



antonios.bouris@gmail.com • bouris.com • +61 467 465 956

- **Brand Architect & Visual Strategist:** With over 30 years of industry leadership, I have orchestrated visual and strategic branding for a diverse clientele ranging from spirited startups to established organizations, fostering brand growth and market presence through innovative design solutions.
- **Educator & Advocate for Creative Excellence:** As an educator with 19 years of tenure, I've cultivated the next generation of creative professionals in branding, marketing, and design. My pedagogy is rooted in design thinking, encouraging a synthesis of creativity, technology, and business acumen.
- **Innovator at the Intersection of Design & Technology:** Passionate about the transformative power of design and technology, I constantly explore and integrate smart ideas into practical applications, advancing the digital culture landscape.

## Expertise

- **Communication Designer**

Strategic business thinking, market research, creativity and problem-solving. These are my tools for building cohesive and strong brands. The message always reaches the targeted audience, inspires, creates genuine value and desires to engage.

- **Visual Communication Designer**

Working with clients to transform their briefs into inspiring designs. Designing for digital and print projects, the challenge for me is fulfilling the brand promise.

- **Photographer**

Creating visual content and storytelling images.

## Experience

- **One for Brand - Branding and Design**  
/2023 - today

Professional AI-powered graphic and communication design  
oneforbrand.com

- **AI prompts - Interactive expert-crafted AI prompts**  
/2023 - today

Transform learning with AI-curated book prompts  
aiprompts.studio

- **OXALIS - Contemporary e-commerce store**

**/2023 - today**

Specialising in creatively designed everyday items  
oxalis.com.au

• **Bright Minds Zone PTY LTD, Co-founder, Communication designer /2019 - 2023**

Bright Minds Zone consists of 4 companies:

- unovation, Branding, Design, Marketing
- abeess, VR & AR experiences
- curioustone, Business applications Lab

• **SAE Creative Media Institute, Lecturer, Design Committee member /2018 - 2023**

Member of the National Course committee, Teaching Branding, Marketing and Design, National Units Coordinator

• **Freelance Communication & Graphic Designer /1994 - today**

• **Cultural Infusion, Communication Design Director /2015 - 2016**

• **PSC Photography Studies College, Lecturer /2017 Design**

• **Visual Options, Brand Manager, Creative strategist /1997 - 2015**  
Branding and design, Visual communication

• **Online Services and Solutions /2005-today**

Web server operator, providing web services and IT solutions. AWS, Linux OS, Apache server, cPanel web hosting

• **UCLAN/AAS, Lecturer /1994-2009**

Creative thinking, Design, Photography and Web design.

• **Freelance Photographer /1993 - 2009**

## Education

• **Communication Design, Master of Design**

Swinburne University of Technology, Australia

• **Graphic Design, BA (Hons) UCLAN, Great Britain**

• **Photography - Graphic Design** Santa Monica College, USA

• **Computers - Structured Programming** North Data Thessaloniki, Greece

• **Wireless Telecommunication Engineer** Greek Military Air-force, Greece

• **Electronic Engineer** Democritus, Greece

• **French Language and Literature** Institut Français de Thessalonique, Greece

• **Music / Violin** State Conservatory of Thessaloniki, Greece

## Hard Skills

• **Advanced Design Software Proficiency:** Expertise in the latest Adobe Creative Suite, skilled in utilising Photoshop, Illustrator, and InDesign for complex graphic design projects.

• **Web Development:** Knowledgeable in front-end development, with a focus on responsive design principles. Experience managing web services and IT solutions with AWS, Linux OS, and Apache servers.

- **AI and Machine Learning:** Proficient in utilising the latest AI tools from OpenAI and Midjourney for design automation, data analysis, and enhancing user experiences in digital platforms.
- **Photography:** Accomplished in analogue and digital photography with expertise in advertisement, architectural photography and portraiture using Nikon equipment.

## Soft Skills

- **Strategic and Creative Thinking:** Demonstrated ability to combine strategic business thinking with creative innovation to develop strong brand identities and marketing solutions.
- **Leadership and Collaboration:** Proven leadership skills with the ability to foster collaboration among diverse teams to achieve project goals. Experience in guiding creative teams and educating aspiring designers.
- **Communication and Negotiation:** Strong interpersonal and communication skills, with the ability to articulate design concepts and negotiate project terms effectively with clients and stakeholders.
- **Problem-solving and Adaptability:** Adept at problem-solving and quick adaptation to new design trends, technologies, and client requirements to deliver high-quality, relevant design solutions.

## Awards • Participations • Memberships

- Swinburne University of Technology, Top Graduate Prize
- University of Central Lancashire, First Class Honours
- Member of the Australian Graphic Design Association AGDA
- Member of the Golden Key International Honour Society
- EBGE Design & Illustration award Graphic Design and Motion Graphics
- SMC Four times in Dean's honour list

## Pro bono

- Family Violence Mindset Solutions, Branding & Marketing
- City of Wodonga, app development
- Speak Greek In March, Melbourne Greek Community, campaign direction
- Poseidon project, presenting online the Greek maritime history