



## Christopher Brellis MA (RCA)

### *Multidisciplinary Designer:*

- *Graphic, Product and Service Design*
- *Branding Ecosystems*
- *Design Thinking and Innovation Management*
- *Design Research*
- *Design Education*

Experienced in the deployment of creative, innovative, human-centric and data-driven **design methodologies in communication, service and product design**, so as to streamline applicable and effective **design solutions**. Knowledgeable in providing and managing design challenges **on multiple frameworks: physical, digital and AR/VR**. Understanding of **Branding methodologies** and involved in Go-to-Market strategies. Deep understanding of the **aesthetic and social context** surrounding the design and production of physical/cultural/digital products, as well as the **corporate reality and the business issues** at stake.

Accumulated experience in **20 years of team, project management and creative leadership**.

**Design educator in several University and educational institutions** for more than 8 years, achieving high student engagement with positive feedback and influence in curriculum formulation.

### *Experienced in:*

User-centric design / Creative strategy and direction / Management of multidisciplinary teams / Brand strategy / Convergence of physical and digital ecosystems / Campaigns and experiences (real + digital) / Project and Programme management / Planning and delivery of omnichannel works / Excellent communicator across teams and cultures / Design Thinking practitioner and advocate

**Work Permit:** GR, EU, TR

### **Contact:**

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www: [www.antidot.gr](http://www.antidot.gr)

Linkedin: [Christopher Brellis](#)

### **Languages:**

Fully bilingual in English and Greek

## EDUCATION



Royal College of Art

### MA (RCA) Design Objects

Royal College of Art, London [1996 - 1998]



Ravensbourne  
College of Design and Communication

### BA (Hons) Three Dimensional Design [Furniture and Related Product Design]

First Class Honours

Ravensbourne College of Design and  
Communication, London [1993 -1996]



### Foundation studies in Art and Design

Central Saint Martin's College, London  
[1992 - 1993]

## WORKSHOPS / MENTORING (SELECTED)

- **Circular Cultures:Materials**  
British Council Athens / Onassis Stegi /  
EU Circular Cultures programme [2021]
- **Google Culture Shift:**  
Technology Meets Art [2015 / 2016]
- **Design for Cultural organisations:**  
American Embassy / British Council  
Athens / Benaki Museum [2015]
- **Athens Biennale:** workshop on audience  
engagement and web strategy [2015]
- **Creativity REsearch Adaptive roadmap:**  
EU, FP7 sponsored project [2014]
- **British Council Athens "Unseen cities":**  
Project Leader of the Greek team for the  
Intra-European digital project [2006]

## PROFESSIONAL EDUCATION

- **Project Management**  
Project Management Institute (PMI)

Attended courses in (selected):

- **Human-centric Management**
- **Intellectual Property and Patents**
- **Innovation and Change Management**
- **Recruiting for creative teams**
- **TRIZ methodology in IP**

## ADDITIONAL EDUCATION

- **PGDip Philosophy**, Birkbeck College,  
University of London [1998]

Attended university international exchange  
programmes in Japan and Finland:

- **Japanese calligraphy and Urushi**,  
Kyoto City University of Arts, Kyoto  
[1997]
- **Inclusive Design and Finnish crafts**,  
Lahti University of Applied Sciences,  
Finland [1995]

## EXHIBITIONS

- I have been invited to participate in multiple  
exhibitions, with physical or digital work  
over the years, including:
- **Institute of Contemporary Arts**,  
The Mall, London
  - **Designer's Block**, London
  - **International Contemporary Furniture  
Fair**, New York
  - **Salone di Mobile**, Milano
  - **Ambiente**, Frankfurt
  - **Internationale Biennale Design**,  
St. Etienne, France
  - **KCUA**, Kyoto, Japan
  - **New Designers**, London

## RELATED SKILLS

- Nurtures a broad network of design  
**professional connections** in Europe
- Experienced in organising and facilitating  
**creative workshops**
- Qualified in **Architectural and  
Engineering drafting**
- Experienced in **model making and  
prototyping**
- Knowledgeable on **production and  
manufacturing matters**
- Expertise in a range of **craft techniques**  
(wood, metal and plastics  
usage and manipulation)
- **Inventor** and signee of six  
worldwide patents

