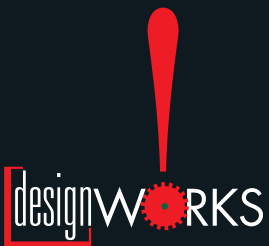


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Yorgo Valyrakis Graphic Design

346 West 48 Street, Suite 2W

New York, New York 10036, USA

Tel: 917 215 1445

email: YVdesignNY@aol.com

URL: <http://www.creativehotlist.com/yvalyrakis>

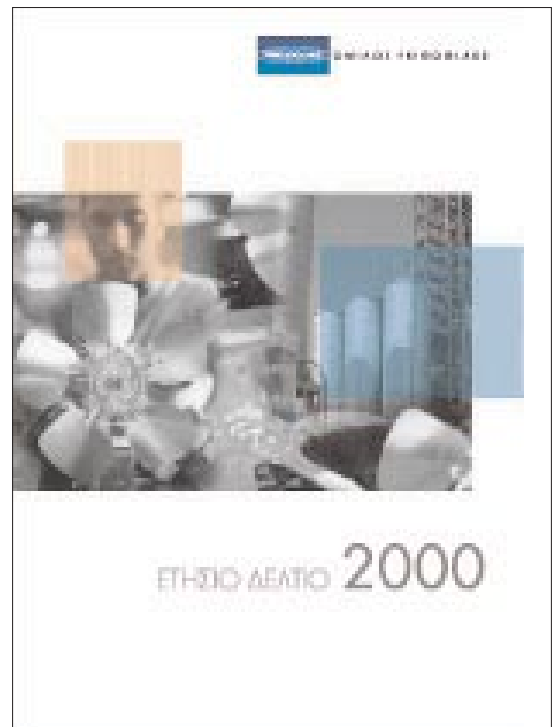
With a sound basis in arts and design thanks to The Cooper Union, NY, my association with top design firms in New York, private design practice serving corporate clients (Merrill Lynch, Columbia University/Teachers College, Polytechnic University), I have gained invaluable experience and knowledge in all areas of print communications; insight into the value of professional, rigorously applied design strategy and programs; and the ability to pro-actively design, manage and implement complex projects that anticipate and meet the strategic scope of client needs.

After relocating to my native Greece in 1993 and setting up my practice, I had the opportunity to serve clients in a wide range of projects, to develop high standards of service and maintain a continuous and fruitful association.

Upon my return to New York in 2005, I sought to re-establish my design office while freelancing.

I seek projects and clients for whom my 21 years of professional experience will serve successfully.

Following is a sampling of my work in Athens, Greece.

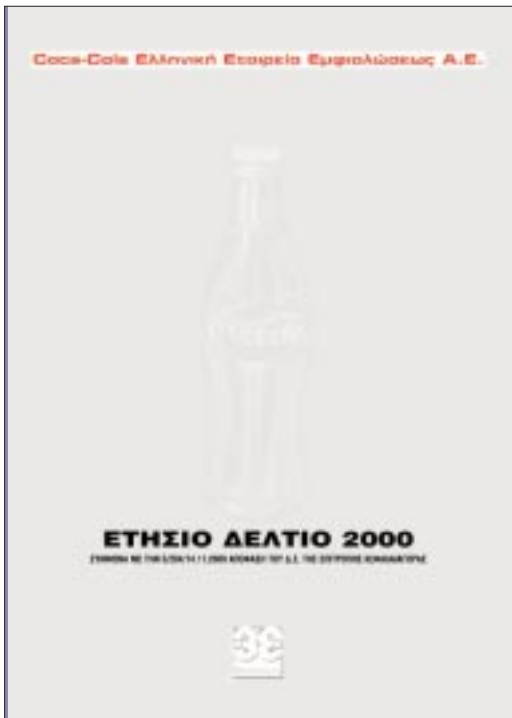


Frigoglass is the largest manufacturer of commercial refrigeration, PET resin, glass, caps and crowns in Greece with plants in Greece, Africa and Central Europe.

Project: Design and art direction of annual reports: 1998–2000. Illustration and chart design. English and Greek editions. Production and printing supervision. Photography direction.



