

elena papademetriou | creative design

contact

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experience

Sept 2020 – present

Lead brand designer, edX | 2U, Inc.

2U, Inc. is a cutting-edge EdTech company that delivers accessible, digital education options to learners across the globe. After the acquisition of edX in 2021, I was promoted and moved from degree product marketing to brand creative, where **I led a successful awareness campaign that was adopted as a redesign of the consumer-facing brand.** Current responsibilities include:

- Creating and maintaining guidelines and art direction documentation to preserve brand integrity across assets.
- Collaborating cross-functionally across the business to ensure the brand's visual tone is communicated effectively and cohesively.
- Producing multi-platform advertising campaigns from concept to market through hands-on design work and directing other creatives.

> *Winner of the company-wide 2021 "Crushing It" award.*

Aug 2015 – Aug 2020

Art director | TGD Communications

TGD Communications is a full-service design and marketing strategy firm in the association and non-profit sector. I led and designed projects including longform publications, websites, and marketing collateral. I coordinated strategic design campaigns from concept to launch, executed communications audits, and created extensive wireframe and reference documents. I also presented assessments, campaign proposals, and design options to clients.

> *Winner of the 2017 Silver Excel Award by AM&P for the California HR Conference by Professionals in Human Resources social media campaign.*

Apr 2015 – Aug 2015

Graphic designer | GlobalNet Services Inc.

Oct 2014 – Apr 2015

Graphic designer | ABC Imaging

education

2012 – 2014

MA Publications Design | University of Baltimore

The Publications Design program focuses on the integration of words and images. Coursework included theoretical studies such as Visual and Verbal Rhetoric and Creative Concepts, and practical application like Web Development, Writing for Digital Environments, and Information Design.

> *Winner of the 2014 Portfolio and Seminar awards, honoring the graduating student who exhibits exceptional quality and consistency in design.*

2005 – 2009

BA English/Film and Media | St. Mary's College of Maryland

My studies in English literature and Film and Media prepared me for a career in communications. Coursework included Argumentative Writing, Culture & Social Experience, Mediated Bodies, and Film Theory & History.

skills + tools

Figma	Illustrator	XD	Canva
InDesign	Photoshop	Google Suite	Canto DAM