

# GRAPHIC PROJECTS

EIRINI BALOMENOU x PORTFOLIO 2026

# THE SOUND OF LONDON

## SERVICES

Campaign Design  
Key Visual Design  
Image Compositing  
Print & Digital Advertising

## INDUSTRY

Audio Technology  
Consumer Electronics  
Luxury Audio

## YEAR

2025

The brief focused on creating a campaign key visual for KEF in order to promote a customer giveaway competition. The campaign offered participants the chance to win an all-expenses-paid trip to London for two, combining the brand's premium audio identity with a lifestyle-driven travel experience.

The objective was to develop visually engaging concepts that would communicate both the high-end quality of KEF products and the excitement of the prize experience. The final designs were created for use across print and digital advertising platforms, with an emphasis on strong visual storytelling, contemporary aesthetics, and campaign versatility.



## CONCEPT 01

A campaign key visual created for KEF to promote a customer giveaway experience inspired by the atmosphere of London. Drawing visual references from the iconic London Underground, the concept connects premium sound with movement, travel, and urban culture.

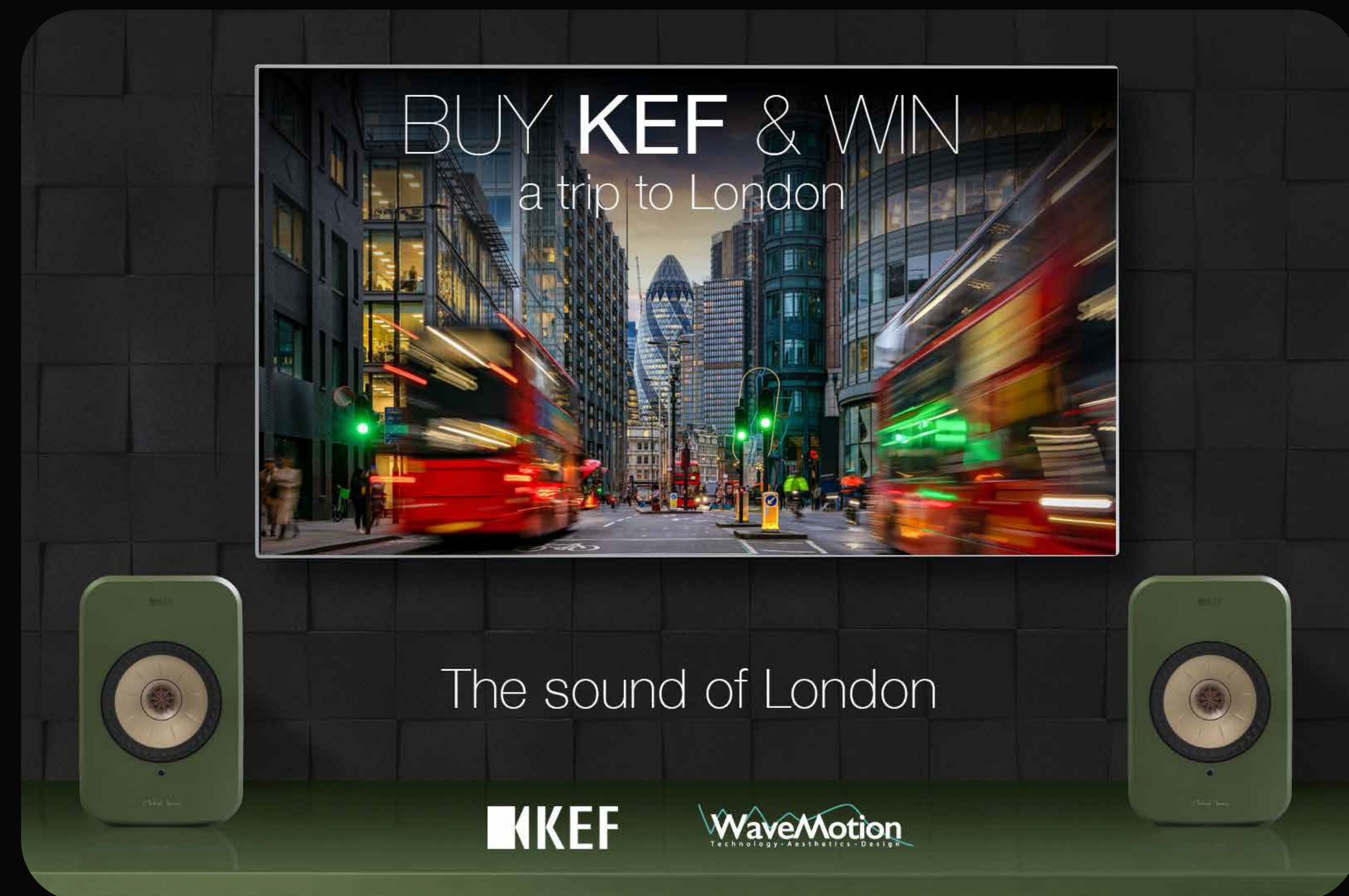
Through cinematic composition, monochromatic tones, and strong visual symmetry, the project positions KEF speakers as the center of an immersive listening experience. The visual was designed for both print and digital advertising applications, combining minimal typography with bold imagery to create a refined campaign aesthetic.