FRIGOGLOSS A.B.E.E.		FRIGOGLOSS A.B.E.E.	
ΠΕΡΙΛΗΨΗ		ΠΕΡΙΛΗΨΗ	
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With the acquisition of the British bottling company, 3E is the world's second largest distributor and bottler of Coca-Cola.

Project:
Design and art direction of the 2000 annual report. Illustration and chart design. Photography direction. Production and printing supervision.

E.D.E.T.



Project:
Design and adaptations for print and web ads for the program "Connect." Ministry of Development (National Network for Technology Applications).

Managing company of El. Venizelos International Airport in Athens, Greece.

Project:
Illustration and design of promotional material, exhibition display and booth for the Frankfurt Fair.



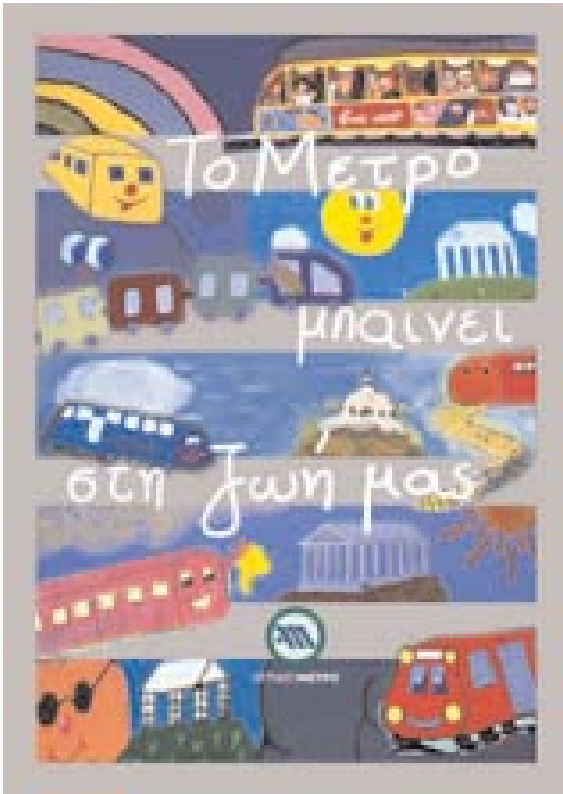
SALFO Ltd.



Planners, consultants, project managers of construction and infrastructure engineering.

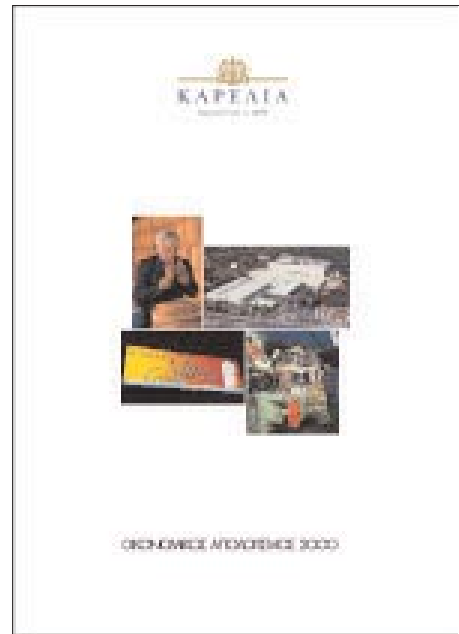
Project:
Corporate I.D. design and applications, signage applications. Design and production of bilingual capabilities brochure.





Poster design for the inauguration ceremony of the Athens Metro. Limited edition silkscreen printing.

Maps for the expansion of the Attiko Metro.
Construction fence graphics
Ads, posters etc.
Art direction and production of stationery for the Attiko Metro Operating Company.



The largest cigarette manufacturer in Greece, Karelias has licensing from Phillip Morris to make and distribute their popular brands and over 20 of their own brands marketed in the country and exported around the world.

Project:
Design and art direction of annual report for 2000.
Illustration and chart design. Financial report.



TPAM A.E.



Logotype proposals for the new Athens Tram.

