

# MIKA FARMAKIS

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A highly sociable and energetic Creative Project Manager and UI/UX Designer, with extensive knowledge in photography, videography, UI/UX design, and project management. Experience in managing creatives including Videographers, graphic designers and animators and creating a vision for all products sold, from software to cosmetics & lifestyle.

- Created the creative team including hiring creatives to fill in production gaps.
- Developed an organization system for management tools and created processes used by the entire company.
- Successfully led the rebranding of the company and brought consistency and accuracy to creative work from ads to social media and educational material of the company.

## TECHNICAL & ANALYTICAL SKILLS

**Technical:** HTML 5, Adobe Suite, CSS 3, JavaScript, Bootstrap, G Suite, Monday.com, Miro, Trello, Figma, Canva, WebFlow, GitHub, Visual Studio

**Analytical:** User Experience/User Interface Design, User Research, Information Architecture, Data Analysis, User Experience and Design Thinking, Web Design, Visual Design, Graphic Design, Photography, Videography, Project Management, Production Coordination, Social Media Marketing, Photo/Video Production Management

## EDUCATION

**Certificate in UI/UX Design**, UC Irvine, 2020 – 2020

**Diploma in Fashion Photography**, Mastered Photography with Nick Knight

**Diploma, Photography & Digital Arts**, Venice International University

**Bachelor of Fine Arts in Photography and Audiovisual Arts**, National Technical University of Athens

## PROJECTS

**Victoria Secret Rebuild** | <https://bit.ly/2D9oYdP>

- In this case study we worked on the rebuild of multi- million dollar company Victoria Secret to help the struggling company update the look and feel of their website.
- On this project I acted as project manager, UI/UX Designer, User Researcher, Information Architecture, Front-End Developer, Graphic Designer, Photo editor.
- Adobe Suite, G Suite, Miro, Trello, Figma, Webflow, GitHub, Visual Studio, Canva.

**Helium 10 Rebranding** | [www.helium10.com](http://www.helium10.com)

- Helium 10 is a leading software suite of tools for e-commerce sellers. The company went through rebranding to update the look and feel of the product and identity.
- On this project my team and I developed the new brand identity. One of the roles I had was as project manager, communicated with different departments to collect assets and made sure all deadlines were met. Did quality control of all creative content in every channel and platform and created the timeline for the project. Created guidelines and developed the brand identity.
- Adobe Suite, monday.com, G Suite, Miro, Trello, Figma

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## **Project X | <https://bit.ly/2X9R7bF>**

- Project x is a FBA Case Study of how to successfully launch products on amazon.com led by industry experts.
- On this project I acted as project manager, communicated with different departments to collect assets and made sure all deadlines were met. Did quality control of the video content and coordinated and supervised filming, set up and schedule.
- Adobe Suite, monday.com, G Suite, Miro, Trello.

## **EXPERIENCE**

**Helium 10, Irvine, CA**

**10/2018 - Present**

### **Creative Project Manager (03/2020- Present)**

- Provided Art Direction, as well as managed the Creative Team & Projects

Other responsibilities included:

- Created the creative team including hiring creatives to fill in production gaps.
- Developed an organization system for management tools and created processes used by the entire company.
- Provided Art Direction and successfully led the rebranding of the company and brought consistency and accuracy to creative work from ads to social media and educational material of the company.

### **Creative Specialist (10/2018 – 03/2020)**

- Coordinating the creative team and managing various creative projects for a tech company that designs tools for Amazon sellers.

Other responsibilities included:

- Contributed to culture of continuous improvement and innovation on aesthetics & artistic direction
- Created & managed creative schedule, brief team members, and deliver assets on-time and within budget
- Created quality multimedia storytelling using photography, videography and text that accurately informs, entertains and engages the audience.

### **Higher Education Skincare (Irvine, CA) - Social Media Content Creator**

**02/2019–07/2019**

- Social Media content (photo/video/graphics) creation for skincare & cosmetics company.

Other responsibilities included:

- Assisted in developing social media strategy that is aligned with the segments' marketing goals
- Developed and presented creative briefs to collective teams
- Conceptualizing, storyboarding, shooting & editing, adding graphics & animations to videos.

### **Pixel Perfect, Irvine, CA- Product Photographer & Photoshoot Coordinator**

**02/2018–10/2018**

- Product photography & videography for a tech startup that creates content for e-commerce.

Other responsibilities include:

- Captured & edited high quality photos that meet the brand standards
- Worked with visual, product & design teams to develop creative briefs for marketing initiatives, brainstorm and execute creative direction for photo shoots as well as ensuring all images are within brand guidelines.
- Guided, trained and coached assistant photographers.