## OTHER INTERESTS

- Experienced yacht sailor
- History of art/design and society
- Contemporary art and performance art
- Multi-disciplinary digital/design work
- The understanding of cultural history and  
how it affects our work
- Philosophy of aesthetics
- Technological advances and their  
implications
- Music and film aficionado

## DIGITAL SKILLS

- **Very experienced in user-centric  
design**, that includes UI/UX
- **Professional design web** since 1998 and  
mobile app (android/iOS) since 2012
- **Master in the digital arts tools:**  
software, hardware, online tools, social  
media and analytics
- **Office:** Master in Microsoft Office
- Experienced with PM/Collaborative  
software
- **Adobe Creative Suite:** master in all  
essential software (Ps, Ai, In, Ae, Pr, Fw,  
Au, Lr)
- **3D:** Cinema 4D, 3D Studio, Rhino 3D
- Excellent understanding of digital media:  
I started programming on an Apple II, in  
1978 as a kid, after all

## REFERENCES (ON REQUEST)

- **Magnus Pålsson** [DigitasLBI Sweden]
- **Filippos Arvanitakis** [Co-Founder/  
Creative Director at OutHere]
- **Theodora Mantzaris**  
[Athens 2004 Organizing Committee]
- **Martin Andersen**  
[AndersenM studio, London]
- **Yiannis Psimadas** [Design Director, BIC]
- **Ash Bulayev**  
[Onassis Public Benefit Foundation]

# antidot

design studio

*Creative Director, Founder*

## Antidot Design Studio

[1996 - 2015] and [FEB 2018 - Current]  
Independent design studio based in London and Athens. Conducted large-scale work in physical and digital media since 1998, as well as design of products, events, experiences and marketing innovation.

- *Collaborations with:* DigitasLBI, Leo Burnett, MSL Group, Arc Worldwide, Barber Osgerby Associates, Less Rain
- *Clients included:* Diageo, Samsung, Procter & Gamble, Donna Karan NY, Habitat, L'Oreal / Vichy, BIC, Athens 2004 Olympic Organising Committee, Greek National Opera, New Acropolis Museum

Please see full portfolio:  
[www.antidot.gr](http://www.antidot.gr)



*Design Innovation Research*

## BIC

[2015 - FEB 2018]  
Responsible for the design, planning and organisation of the new department of *Design Innovation Research*, a team merging Marketing insights and Design methodology, so as to support new product development.

Using Design Thinking, evidence-based and creative methods, the research outcome provided solid grounds to tackle complexity, discover emerging opportunities and deploy innovative design solutions accurately. We merged data, insights, microtrends to megatrends and highlighted appropriate, engaging and dynamic design directions.



*AR UI/UX Consultant and Designer*

## OutHere

[2018]  
Design of AR apps, using iOS ARKIT.



*Senior Designer and Design Management*

## DigitasLBI Sverige

[2014 - 2015]  
Operated as subsidiary design studio, annexing UI/UX and Interaction Design operations for major clients in the Nordics. Responsible for Studio Management and on-time, high quality deliverables.



*Creative Director*

## ARC Worldwide

### Leo Burnett

[2005 - 2007]  
Responsible for strategic media and below-the-line planning. for multinational corporations. Overseeing of strategic planning and deployment. Involved in the setup and organisation of the local branch (management structure and processes).



*University Lecturer:*

Offered my services as a lecturer in design thinking and methodology for over 8 years:

- **American College of Greece - Deree College** [2019-...]  
Coordinator for the BA in *Graphic Design*, and instructor in levels 4-6, Frances Rich School of Fine and Performing Arts.
- **International Hellenic University** [2019]  
MSc in Strategic Product Design, subject: *Service Design*
- **University of the Aegean** [2005-2010]  
*Department of Product and Systems Design Engineering* in Syros. Responsible for the curriculum and teaching of Design Studio (V, VI, VII, IIX - 3rd & 4th year), including Ideation, Concept Design and Product Design.
- **Loughborough University** [1999-2001] *Foundation Studies, Product Design.*
- **Kyoto College of Art & Design** [1998] *Guest lecturer, Product Design.*

CLIENTS (SELECTED)



warner | music | group

