



**Effie Toumazides - Katchis**  
Graphic Designer / Lecturer

## CONTACT

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## SKILLS

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Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop

Microsoft Word  
Microsoft Power Point  
Microsoft Excel

## LANGUAGES

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English - spoken, written  
Greek - spoken, written

## EDUCATION

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MA in Graphic Design  
University of Wales  
September 2008 – June 2009

BA (Hons) in Graphic Design  
University of Central Lancashire  
October 2005 – September 2006

BTEC HND in Graphic Design  
Dewsbury College  
September 1991 – June 1993

Foundation in Art & Design  
University of Westminster  
September 1990 – June 1991

## WORK EXPERIENCE

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Alexander College, Larnaca, Cyprus  
Senior Lecturer of Graphic Design  
March 2009 - Present  
I have been teaching at Alexander College for the past 11 years where I am a Senior Lecturer on the BA Graphic Design Course. My responsibilities include teaching and tutoring 1st, 2nd and 3rd year graphic design students for BA Design degree. I have written various briefs for the course and have structured new modules for the BDES 4 year Degree.

Freelance Graphic Designer,  
Nicosia, Cyprus  
June 2007 - Present  
I run my own office undertaking various projects and campaigns for a variety of clients ranging from stores, boutiques, shops and restaurants. The projects I work on often include branding of the business - from concept to design - including designing the logo and helping with the entire advertising campaign of the company. I work with clients from Cyprus, UK, Ireland, and USA.

Ouao Creative Services Graphic Design &  
Media Studio, Nicosia, Cyprus - Art Director  
November 2002 - May 2007  
At Ouao, I was in charge of customer accounts, dealing personally with the clients, working on advertising campaigns, logos & web design.

Polygraphics Graphic Design Studio,  
New York, USA - Art Director  
September 2000 - May 2002  
At Polygraphics, I was solely responsible for the weekly newspaper 'Proini', and also in charge of the design studio for a variety of projects that came into the studio.

Y&R Partners communication services Graphic  
Design & Media Studio, Nicosia, Cyprus  
Senior Graphic Designer  
April 1996 - September 1999  
At Y&R I worked on advertising campaigns, promotion of products and events for large corporations such as Debenhams, VW and NEXT among others.

Lumiere Services Ltd (LTV) Media Production  
Studio and TV Production, Nicosia, Cyprus  
September 1993 - May 1996  
Junior Graphic Designer  
At LTV I was solely responsible for the monthly TV Guide, which included the weekly TV schedule, advertisements and articles.



## COMPETITIONS

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Graphic Stories Cyprus (2019)  
3rd International Graphic Stories Cyprus poster contest entitled "Challenging the Perception"  
Poster participation.

Graphic Stories Cyprus (2020)  
4th International Graphic Stories Cyprus poster contest entitled "Cultural Heritage - One world, one future" Poster exposed for exhibition, one in 50 worldwide.

## WORKSHOPS AND CERTIFICATES

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Certificate - "Social Media Manager", Seminar & Workshop. Cyprus, April 2021

Certificate - "Big Picture Thinking", Seminar & Workshop. Cyprus, November 2017

Certificate - Multiple Intelligences, Seminar Cyprus, September 2016

Certificate - Visual Thinking, Seminar & Workshop Cyprus, January 2016

Certificate - Interactive Photography Course, (online). UK, 2013

Certificate - Internet Marketing Cyprus, November 2012

Certificate - Introduction to Flash Cyprus, 2007

Diploma in Web Design - "From Concept to Cyberspace". RISD, Providence, Rhode Island, USA

Certificate - Personal Guarantee, TMI Cyprus, March 1999

Certificate - Generating Innovative Ideas, TMI Cyprus, June 1999

Certificate - Putting People First, TMI Cyprus, September 1998

## PUBLICATIONS

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Challenges and opportunities as a Graphic Designer  
Επάγγελμα Γραφίστας:  
Προκλήσεις και ευκαιρίες

<https://m.kathimerini.com.cy/gr/kypros/paideia/epaggelma-grafistas-prokliseis-kai-eykairies>  
07.08.2020 | 11:01

[https://paideia-news.com/alexander-college/2020/08/05/efi-t-katsiis-epaggelma-grafistas-prokliseis-kai-eykairies-sto-alexander-college/?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=newsletter](https://paideia-news.com/alexander-college/2020/08/05/efi-t-katsiis-epaggelma-grafistas-prokliseis-kai-eykairies-sto-alexander-college/?utm_source=newsletter&utm_medium=email&utm_campaign=newsletter)  
05 Aug 2020 - 10:49

<https://www.sigmalive.com/news/market-news/649070/epaggelma-grafistas-prokl>  
05.08.2020 11:00

<https://www.tothemaonline.com/Article/241544/epaggelma-grafistas-proklhseis>  
05 Aug 2020

<https://dialogos.com.cy/epaggelma-grafistas-prokliseis-kai-eykairies/>  
August 5, 2020 - 10:35 am