



# Elena Louca

*Art Director | Editorial Designer | Book Designer*

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Senior Art Director and Editorial Designer with 20+ years of experience creating book covers, magazine covers, editorial layouts, branding systems, and print publications from concept through final production. Extensive background in publishing, typography, visual storytelling, and print production, with experience designing for nationally recognized publications including People, Harper's Bazaar, and other editorial brands. Proven ability to collaborate with editors, writers, photographers, illustrators, and production teams to create compelling, market-driven visual solutions while managing multiple projects and deadlines.

## CORE COMPETENCIES

Art Direction  
Book Cover Design  
Editorial Design  
Publication Design  
Magazine Design  
Typography  
Visual Storytelling  
Print Production  
Creative Direction  
Brand Development  
Adobe Creative Cloud  
InDesign  
Photoshop  
Illustrator  
Photo Retouching  
Image Compositing  
Project Management  
AEnglish & Greek

## PROFESSIONAL EXPERIENCE

### ART DIRECTOR

*O'Connor & Tate Branding Agency / Give Me Astoria Magazine | 2015–Present*

Lead creative direction and design execution for print and digital publications, branding initiatives, advertising campaigns, and editorial projects.

Oversee projects from concept development through final production, ensuring consistency, quality, and adherence to deadlines.

Collaborate with clients, writers, editors, photographers, printers, and production teams to create compelling visual communications.

Design magazine layouts, covers, marketing materials, advertisements, and brand identity systems.

Prepare press-ready files and manage production requirements for print publications.

Balance multiple projects simultaneously in a fast-paced, deadline-driven environment.

## PUBLISHING MEDIA DESIGNER

*People, Harper's Bazaar, Time Out and other consumer publications | 2001–2012*

Managed the complete design process for multiple magazines, including People, Harper's Bazaar, Time Out and others.

Worked on covers, editorial layouts, advertising design, and image manipulation.

Collaborated closely with editorial teams, writers, photographers, and production staff to develop engaging visual content.

Produced production-ready artwork for commercial printing.

Managed projects from concept development through final print production.

Executed advanced typography, image retouching, photo compositing, and publication layout design.

Maintained strict publication schedules.

## FREELANCE DESIGNER

*Various Clients  
2012–2015*

Provided creative services for clients across publishing, branding, marketing, and print communications.

Designed publications, advertisements, promotional materials, and visual identity systems.

Managed projects independently from concept through delivery.

Developed branding, print, and marketing materials for clients.

Built expertise in print production, typography, and publication design.

## EDUCATION

*Bachelor's Degree in Art Design,  
Interior Design & Graphic Design 2003*

## ADDITIONAL HIGHLIGHTS

Author and designer of multiple self-published books

20+ years of professional publishing, editorial, and print design experience

Extensive experience preparing files for commercial printing and publication

Fluent in English and Greek