TPAM A

TPAM



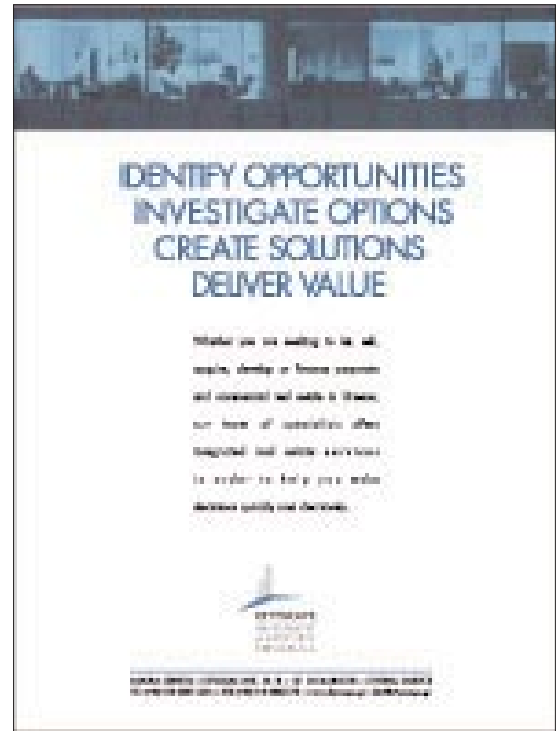
TPAM A.E.



TPAM A.E.

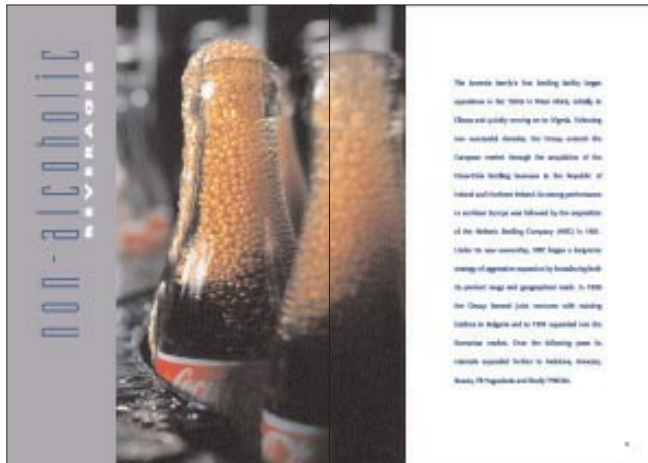
The Leventis Group is a conglomerate of industrial, technology, shipping, hotel and venture capital companies with international presence.

Project:
Art direction, design of the capabilities brochure of the group. Production, photo direction.



Real Estate brokers for corporate clients.

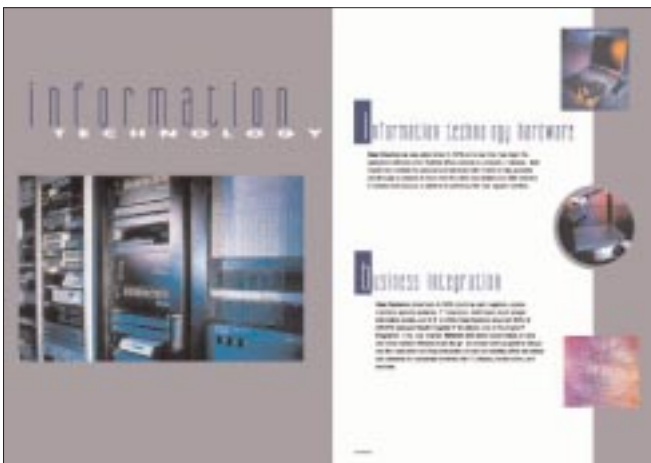
Project:
Design and art direction of promotion materials and ads, exhibit booth design for trade show.



ATLANTIC BANK, NY

Bank based in New York.

Project:
Ads design.



Bimonthly English language magazine with news and articles on political, social, historical and cultural issues from Greece and the Greek Diaspora. Distributed in 42 countries, published by Zephyr Publications Inc. based in Athens and New York.

