



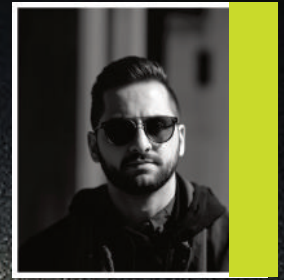
CURRICULUM VITAE

2026 / PROFILE

19HS MAIOU 17

THESSALONIKI

EVOSMOS • GR



GRAPHIC, WEB & PRODUCT DESIGNER | AI SPECIALIST · NILLY GRAPHICS

# CHRISTOS SOTIRIS

## 01 — MULTIDISCIPLINARY DESIGNER / AI SPECIALIST / PRODUCT BUILDER

10+ years across visual identity, web, digital products and marketing. I work where brand systems, UX/UI, product thinking and technology meet — shaping the concept, the interface, the content, the workflow and the path to launch.

BRAND SYSTEMS

GRAPHIC DESIGNER

WEB / UI

CREATIVE AI

PRODUCT STRATEGY

CREATIVE DIRECTION

SAAS PRODUCT

WEB DEVELOPMENT

UX/UI

PACKAGING DESIGN

## 02 — SYNOIKO.GR ↗ / Product Design + Strategy

**Current flagship product:** a multi-tenant SaaS platform for building-management offices, managers, owners and residents. Product strategy, UX/UI, role-based flows, white-label experience, CRM/admin concepts, data/payment flows, technical planning and go-to-market website.

nillygraphics.com ↗  
Portfolio / independent practice

info@nillygraphics.com  
+30 697 671 1730

### Social profiles

LinkedIn ↗ | Instagram ↗ | Facebook ↗

## 01 CREATIVE + PRODUCT CAPABILITY

I move from the **brand idea** to the interface, from the interface to the product flow, and from the flow to a realistic implementation plan.

|    |                                |                                                                                                                                                                   |
|----|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>BRAND &amp; VISUAL</b>      | Visual identity, logo systems, typography and custom type, campaigns, print/digital design, art direction, 3D/visual presentation.                                |
| 02 | <b>WEB &amp; PRODUCT</b>       | Responsive websites, UX/UI, SaaS interfaces, CRM/admin flows, information architecture, design systems, conversion-focused experiences.                           |
| 03 | <b>AI &amp; CREATIVE TECH</b>  | Generative visual/video workflows, prompt systems, AI-assisted content production, research, creative automation and AI coding-agent workflows.                   |
| 04 | <b>STRATEGY &amp; DELIVERY</b> | Product strategy, feature definition, user flows, white-label/multi-tenant thinking, technical planning, stakeholder communication and launch-oriented execution. |

## 02 SELECTED EXPERIENCE

|            |                                                                                                                                                                                                                                                         |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2017 — NOW | <b>Nilly Graphics — Independent Graphic &amp; Web Designer / Creative Technologist</b><br>Brand identities, websites, digital campaigns, custom type, print, 3D and AI-assisted visual content — from client discovery through final delivery.          |
| CURRENT    | <b>Synoiko — Product Designer / Product Lead</b><br>End-to-end product direction for a SaaS platform: UX/UI, system architecture from the product side, flows, white-label experience, CRM/admin concepts and launch website.                           |
| PREVIOUS   | <b>Newplan S.A. · Liberis Print &amp; Offset · Vodafone · Appco Group Hellas · Watt + Volt</b><br>Graphic design, print production, marketing, B2B/B2C sales and client advisory — commercial experience that informs how I design for real businesses. |

## 03 WORKING STACK

|                 |                         |            |           |
|-----------------|-------------------------|------------|-----------|
| Photoshop       | Illustrator             | InDesign   |           |
| After Effects   | Premiere Pro            | Lightroom  |           |
| CorelDRAW       | Figma                   | 3D / CLO   | WordPress |
| WooCommerce     | HTML                    | CSS        | Docker    |
| GitHub          | Supabase                | Cloudflare |           |
| ChatGPT / Codex | Gemini / Antigravity    | Runway     |           |
| Veo / Flow      | Windows / Linux / macOS |            |           |

## 04 EDUCATION

**Graphic Design — Print & Electronic Media Design**

Public Vocational Training Institute (IEK Sindou), Thessaloniki

**Information Technology**

Support Systems, Applications & Computer Networks — 1st TEE, Eleftheriou-Kordeliou

**Further training**

Web Design (HTML5/CSS3) · WordPress/WooCommerce · ECDL (Windows/Linux/Office) · Bitcoin & Blockchain fundamentals

**Languages**

Greek — Native · English — B2



**NILLY GRAPHICS**  
Portfolio / selected work



**SYNOIKO**  
SaaS product / live site