Andreas Michailidis

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EXPERIENCE

SNEAKACES, Streetwear brand Jan 2020 – Jan 2021
Designer and Creative Director Athens

- Designed the FW2020 streetwear collection and led its creative direction.

INSPOT, Gaming and internet cafe franchise Jan 2019 – Jan 2021
Lead Graphic Designer

- Led creative delivery across 100+ franchise stores, producing campaigns, signage, print, social, and brand assets.

Para, Two-person design studio Jan 2024 – Jan 2025
Design Lead and AI Lead Sacramento, CA

- Designed and built Futsi's Next.js site (futsi.io) with Hayden: events, memberships, 3v3 league, World Cup 2026 fan hub.
- Designed Para's brand system and built the studio's Next.js site (thisispara.com).
- Introduced AI-assisted production workflows in Cursor and Claude Code that took client sites from design to Next.js code.

Game7, Web3 gaming Jan 2021 – Jan 2025
Founding Member and Lead Designer

- Created a brand design system for a 250K+ community that standardized 425 templates across 6 application areas.
- Established visual standards so product, marketing, and community teams delivered consistent templates and activations.
- Extended the brand across product, marketing, social, merch, and live events, including a ~60,000 sq ft expo floor.

AI Design Club, Online design community Jan 2023 – Jan 2025
Founder

- Founded a free community of 674+ members helping brand designers turn AI concepts into products.
- Designed the brand, site, and curriculum, and wrote tool guides from browser builders to Cursor and Claude Code.

Studio Drewskii, Independent design and build practice Jan 2022 – Present
Founder and Product Designer Athens

- Build production websites in React and Next.js that unite brand identity and product experience for technical founders.
- Delivered a client's full working website in about two weeks; Optimems and Futsi kept me on for ongoing work.
- Run design and frontend solo in Cursor and Claude Code, with Model Context Protocol (MCP) servers linking Figma to code.

EDUCATION

University of Macedonia 2016 – 2020
Economic Sciences Thessaloniki

SKILLS

Interaction design, Prototyping, Design systems, Information architecture, Responsive web, UI/UX, Figma, Brand identity, Creative direction, Visual design, Motion design, React, Next.js, TypeScript, Tailwind CSS, Vite, Cloudflare Pages and Workers, Cursor, Claude Code, Model Context Protocol (MCP)

LANGUAGES

Greek (Native), English (Fluent)