## CONCEPT 02

The second concept focuses on the idea of experiencing **The Sound of London** through both sound and image, creating a sense of immersion that makes the viewer want to experience the city in real life. By showing London through a television screen within a contemporary living space, the visual connects KEF's premium audio quality with emotion, atmosphere, and the desire to travel.

Combining cinematic imagery, clean composition, and premium product placement, the concept was designed to communicate comfort, escapism, and immersive entertainment across print and digital campaign applications.



# LISTEN TO LOVE

## SERVICES

Campaign Design  
Social Media Design  
Key Visual Design

## INDUSTRY

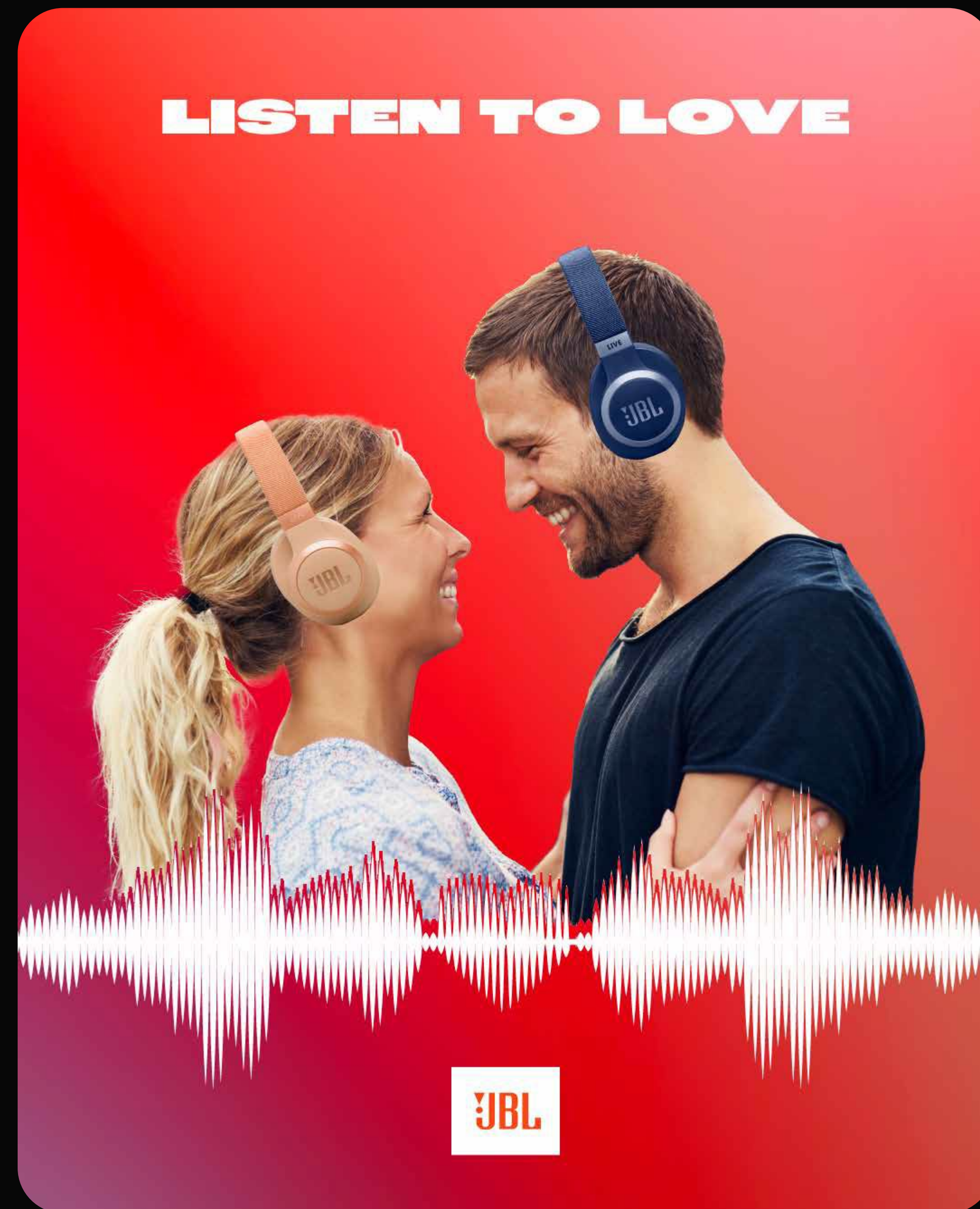
Audio Technology  
Consumer Electronics

## YEAR

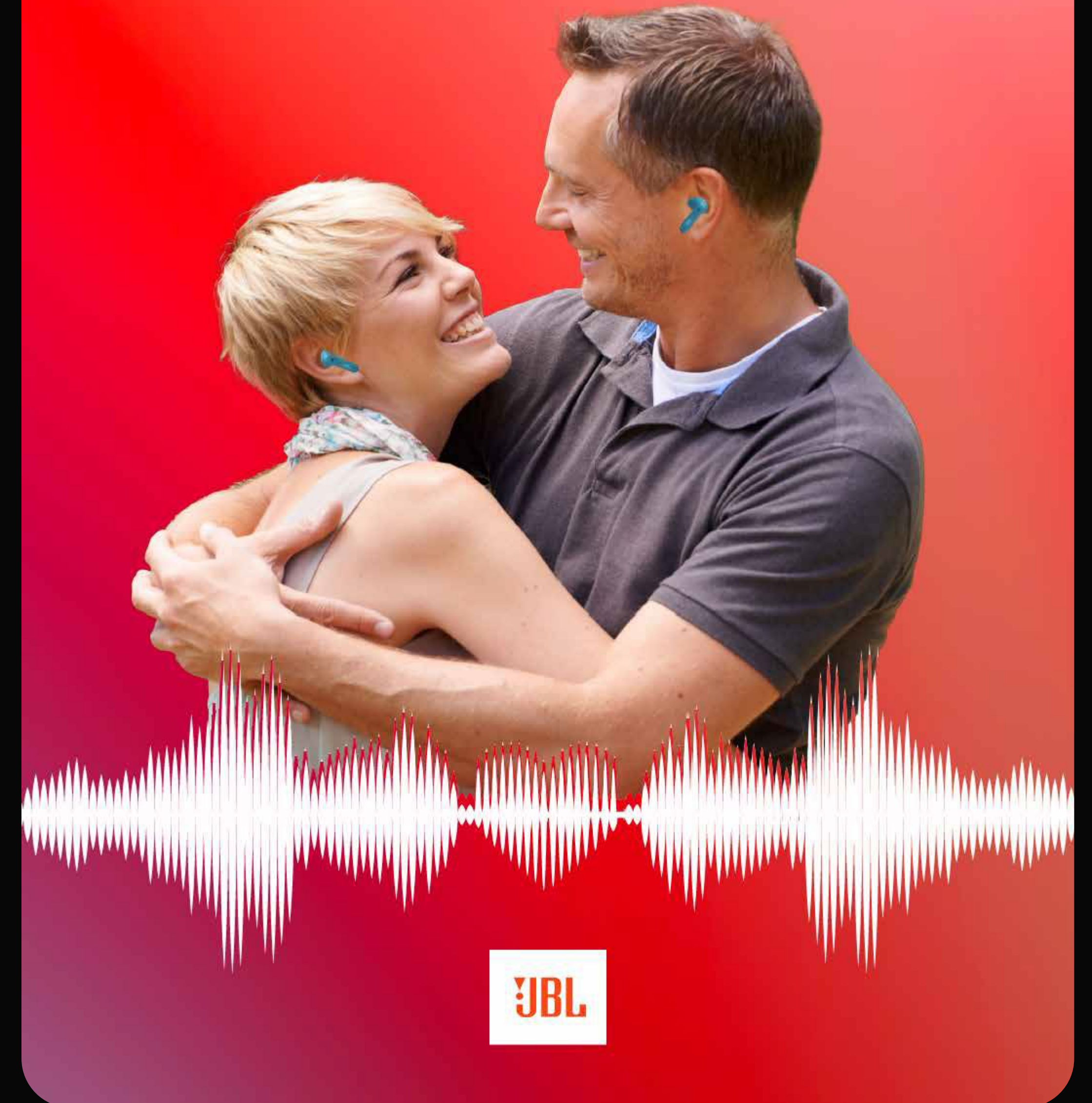
2025

