



PROFILE **Art Director and Brand Manager** with 15+ years of experience in brand building and brand strategy, from concept to international rollout. Co-led the Interhome brand refresh, covering brand strategy, B2B/B2C communication and physical brand presence, from retail design to the facades of European offices. Strong digital foundation (MAS in Marketing Technology & Digital Marketing in progress, ZHAW). Combines strategic brand leadership with hands-on creative direction and digital marketing expertise.

SKILLS **Design Tools:** Adobe Creative Cloud (expert), Figma, Adobe After Effects
AI & Digital: Adobe Firefly, Midjourney, AI-assisted design workflows, Google Analytics
Brand Management: Corporate design, visual identity, CI/CD, brand guidelines
Leadership & PM: Team leadership (up to 7), agency coordination, budget management, project management
Marketing: Marketing technology, digital marketing, performance marketing

WORK EXPERIENCE **Interhome Group | HHD AG**
2022 – present, Zurich, Switzerland
Art Director & Brand Manager. Responsible for the Interhome brand across 13+ European markets. Led a design and DTP team of up to 7 plus external freelancers for the Interhome and Interchalet brands until 2024, then managed the integration of Interchalet into Interhome. Key projects: corporate redesign of the Hotelplan Group (2022); co-led the Interhome brand refresh in collaboration with the agency Rosarot, from brand strategy and B2B/B2C communication to physical brand presence in European offices, delivered on schedule in all markets. www.interhome.com

Gatsis.ch

2006 – present, Zurich, Switzerland

Freelance Brand Designer. Developing visual identities, logo systems, brand guidelines and web design concepts (Figma) for SMEs across industries. Clients include Baugeschäft P. Bergmann (construction), MOAI – Viaggi Fotografici (tourism) and Ionian Regatta (sports/events).
www.gatsis.ch

Interhome AG

2014 – 2021, Zurich, Switzerland

Art Director & Brand Manager (2019 – 2021). Led the branding and design team. Key project: complete rebrand of Interchalet for the German market, covering web, print, signage and physical brand presence at the Freiburg im Breisgau headquarters. Trained the DTP team to apply the new corporate design independently.

Graphic Designer & Brand Specialist (2014 – 2018). Coordinated annual catalogue production: 7 catalogues in 8 languages, approx. 300,000 copies. Optimised file management processes, reducing production time. Redefined the CI/CD and supported brand activities across all markets.
www.interhome.ch

WORK EXPERIENCE

Advertising, Art & Ideas

December 2012 – April 2014, Zurich, Switzerland

Senior Graphic Designer and Brand Designer. Brand design, UI/UX and publishing projects for major clients: web app interface for Hexis, event materials for Zurich Insurance, magazine layouts for Eurapco and Credit Suisse, event design for Nemetschek. www.adart.ch

Earlier Experience

2006 – 2012

Graphic Designer at Unimeta. www.unimeta.ch | **Junior Graphic Designer** at Susinno Design (Lugano). www.susinnodesign.com | Intern at Rapp Collins (Milan) and Say Communications (London). Graphic design, brand communication and advertising.

CONTINUING EDUCATION

MAS in Marketing Technology & Digital Marketing

In progress, expected 2027 | ZHAW School of Management and Law | 60 ECTS Credits

2026 | CAS in Content Marketing | 12 ECTS Credits | Expected Dec. 2026

2026 | CAS in Digital Marketing | 12 ECTS Credits | [Grade: 5/6](#)

2025 | CAS in Marketing Technology | 12 ECTS Credits | [Grade: 5/6](#)

AI x Design Thinking Certificate

2026 | IDEO U

Three-course program covering innovation, creative problem-solving and AI in the design process.

EDUCATION

First-level University Master in Brand Communication

2008 – 2010 | Politecnico di Milano, Italy | [Grade: 108/110](#)

Brand marketing, advertising strategy, brand communication, marketing research and data analysis.

Master's Degree in Communication Design

2005 – 2009 | Politecnico di Milano, Italy | [Grade: 107/110](#)

Communication design, web design, corporate communication. Thesis on brand communication in the Swiss market (Grade: 10/10).

Bachelor's Degree in Industrial Design

2001 – 2004 | Politecnico di Milano, Italy | [Grade: 106/110](#)

History of graphic design, fundamentals of communication.

Swiss Matura

1996 – 2000 | Lugano, Switzerland | [Grade: 97/100](#)

LANGUAGES

Italian:	■■■■■	native
Greek:	■■■■□	native
English:	■■■■□	fluent (Cambridge Certificate in Advanced English C1)
German:	■■■■□	business fluent (C1, certification in progress)
French:	■■■□□	good

PERSONAL

Nationality: Swiss

Interests: exhibitions, drawing, sport, reading, music (composition and recording)