Project:

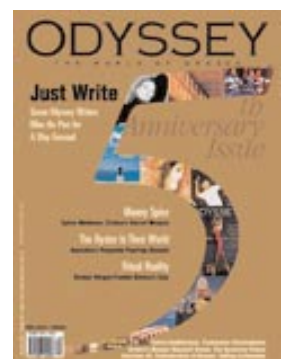
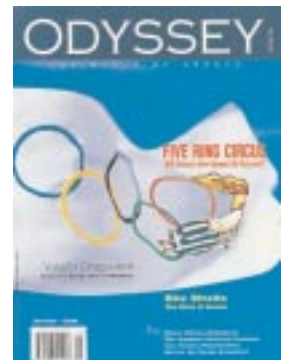
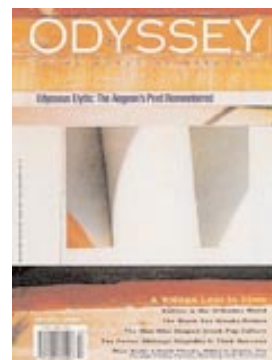
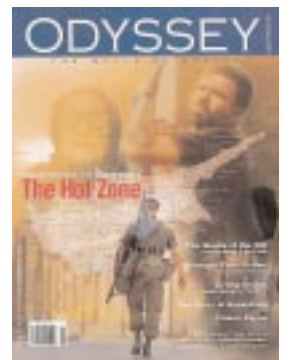
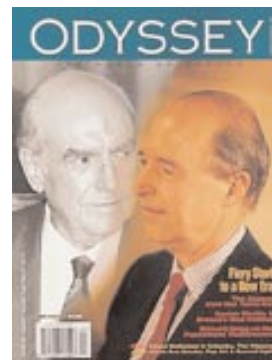
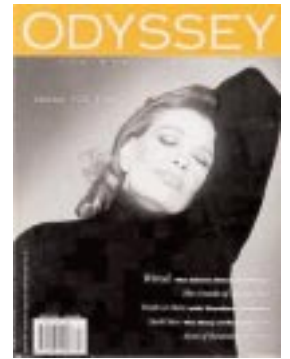
Art Direction, from inception 1993 to 11/2000. Logo/masthead design, department graphics, layout, illustration for covers and articles, advertising and promotion, special issues and co-optional material, media kit, production, prepress supervision. Design of ads for advertisers. Commission of art and photography.

Design of I.D. and applications, collateral material for publishing company Zephyr Publications Inc.



ODYSSEY

THE WORLD OF GREECE



GRECOTEL Inc.

A hotel chain group managing 18 luxury resorts in Greece.

Project:

Design of first issue, masthead and art direction of magazine "G", the annual bilingual (English and German), in-hotel publication of the group. 1998, 1999 and 2000.

Illustration of articles, art and photography commission, creative direction, pre-press, production and printing supervision.

Design and art direction of the annual hotel directory catalogues, five language adaptation. 1998-2002.

Design of magazine ads for the resorts for international publications.



OLYMPIC TOURS

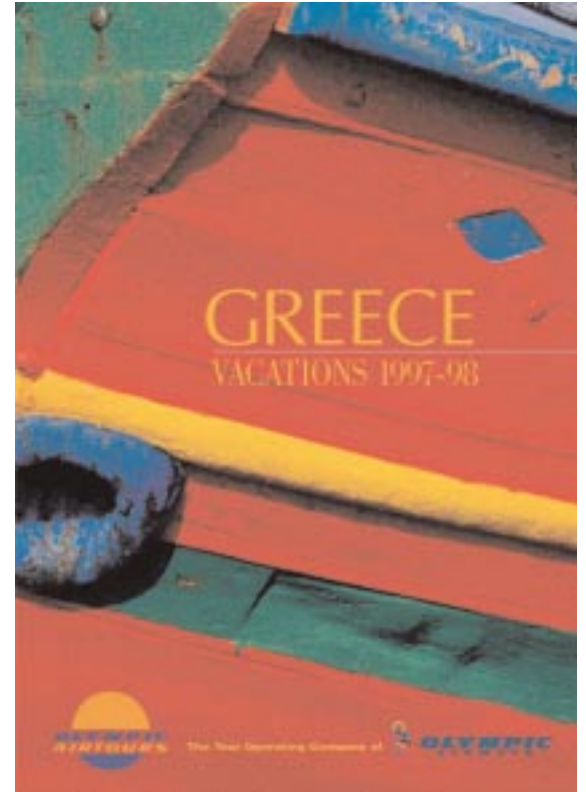
The tour package wholesale/retail subsidiary of Olympic Airlines.

Project:

Design and production of the annual tour directory catalogs, 1997-2000.

Ads, photo direction, art direction, production.