The brief focused on creating a digital Valentine's Day campaign for JBL Greece, designed for social media and online advertising platforms. The objective was to promote JBL's audio products through the emotional connection between music, relationships, and shared experiences.

The campaign aimed to communicate themes of love, connection, and emotion through a contemporary and visually engaging digital approach, while reinforcing JBL's energetic and lifestyle-oriented brand identity across digital campaign applications.



# LISTEN TO LOVE



The creative direction of the campaign was based on combining sound waves with the shape of a heart, visually connecting music with emotion and human connection. Inspired by the idea of shared listening experiences, the campaign highlights how JBL products can bring people together through music and create emotional moments between couples.

Through bold visuals and a contemporary digital aesthetic, the campaign reinforces JBL's energetic and lifestyle-driven identity while promoting music as a shared experience connected with love and connection.

# SAVE BIG

## SERVICES

Campaign Design  
Advertising Design  
Visual Communication  
Digital Advertising  
Social Media Design

## INDUSTRY

Airline  
Travel

## YEAR

2025

The brief focused on creating a promotional campaign for Air Arabia aimed at communicating special flight fares through a bold and visually engaging digital approach.

The concept was developed around the phrase **Save Big**, using the word “**BIG**” as the main visual element of the campaign. Each letter was combined with iconic architectural landmarks from destinations served by Air Arabia, creating a direct connection between affordable travel, destination identity, and the excitement of exploration.

Through minimal composition and strong visual hierarchy, the campaign communicates multiple messages simultaneously within a clean and memorable digital campaign system.

