Designer of the Week: Vicky Fotopoulou
By: Amanda Aszman | June 7, 2016

Meet PRINT’s latest Designer of the Week, Vicky Fotopoulou, a 3D modeling designer and motion graphics designer whose talents include 3D modeling, animation, compositing and visual effects. She’s a Greek native and has lived in both Argentina and Saudi Arabi. Take a look at her elegant commercial work and find out what she enjoys most about the process of creating.

Name: Vicky Fotopoulou

Name of Companies: Society Awards and Viceroy Creative

Location: New York

Design school attended:
School of Visual Arts for BFA in Traditional Animation and MFA in Computer Arts

How would you describe your work?
Edgy, stylish and sleek.

Where do you find inspiration?
Usually through architecture, fashion and interior design—especially [because] they blend well with awards and consumer products, which is my current focus. I’m also inspired by different cultures and people around me.

Who are some of your favorite designers or artists?
Alexander McQueen, Tom Ford, Santiago Calatrava, Zaha Hadid, Kilian Hennessy, Georg Jensen, Fanourakis, H Stern and many more.

Do you have a favorite among all the projects you’ve worked on?
Some of the projects that stand out would be Chick-Fil-A, True Inspiration Award and NFLPA Collegiate bowl 2015 for their creative process, YouTube Diamond award for its technical and production process. Lalique + Patron as well as DonQ stand out for [their] technical aspects blended with the creative design, plus the growth they provided me as a designer. What also stands out is seeing the whole process, from design to production to budget—just seeing the whole team work at it is awesome.
Is there a project that stands out to you as having been the biggest challenge of your career so far?
I think every project offers a surprise or challenge—of course some more than others.

What do you hope to accomplish in the future?
Continue to evolve as a designer and a person. To get to experience different mediums and strategies and hopefully someday inspire others to create and reach their potential.

What’s your best advice for designers today?
Try to stay current with trends and software. Be open to learning new things. Work hard and listen to those around you, as you can learn and also get inspired.

Additional work by Fotopoulou:
FEATURED DESIGN WORKSHOP

Typography 101: Letterform Design I
When: June 6
Price: $59.99

This workshop doesn't just show you how a letterform is created, you will also get hands-on experience designing all of the lowercase letters of the alphabet.

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