

KONSTANTINA GAVALAS

Experience

2022 \ CURRENT

Paperwhite-Studio | Senior Designer

Lead and execute branding projects while overseeing and managing junior designers. Work across several scopes including visual identity systems, environmental graphics, printed collateral, packaging systems, merchandise design, digital marketing and communications, and web design in hospitality and lifestyle industries. Notable clients include Stoney Clover Lane, Proper Food, Hubble Lenses, VSL4.

2021 \ 2022

Freelance | Graphic Designer

Independently led branding for restaurant concepts NURA and For All Things Good in Brooklyn, and also fashion upstarts in Greece. Single handedly led and managed For All Things Good's branding, concept, social media, print, packaging, and merchandising, and also oversaw architectural design through launch and expansion.

2017 \ 2021

OTTO Brand Lab | Art Director

2017 Junior Designer • 2019 Senior Designer • 2021 Art Director

Led branding, web design, print design, and social media projects. Supported photoshoot art-direction, advertising, and environmental design. Worked cross-functionally with a small team including designers, brand strategists, copy writers, and out of house developers. Notable clients included Jovia Financial Credit Union, Hammermill Papers, SL Green, MYJANE, Sun River Health, Carpenter Technology, AbbVie, Measure, and Doma.

2017

Pentagram | Intern

Worked under partner Emily Oberman's team on branding projects in industries including food, lifestyle, culture, and architecture. Involved in new and existing brand brainstorming, logo design, and brand expression. Clients included The Wing, 53W53, INDAY, and COTE.

2017

OTTO Brand Lab | Intern

Worked on print, social media, and UI design for an immersive video app startup. Participated in brainstorming for campaigns and environmental design experiences.

Education

2017

Fashion Institute of Technology, NYC

BFA, Graphic Design

AA, Communication Design Foundation

Minor in Art History & Culture

2016

UAL Chelsea College of Art & Design, Study Abroad Program, London