AirArabia

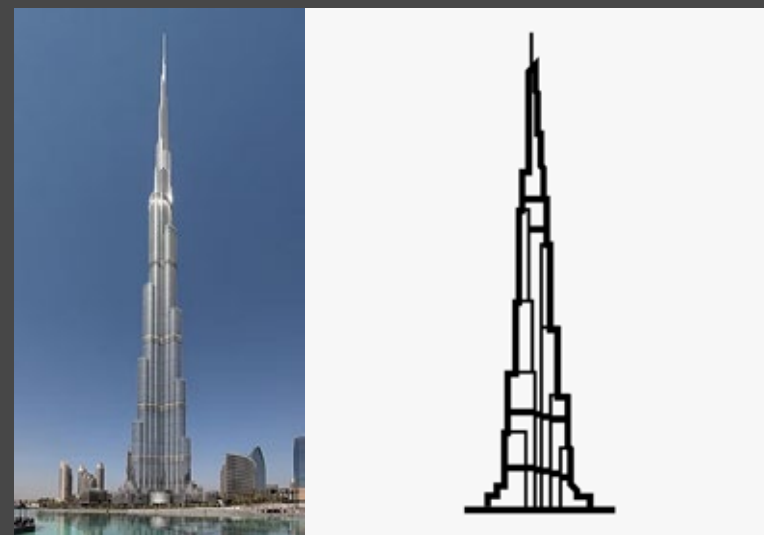


Book until May 1st & travel from June 1st to August 31st 2025

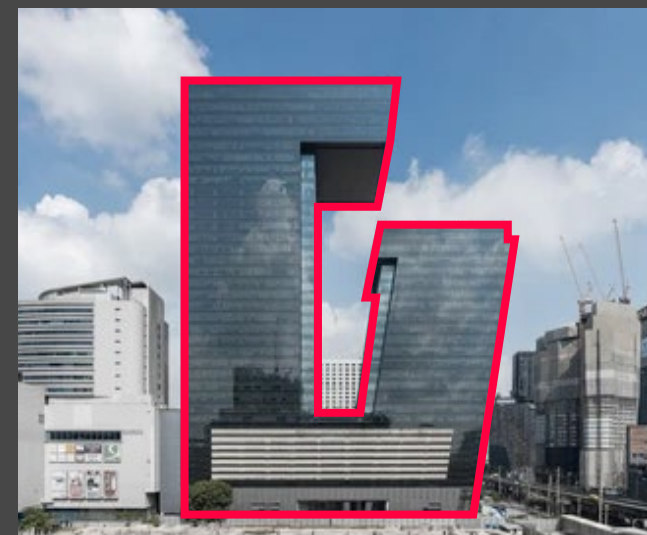
Terms & Conditions apply.



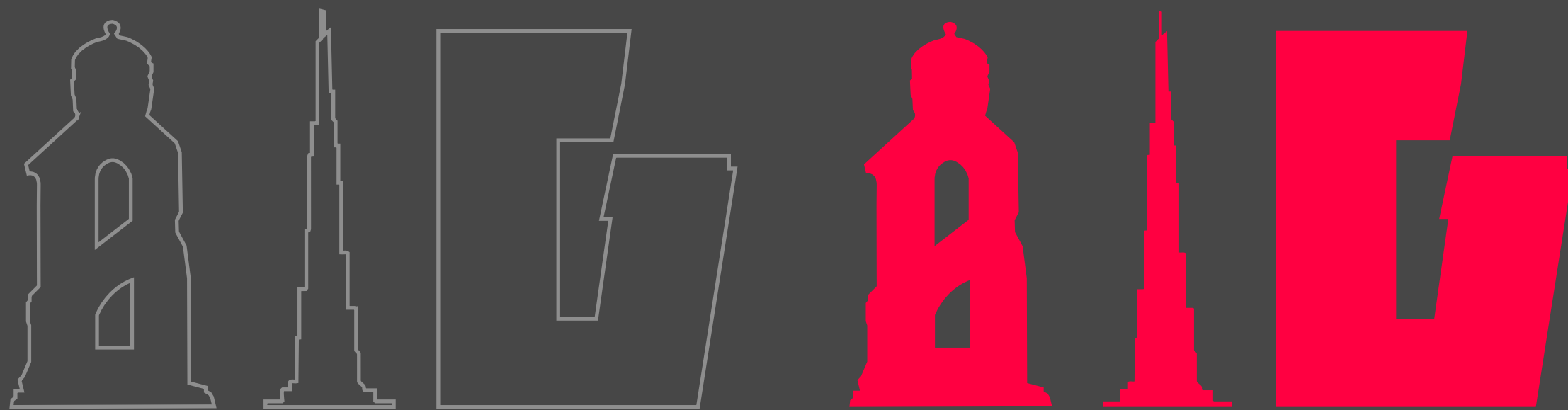
Bismack Tower - Germany



Burz Khalifa - Dubai



G Tower - Bangkok



# OASA BUS DRIVERS

## SERVICES

Campaign Design  
Advertising Design  
Print & Digital Advertising

## INDUSTRY

Public Transportation  
Public Services

## YEAR

2025

The project focused on creating a recruitment campaign proposal for OASA aimed at attracting new bus drivers and promoting the benefits of joining the organization's public transportation network.

Since the campaign copy was originally developed in Greek, the visual direction used transportation-related phrases and local expressions to communicate career opportunities, encourage new applications, and highlight the positive aspects of becoming a driver, including stability, career growth, and access to a modern vehicle fleet.

Through approachable portrait photography and clear information hierarchy, the campaign proposal was designed for print and digital advertising applications.

