Odysseas Kartasis

Senior Designer | Creative Developer · Brand · Web · Motion

Athens, Greece | odysseaskart@gmail.com | remotion.gr/about

PROFESSIONAL SUMMARY

Senior designer and creative developer with 15+ years of experience in web, UI/UX, branding, motion and video. I take a brief from first sketch to launch: identity, responsive website and motion in one pair of hands. Currently senior designer at e-shop.gr, where I design and supervise websites, landing pages, video and social content for fast-turnaround commercial campaigns. I use AI tools, including Claude and OpenAI Codex, to prototype and debug faster.

SELECTED PROJECTS

Mikri Arktos | Hotel website that makes booking easy. *[Creative direction · Web design · Framer]*

314 LTD. | Consulting site with diagnostic tools. *[Strategy · UX/UI · Front-end build]*

About Career | Career guidance with routes per audience. *[UX/UI · Front-end · Decap CMS]*

Pet Universe | Online pet shop with a reorder flow. *[UX/UI · Prototyping · Framer]*

PROFESSIONAL EXPERIENCE

Senior Designer | e-shop.gr | 2023 - Present

- Design and supervise company websites and landing pages across the e-shop.gr digital ecosystem, from layout through to launch.
- Create branding materials, video and social content for campaigns, keeping one consistent visual system across web, social and promotional touchpoints.
- Translate campaign and commercial requirements into clear, conversion-focused visual assets for web and social channels.
- Support fast-turnaround promotional and seasonal campaigns, working closely with marketing, content and technical stakeholders.

Web Designer & Developer | Invetec | 2021 - 2023

- Designed and developed four websites for invetec.eu vehicle solutions, owning page structure, visual design and front-end implementation.
- Created product videos to support product presentation and sales communication.
- Produced motion content and 3D models that showed vehicle solutions more clearly than static imagery could.

Freelance Designer & Web Developer | Self-employed | 2017 - 2020

- Designed, built and maintained client websites, combining visual design, front-end implementation and ongoing content updates.
- Worked with clients to turn their commercial and communication needs into brand and digital assets.
- Handled the whole cycle alone, from first brief to launch and maintenance.

PROFESSIONAL EXPERIENCE (CONTINUED)

Designer, Digital Ads | Big Bang Internet Services, Athens | 2015 - 2017

- Designed websites, Google Ads display banners and promotional video assets for digital campaigns.
- Adapted creative work across multiple ad formats and web placements while maintaining brand consistency.

Web Developer & Branding Designer | Alma & Partners, Athens | 2013 - 2015

- Designed and developed the company website for this consulting agency.
- Created branding materials and supported the agency's visual communication across digital and print touchpoints.

Print & Textile Designer | Pagiaslis / Anna Riska | 2010 - 2013

- Created print and fabric designs for textile applications.
- Prepared artwork for production and commercial use.

SKILLS

Design: UI/UX, branding, print, Figma, Framer, Photoshop, Illustrator

Development: HTML, CSS, JavaScript, WordPress (Elementor, WPBakery), Framer, Git, GitHub

Motion and video: After Effects, DaVinci Resolve, motion graphics, video editing, 3D visualisation

AI-assisted workflow: Claude and OpenAI Codex for prototyping, debugging and content; generative image and video

Also: Print production, digital advertising creatives, social media content, e-commerce

HOW I WORK

End-to-end ownership: I move from brief and wireframe to visual design, implementation and launch assets.

Cross-disciplinary production: I switch between UI, web, motion, video, branding and campaign work.

Commercial design mindset: Experienced in e-commerce, promotional campaigns and customer-facing digital experiences.

Practical collaboration: Used to working with marketing, content and technical stakeholders on fast-moving projects.

EDUCATION

BSc in Business Administration (In Progress) | Hellenic Open University

Graphic / Design Studies | Intergraphics School of Design

LANGUAGES

Greek (native) | English (proficiency, with honours) | Russian (working level)