'm a multidisciplinary graphic designer and illustrator based in Athens with nearly a decade of experience across branding, digital design, social media, web design, video and illustration. I've worked on projects for different industries, so I'm comfortable adapting my visual approach depending on the audience and the communication goal. What I enjoy most is taking an idea and turning it into clear, engaging visual communication.

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LinkedIn
Website

Experience

100Mentors | Digital Designer

Jan 2025 - Jun 2026

- Designed high-converting marketing assets for digital campaigns, social media and email marketing.
- Created landing pages, website pages and user interfaces focused on user experience and conversion.
- Designed lead magnets, eBooks, presentations and downloadable educational content.
- Produced visual assets for CRM campaigns, HubSpot automations and product launches.
- Collaborated with marketing, product and content teams to deliver consistent brand communication.
- Developed visual concepts based on campaign objectives, user insights and performance goals.
- Ensured consistency across all digital touchpoints while following the company's design system.

Nuntiusweb Digital Agency | Graphic Designer

Nov 2020 - Jan 2025

- Designed user-centered digital experiences, websites and landing pages in Figma.
- Developed visual concepts for marketing campaigns across web, social media, email and print.
- Collaborated with cross-functional teams including developers, marketers and stakeholders to deliver high-quality digital products.
- Created brand-consistent assets that supported customer acquisition, engagement and business growth.
- Managed multiple design projects simultaneously while meeting deadlines and maintaining high design standards.

Education

IEK ALPHA Glyfada

2017 - 2018

Graphic Design & Electronic Media

AKTO College

2016 - 2017

Sketch-Comic-Cartoon

Skills & Languages

Design Tools

Illustrator · Figma · Photoshop · After Effects · Framer · Wordpress

Skills

Illustration · Branding · Logo Design · Social Media · Newsletters · Pitch Decks · Video Editing · Infographic

Languages

Greek · English