**σ**  
συγκοινωνίες  
αθηνών

## Βάλε μπρος Γίνε Οδηγός

- . Ανταγωνιστικός Μισθός 1.300-1.600\*€
- . Επαγγελματική προοπτική
- . Πρόσβαση σε σύγχρονο στόλο οχημάτων

### Προϋποθέσεις

- . Επαγγελματική άδεια οδήγησης Δ' ή D
- . Ηλικία 22 έως 46 ετών
- . Απολυτήριο λυκείου/σχολής ή πτυχίο

Κάνε την αίτηση σου εδώ:  
[www.proslipsi.osy.gr](http://www.proslipsi.osy.gr)

\*Εργαζόμενος με 2 παιδιά, συμπεριλαμβάνονται ρεπό και νυχτερινά



**α**  
συγκοινωνίες  
αθηνών

## Μαζί οδηγούμε προς το μέλλον

**Γίνε Οδηγός στον πιο σύγχρονο στόλο στην Ελλάδα.**

- . Ανταγωνιστικός Μισθός 1.300-1.600\*€
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## Επόμενη στάση για την καριέρα σου Οδηγός Λεωφορείου

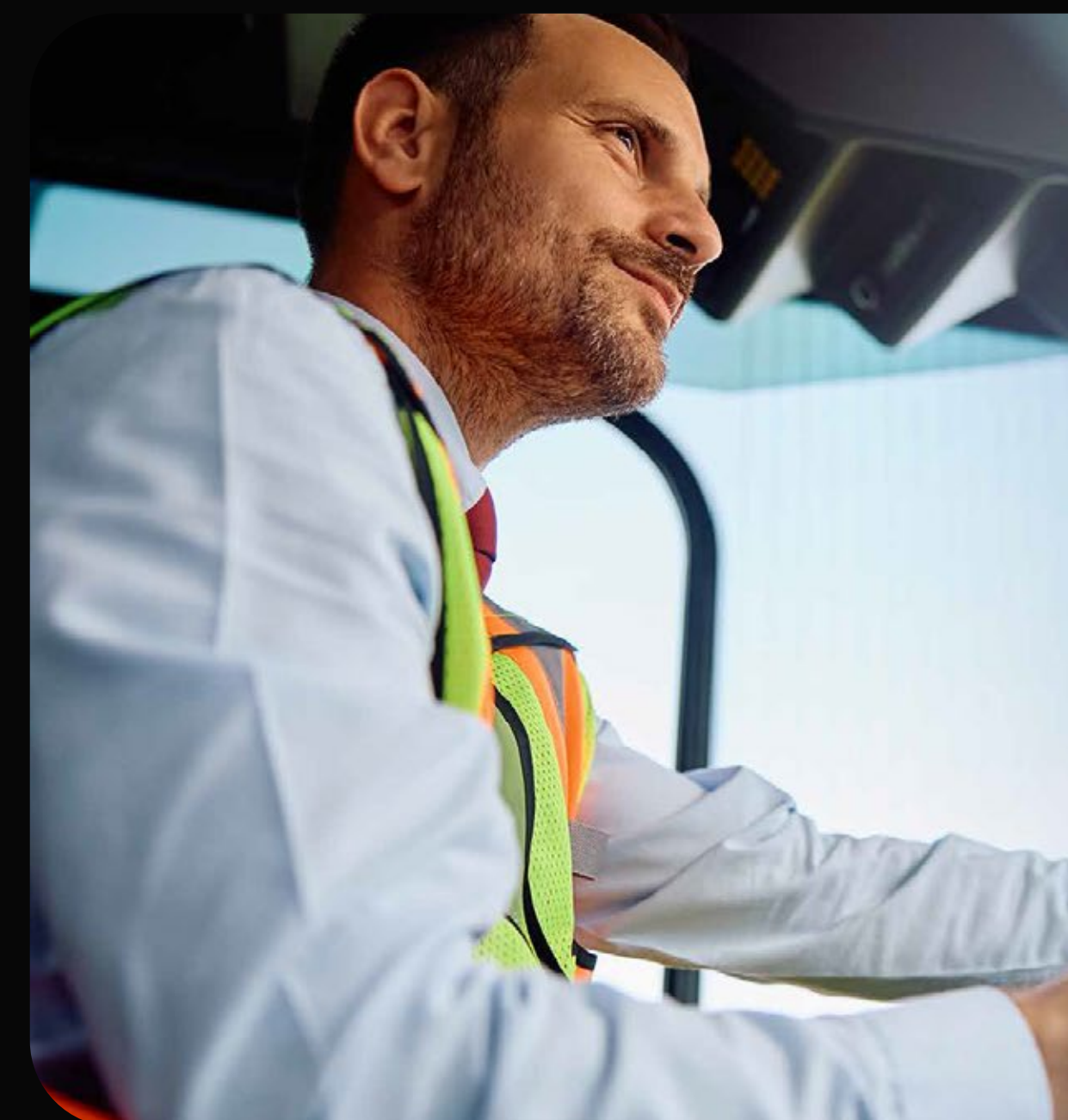
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# WOMEN ARE