Design and art direction of quarterly catalogs "Escapes" co-sponsored by ALPHA Bank / American Express and VISA.



HOCHTIEF

The German construction firm was the contractor of the new Athens International Airport El. Venizelos.

Project:
Design of the corporate I.D. of the Consortium comprising HOCHTIEF-ABB-TKT/KRANTZ, signage applications, specifications and application standards.

Design and illustration of the airport's mascot "ATHINA".

Design, art direction brand, masthead for the quarterly newsletter "APOGEIOSI" (Take-off), production and printing of English and Greek editions. 1996-1999.

Design of ads for Greek and foreign publications.

Adaptation of corporate ads from their in-house creative department in Germany for Greek publications.

Presentation graphics, signage, banners, exhibition displays.

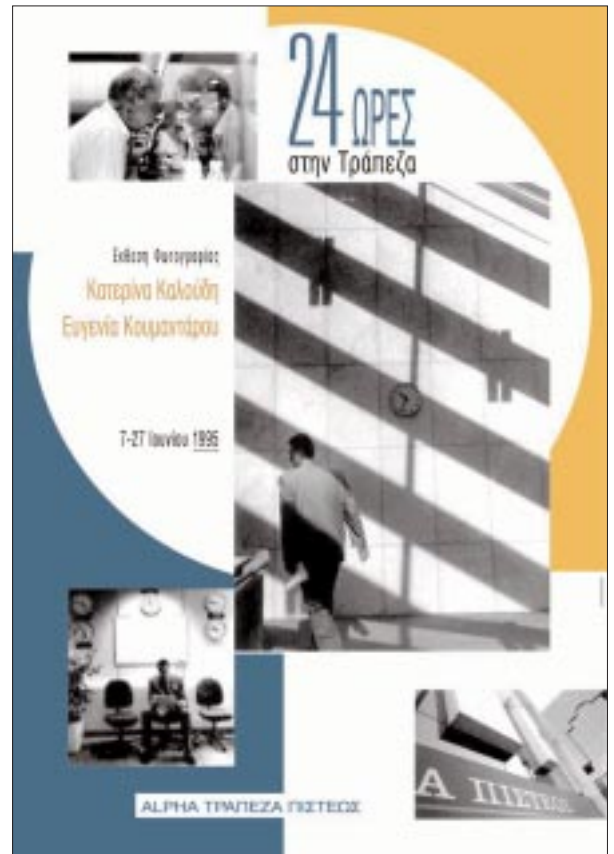
Corporate gift packaging design and illustration, seasonal greeting cards, calendars, posters etc.



ALPHA BANK

Banking Group.

Project:
Design and production of photography exhibition "24 Hours at the bank" catalog, poster, invitation.



PARNON Inc.

Building, construction, shipping, planning and water management conglomerate.

Project:
Capabilities brochure, promotional and collateral material.



USAR systems

New York based high-tech communications company, (merged 1999).

Project:
Design of corporate I.D. Product catalogs, technical manuals and specifications. Ads and promotional material for trade magazines since inception (1989).

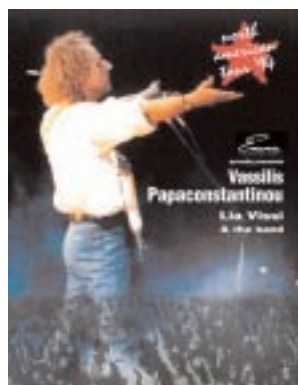
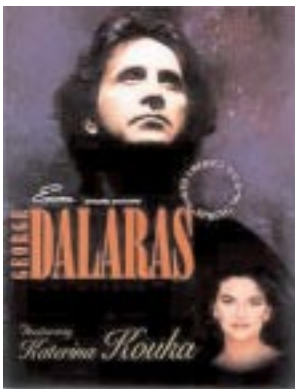
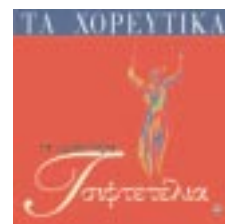


Record company.

Project:

Design of CD and record covers, monthly ad design for newspaper and magazine placement, logotype design for the CD Club, promotional material, display stand design and graphics, special offer graphics.

