

KONSTANTINA GAVALAS

konstantina.gavalas@gmail.com
konstantina.work

Experience

2022 \ NOW

Paperwhite-Studio | Senior Designer

Lead branding projects and assist in developing brand strategy for clients across hospitality and lifestyle industries. Oversee and lead projects spanning social, packaging, and UX/UI design for e-commerce. Notable clients include *Grosvenor Orthopedic Partners*, *Martin Auer*, *Proper Food*, *Stoney Clover Lane*, and *VSL#4*.

2021 \ NOW

Freelance | Graphic Designer

Work independently developing visual identities. Notably, Brooklyn-based restaurants *For All Things Good* and *NURA*. Managed the branding at *For All Things Good* holistically—shaping its identity across print, social media, packaging, merch, and assisting in the interior design through art direction to ensure a cohesive presence across all touchpoints.

2017 \ 2021

OTTO Brand Lab | Senior Designer / Junior Art Director

2017 Junior Designer • 2019 Senior Designer • 2021 Junior Art Director

Led work spanning brand identity, print, and UX/UI, while also mentoring and managing junior designers. Collaborated closely with strategists, copywriters, and developers to craft cohesive brand experiences, and supported photoshoots and advertising campaigns with art direction. Notable clients included *AbbVie*, *Carpenter Technology*, *Hammermill Papers*, *Jovia Financial Credit Union*, and *SL Green Real Estate*.

2017

Pentagram | Intern

Worked under Emily Oberman's team on projects across food, lifestyle, and real estate—gained experience in branding and visual identity while contributing to identity, social, digital, and environmental design. Notable projects include *53W53*, *COTE*, *INDAY*, and *The Wing*.

2017

OTTO Brand Lab | Intern

Gained hands-on experience in print, digital, and environmental design. Notable work included concepting an environmental activation for a leading paper company and contributing to UX/UI design for a startup social platform.

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