## SERVICES

Campaign Design  
Social Media Design  
Visual Communication

## INDUSTRY

Audio Technology  
Consumer Electronics

## YEAR

2025

The project focused on creating a Women's Day campaign proposal for JBL, designed for social media and digital advertising applications. The objective was to celebrate confidence, individuality, and empowerment through a bold and contemporary visual direction aligned with JBL's energetic brand identity.

The creative concept combined personality traits such as strength, confidence, and boldness with the characteristics of JBL speakers, creating a visual connection between sound, self-expression, and empowerment. Through vibrant imagery, lifestyle-focused photography, and strong typography, the campaign positioned JBL products as part of a dynamic and expressive everyday experience.



JBL



YOU ARE  
**#BOLD**

JBL



YOU ARE  
**#POWERFUL**

# DUUX MARKETPLACE ASSETS

## SERVICES

Banner Design  
Marketplace Visual Design  
Digital Assets Design  
E-commerce Design

## INDUSTRY

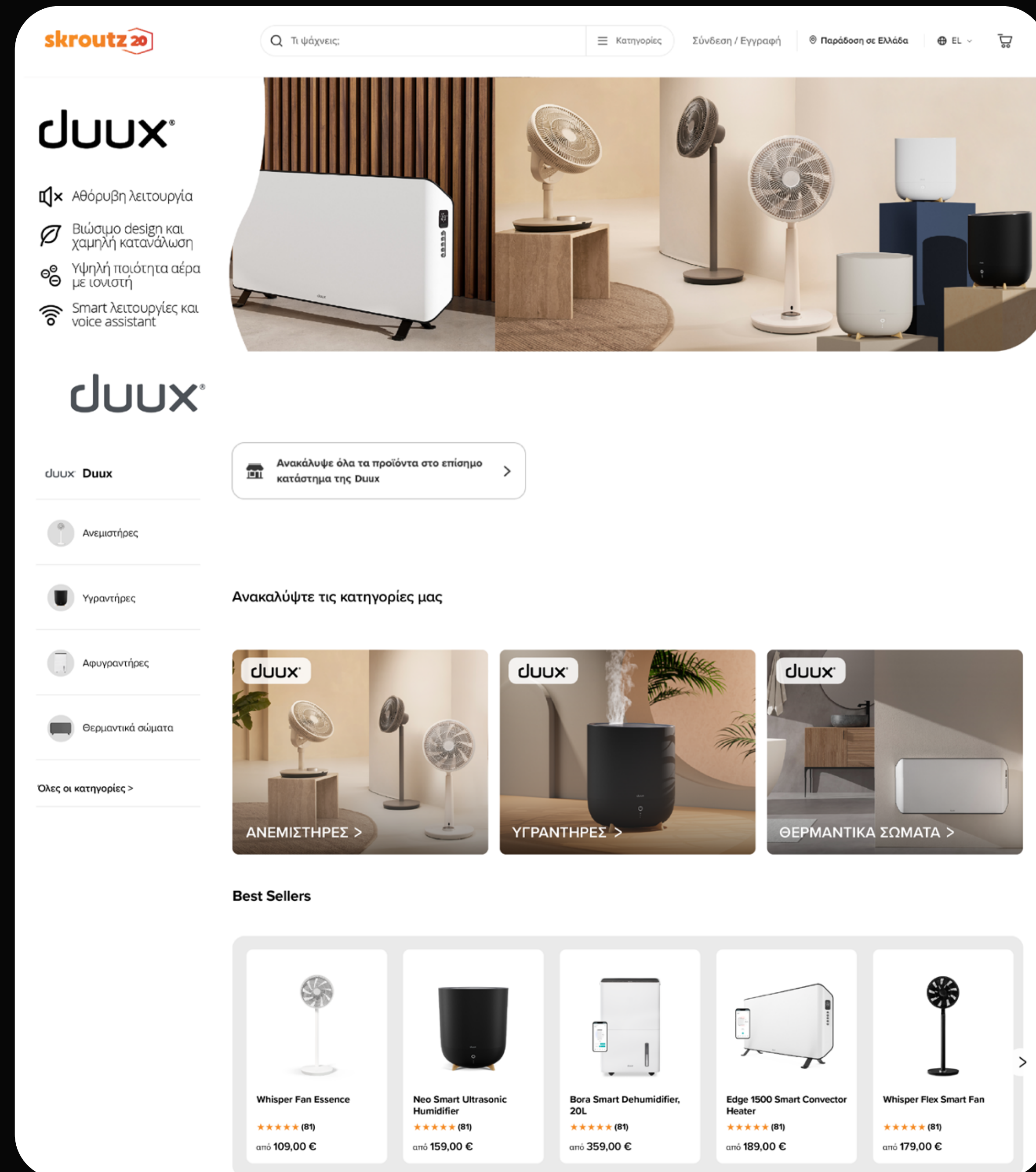
Home Appliances  
Consumer Electronics

## YEAR

2025

The project focused on adapting and designing digital banners and marketplace assets for Duux's official presence on the Skrutz platform. The objective was to create a cohesive visual system that aligned with the brand's minimal and contemporary identity while optimizing the presentation of products across desktop and mobile environments.

The visual direction combined clean layouts, neutral color palettes, and product-focused compositions in order to highlight the functionality, smart features, and premium aesthetic of Duux products. The final deliverables included responsive banners, category visuals, promotional assets, and branded marketplace layouts designed for e-commerce applications.