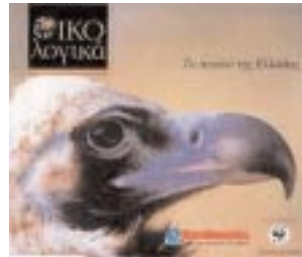
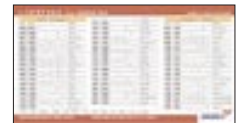
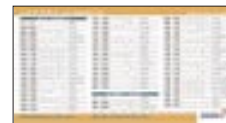
North America Tour catalogs for artists.



Shipping company with hydrofoils.

Project

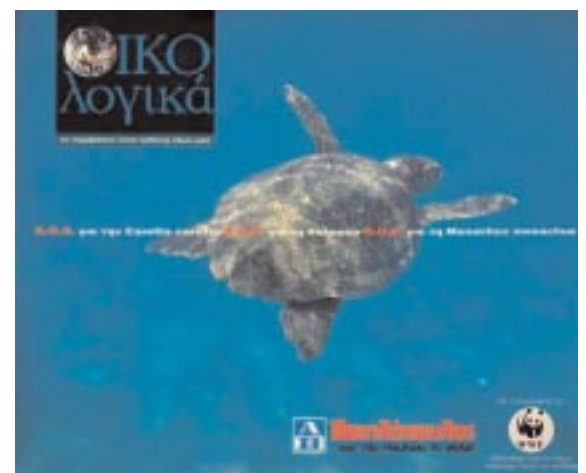
Design of advertising, promotional brochures, timetables, graphics patterning for the tickets.



High-end supermarket chain, food importers and distributors.

Project:

Design, art direction of quarterly magazine published in collaboration with WWF-Hellas, branding and logotype for OIKOΛΟΓΙΚΑ (ECOLOGICAL).



GAEA Trading

Food producers, packagers and exporters to over 20 countries including the US.

Project:

Logo development and applications, branding, label and packaging design, adaptation to various languages, promotional brochures and product catalogues, ads, P.O.P. displays.

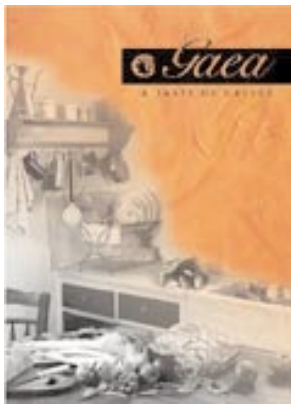
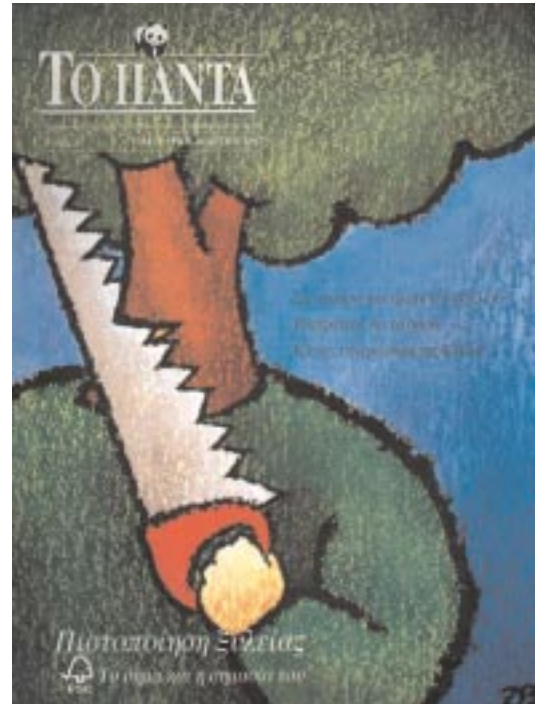
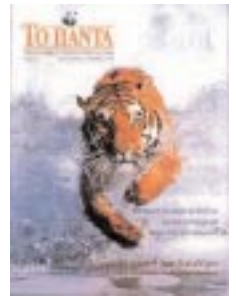


WWF HELLAS

World Wildlife Fund, environmental and wildlife protection organization.

Project:

Redesign of quarterly magazine PANDA, art direction and production (issues 17- 43), design of ads for foreign publications, design of collateral material, posters etc.



H.F.C.

Hellenic Film Center / Dimitris Indares, film director.

