Ioannis Eleftheriou

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EDUCATION

State University of New York, Purchase College   June 2021 – May 2025

Bachelor of Arts in New Media, **GPA: 3.9**

Dean's List • New Media Club • Math & Computer Science Club

Relevant Coursework: UX Design, Human-Computer Interaction, User Interface Design, Machine Learning, Web Development, Digital Design, Typography, Research Visualization, Physical Computing

PROFESSIONAL EXPERIENCE

Eleftheriou Design   Astoria, NY

Freelance Designer   September 2022 - Present

- Designed user-centered digital interfaces, prototypes, and visual systems using Figma and Adobe Creative Suite for clients across tech, creative, and marketing fields.
- Developed interactive and experiential projects such as CrowdLink, EcoGauge, ResoFlow, and SimuStream using JavaScript, p5.js, Processing, and Kinect-based motion tracking to explore new interaction models.
- Managed full project lifecycles, from research and concept development to prototyping, usability testing, and final delivery, ensuring accessible and cohesive user experiences.
- Conducted informal user interviews and rapid testing to identify friction points, validate design decisions, and improve clarity, usability, and task efficiency.
- Collaborated directly with clients to refine ideas, present design rationale, and align solutions with business goals, user needs, and visual identity.

Purchase College   Purchase, NY

Teaching Assistant   August 2023 - December 2024

- Led UX, layout, and typography workshops across 60+ students in 3 course sessions, strengthening design reasoning and improving iteration quality through structured critiques.
- Designed and maintained an accessible course website and instructional materials, reducing student confusion and supporting smoother assignment workflows.
- Guided students in translating visual concepts into functional digital interfaces using Photoshop, Illustrator, and HTML/CSS.
- Mentored students in user-centered design practices, teaching feedback cycles, usability considerations, and iterative refinement.

Orangetheory Fitness   Astoria, NY

Sales Associate / Digital Marketer   May 2023 - June 2024

- Produced digital and print marketing assets for a 300+ member studio, contributing to a 25% increase in engagement across social, email, and in-studio communications.
- Partnered with management to design user-driven campaigns that helped grow the active membership base by ~30%, improving studio participation and overall member retention.
- Applied accessibility and brand standards across all visual assets, enhancing clarity and consistency for a diverse audience.
- Integrated customer insights to refine visuals and messaging, supporting higher conversion from inquiries

SKILLS

- **Design & Software**: Figma, Adobe XD, Illustrator, Photoshop, InDesign, After Effects; UI/UX Design, Interaction Design, Wireframing & Prototyping, Usability Testing, UX Research, Information Architecture, Design Thinking, Human-Centered Design, Accessibility (WCAG), Blender 3D, Rhino
- **Web & Interactive:** HTML5, CSS, JavaScript, p5.js, jQuery, Processing, Arduino, Motion-capture & sensor-based interfaces
- **Soft Skills:** Cross-functional collaboration, client communications, feedback integration, project management, time management, fast-paced team work, social media, content coordination
- **Languages:** Spanish, Greek