**DUUX®**

**Ισχυρή απόδοση, χωρίς θόρυβο**

Με τεχνολογία χαμηλού θορύβου και ανεμιστήρες Whisper, η Duux φέρνει την ηρεμία στον χώρο σου.



**DUUX®**



**DUUX®**




**DUUX®**



**DUUX®**

**Smart λειτουργίες και voice assistant**

Για πρώτη φορά, ο αέρας σας ακούει. Χειριστείτε τις συσκευές Duux με το κινητό ή τη φωνή σας.



**DUUX®**

- 🔊 Whisper level noise
- 🌿 Sustainable design with minimal watt usage
- 🌬️ High air quality with ionizer
- 📶 Exclusive smart features, voice-controlled



**DUUX®**

**Αναπνεύστε καλύτερα, ζήστε καλύτερα**

Με καθαρό, φιλτραρισμένο αέρα σε κάθε γωνιά του σπιτιού σας.



**DUUX®**

**Βιωσιμότητα και χαμηλή κατανάλωση**


Υψηλή απόδοση, ελάχιστη κατανάλωση, με σεβασμό στον πλανήτη.



**DUUX®**

**Minimal σχεδιασμός, μέγιστη αισθητική**

Οι συσκευές Duux ταιριάζουν τέλεια σε κάθε χώρο.



# YELLOW

## SERVICES

Book Cover Design  
Editorial Design  
Book Layout Design  
Typography  
Print Design

## INDUSTRY

Publishing  
Editorial  
Literature

## YEAR

2023

The project focused on the design and visual structure of the book *Yellow*, including the cover design, editorial layout, and chapter divider system. While the original illustrations were provided as part of the book's visual material, the overall design direction focused on creating a cohesive visual identity that connected the narrative with the editorial structure.

A key element of the project was the integration of story-related visual details within the divider pages and layout compositions, creating continuity between the illustrations and the reading experience. The design was inspired by the character of *Yellow*, a unique chicken that was born as a black rooster and gradually transformed into a yellow hen, translating the book's emotional and symbolic narrative into a distinctive editorial design approach.