Project:

Design and lettering of film title *Like a Prairie Cuck in Wyoming*, credits (Best Film Award at the Thessaloniki International Film Festival, 1996).



TATABOO

Luxury yacht.

Project:

Logo design, art direction and production of promotional catalogue, photo direction.

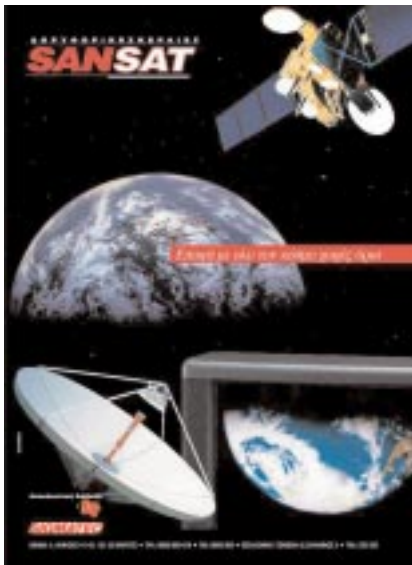


SANYO Greece

Importers and distributors of electronics and appliances.

Project:

Design and production of catalogs for Küppersbusch appliances, ads, brochures for Sanyo products, design of identity for SANSAT satellite antennas, catalogues of air conditioners, specs etc.



A. CHRISTIDOU

Corporate building Cleaning Services.

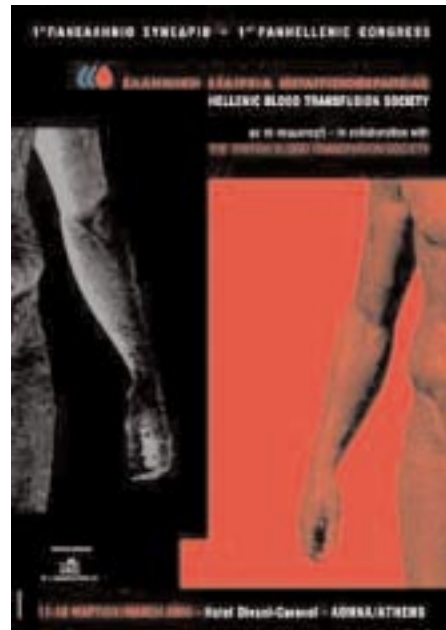
Project:

Corporate identity design, Applications, folders, capabilities brochure, fleet graphics.



GREEK BLOOD TRANSFUSION SOCIETY

Design of corporate identity, poster and collateral for conference.



MINISTRY OF DEVELOPMENT

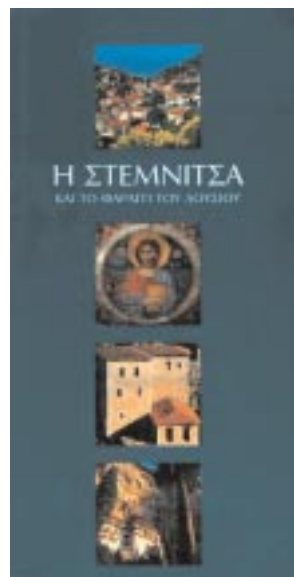


Project:

Logotype development for the "Competitive Advantage" Campaign



G.N.T.O/Principality of STEMNITSA



Design and production of tourist, historical and architectural guide of Stemnitsa, Arcadia in the Pelloponese, and the region.

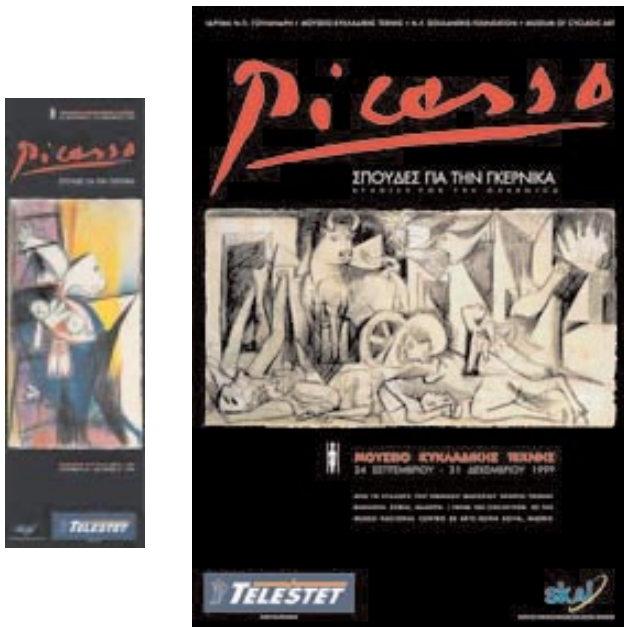
Design of ad for the Greek National Tourism Organization with local theme.

