

# THANASIS BERTAHAS

creative director | communication designer

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## THOUGHTS

My job is my passion. Creation comes as a natural need and leads to the expression of everything that inspires me. All that is completed with my consistency and professionalism. In a magical way, my best ideas come naturally through life experience and everyday images. That's why they are distinguished for their originality.

I work with the same passion and joy for all projects whether it takes many hours or just a moment of inspiration to deliver exactly what I want.

I respect my job and that's why I think I'm respected for it and I always try to communicate with my clients and partners with humor and immediacy.

Beyond all these I feel proud to know that through my job I give a sense of beauty, hope and moral balance in our difficult days. And I never forget that the best talent, the most important qualification of a designer is to always be and remain an artist...



## EDUCATION

**A.K.T.O College of Art & Design**  
Athenian Artistic & Technological Group

**Middlesex University**  
Diploma of Higher Education

## DISTINCTIONS

- **MUSEUM OF TYPOGRAPHY**  
3rd place in a Poster competition.
- **BENAKI MUSEUM**  
Distinction in a poster competition for the 10 years of the museum.
- **GRAPHIC STORIES CYPRUS**  
Distinction in the 2nd International Poster Competition «Writing, the origins of Civilisation» among 700 designers in 31 countries.
- **GRAPHIC STORIES CYPRUS**  
Distinction in the 3rd international poster competition «Graphic Design, Challenging the Perception» selected in the final 25 projects (professional category), among 820 entries, from 27 countries. Among the judges was David Carson [USA] / Graphic Designer

## SKILLS

Adobe InDesign, Photoshop, Illustrator  
Corel Draw, Wordpress  
English

## EXPERIENCE

- **2021 – 2023 (Concurrent Full-Time Role)**  
**VELTI Engineering Intelligent Mobile Marketing**  
**UI Designer**  
Designed various app skins for high-profile clients like Telekom.  
Created webinar artworks and digital marketing assets.
- **2005 – 2026 // SQUEEZE CREATIVE WORKSHOP LTD**  
**Co-Founder / Creative Director**  
Co-founded and managed a creative studio specializing in corporate identity, packaging, and website design. Designed packaging for diverse product categories, including food, children's cosmetics, pharmaceuticals, stents, and infant milk.  
Responsible for overseeing and monitoring all print production processes.
- **1999 – 2004 // CITRON ADVERTISING S.A.**  
**Co-Founder / Creative Director**  
Co-founded and directed a full-service advertising agency, delivering comprehensive Above-The-Line (ATL) and Below-The-Line (BTL) marketing solutions.
- **1999 // ΚΩΣΤΑΣ ΣΑΜΟΪΛΗΣ – ΖΩΓΡΑΦΟΣ, ΔΗΜΙΟΥΡΓΙΚΟ ΓΡΑΦΕΙΟ**  
**Graphic Designer**  
Design of corporate forms, logos, corporate identity, packaging for small, medium-sized and large companies in the Greek market.
- **1998 – 1999 // MAGIKON LTD (post production)**  
**Senior Graphic Designer**  
Vector graphics design, color editing and background for TV promotional productions in the company that managed 60% of the most popular and well-known advertisements on Greek television.
- **1997 – 1998 // BEAUTY GREECE TSIRIMOKOU & Freelancer**  
**Graphic Designer & D.T.P. Specialist**  
Responsible for the layout and desktop publishing (D.T.P.) of specialized magazines, including Chryses Selides Aisthitis, Nail Design, and Beauty Forum.

## CLIENTS

AEGIS – health care  
ALL THAT JATZ – restaurant  
ANDROS ISLAND  
BEAUTY GREECE TSIRIMOKOU – beauty greece trade fairs  
BERLIN BY 5 DRUNKMEN – craft beer bar  
BRAVA – mediterranean foods  
BRONXX – all day cafe bar  
DOJO – Judo / aikido / fitness  
DREAVIA – pharmaceutical company  
FAUST – bar theatre arts  
HATKAR SERVICE S.A. – Mercedes Benz, Smart & Fuso  
HOME PLUS – real estate  
IPIROTISSA – high-end delicatessen, bakery, catering, patisserie  
JOGA LIFE – yoga clothing  
LABELMIX – luxury, fashion, accessories and design brands  
MEDIRAY – nuclear medicine  
MINDSPEED – all about MINI  
MONDELEZ  
PHAROS – pharmaceutical company  
PLATANOS – greek restaurant  
RITZY – all day cafe bar  
ROLLER ROASTERS – coffee roaster  
RONTIS – pharmaceutical company  
SALAVANTES – greek restaurant  
SCUBANDROS – dive center  
THE GREEN – clay tennis courts  
TL MOTORS  
VEGRE – global trading – olive oil and honey premium products  
ΕΥΡΩΣΤΙΑ – health center  
ΜΕΡΑΚΛΗΔΕΣ – greek restaurant  
ΠΛΑΤΑΝΟΣ – greek restaurant  
ΦΟΥΡΝΟΙ ΔΙΑΜΑΝΤΗΣ – bakery  
ΦΡΟΝΤΙΣΤΗΡΙΑ ΧΡΟΝΟΣ – education

## FAVORITES QUOTES

Design is so simple. That's why it is so complicated. *(Paul Rand)*  
The details are not the details. They make the design. *(Charles Eames)*

## INTERESTS

Movies, music, roadtrips, MINI, cooking, eating  
interior design, theatre, reading, laughing