Proposal by invitation for the logo of the 2004 Olympic Games.



Cycladic Art Museum

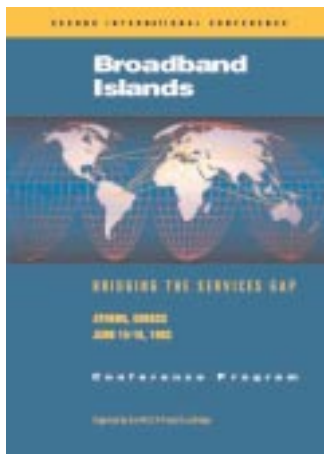
Design of catalog, promotional collateral, poster and environmental graphics for the Picasso exhibit of GUERNICA – the Studies.



INTRACOM

INTRACOM is the largest electronics and software developer provider in Greece.

Project: Design of promotional material, illustration, ads and signage for the international conference on "Broadband Islands."



Project:

Consultant, 2002-2004 for the signage and environmental graphics for the Olympic Village where the national teams of the 2004 Olympic Games stayed in Athens.



Yorgo Valyrakis

EDUCATION

1984 B.F.A., Graphic Design, The Cooper Union for the Advancement of Art and Science, New York, NY, USA- Scholarship.

1970 3rd HS Athens

EXPERIENCE

'93-2005 Principal, Designworks, Athens, Greece

Designworks offers creative design services to a wide range of clients. Projects include corporate identity design and development, applications and standards manuals, magazine design and production, signage design and application standards, packaging design and applications, design of promotional and collateral material, advertising, strategic marketing and applications.

Clients: ALPHA CREDIT BANK, A.I.A. S.A., ATLANTIC BANK N.Y., CERES-Flying Dolphins., DI.KE.ME.S., DIAS S.A., Doctors of the World, GAEA Trading, G.N.T.O., GRECOTEL SA., HOCHTIEF, INTRAKOM, MINOS-EMI, ODYSSEY Magazine, OLYMPIC AIRTOURS, OLYMPIC AIRWAYS, PARNON S.A., S.A.E. Int'l., SANYO-Hellas., W.P.C., WWF Hellas, etc.

1990-'93 Principal, YV Design, New York, NY, USA.

Clients: MERRIL LYNCH FENNER SMITH (MLIG INSURANCE GROUP, WCMA Business Financial Services),-design and development of product identity, series/family development and promotional material, special product/offers, strategic planning, target planning. All within strict corporate identity guidelines.

COLUMBIA UNIVERSITY/TEACHERS COLLEGE- design and development of corporate promotional material, consulting and standards for total communications of school

POLYTECHNIC UNIVERSITY, annual reports, promotional material

USAR Systems, identity design applications to products, signage, total promotion/advertising. etc

1989-'90 Art Director, Merrill Lynch Creative

Services, Princeton, NJ, USA.

Responsible for the design and development of promotional material of financial services. 10 person creative/production department, overseeing printing/production providers.

1986-'89 Art Director, Stan Adler Associates, New York, NY, USA.

Design and development of corporate identity, annual reports and promotional material for clients Citibank, Kidder Peabody, Merrill Lynch, etc.

1985-'86 Designer, William Bevington Design, New York, NY, USA.

Design, Bernstein Assoc, NY Ballet, Polytechnic University, Lindehmeir, Chrysler Building.

1984-'85 Designer, CBS Promotion and Collateral Dpt, New York, NY, USA.

Design, Print promotional material, on line/series graphics, special broadcast posters/co-opt.

1983-'84 Designer, Rudolph De Harak & Associates, New York, NY, USA.

Design General Foods corporate exhibition, NY METROPOLITAN MUS. Egyptian Wing displays, CONOCO Corp thematic display