

Profile

Enthusiastic Product Designer with a fondness for storytelling. I enjoy immersing myself in data and research, solving problems and working from the seed of an idea through to realised, viable products. I am passionate about analysing human behaviour and designing products that create frictionless experiences. The expertise I bring from my career in communications is highly transferable and has helped me to progress fast in the Product Design field. Looking for a permanent or contract role in an organisation that values design based on user research and creates a thriving environment for people to experiment and innovate.

Skills

<ul style="list-style-type: none">• UX Design & Visual Design (UI)• UX Research• Wireframing & Prototyping• Information Architecture	<ul style="list-style-type: none">• UX Personas• User Flows & Mock ups• Design thinking workshops• Usability Testing	<ul style="list-style-type: none">• Customer Journey mapping• Copywriting & Content Management• Web design tools (Figma, Photoshop)• Google Analytics & Data Studio
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Employment History

PRODUCT DESIGNER, Spotawheel, Athens

Aug 2021 – Jul 2022

Led the end-to-end design process in a motor vehicles start up. Introduced UX processes from scratch and served as a User Experience evangelist across the organisation

- Led the design of end-to-end user journey for Spotawheel GO product (capturing UX requirements, leading ideation workshops, persona creation, designing & implementing UX research, wireframing & prototyping, mock ups, user testing)
- Led product development workshops to identify problems and opportunities and optimise user experience
- Created customer journey maps to discover consumer pain points and optimise CX and UX
- Designed qualitative and quantitative research projects to identify customer behaviours and inform the design process
- Planned and conducted user testing for new designs and made validated suggestions for improvement

PRODUCT DESIGNER, Douleutaras, Athens

Oct 2020 – Mar 2021

Took part in the development of a brand new mobile app for Douleutaras professionals. Involved in all stages of project: strategic goal setting, user research and personas, competition analysis, wireframes and storyboards, user testing.

- Ran workshops with business stakeholders to gather business requirements and define business problems
- Created user personas to shape product strategy by using qualitative and quantitative data
- Conducted competitive analysis identifying trends, patterns, and strategic insights into the features and flows of competitors
- Undertook research on navigation patterns and homepage options, proposing the optimal design solution

COMMUNICATIONS EXECUTIVE, Freeview, London

Dec 2018 – Sep 2020

Planned and delivered 360 communications campaigns (Print, Radio, Facebook, Paid Search, DM, TV Captions, Web) to educate 17,8m homes on the TV changes happening across UK regions (700MHz programme)

- Designed viewers' journey on Freeview website ensuring viewers could self-serve and retune
- Led the campaigns' content and creative strategy, achieving over 80% audience awareness
- Engaged with senior stakeholders (Ofcom, BBC, DCMS) ensuring agreed strategies were followed

Transferable skills: Understanding business objectives, Creating content strategy, Stakeholder management

COMMUNICATIONS EXECUTIVE, AXA, London

Apr 2017 – Jun 2018

Managed internal communications campaigns (intranet, newsletters, blogs, digital screens, emails) and designed online experiences to engage employees across the UK

- Designed the online journey and comms campaigns of 'Learning at Work' weeks increasing employee engagement by 8%
- Designed the Information architecture and user flow for the new performance management system
- Redesigned AXA's internal newsletters increasing open rate by 20% and click through rate by 12%

Transferable skills: Layout design, Information Architecture, Navigation, Content creation

COMMUNICATIONS OFFICER, NHS, London

Jan 2016 – Mar 2017

Project managed, designed and planned all NHS internal comms campaigns. Worked closely with media, digital and events teams to translate business messaging into engaging content

- Redesigned the weekly online newsletter, increasing employee engagement by 30%
- Launched the online employee idea platform (Crowdicity), resulting in 70% participation in the first three months
- Designed and delivered the annual employee survey, resulting in a 80% participation rate

Transferable skills: User research, Cross-team collaboration, Copywriting

STRATEGIC COMMS EXECUTIVE, Sky Plc, London

Sep 2014 – Sep 2015

Owned the planning and delivery of all internal comms activities driving the promotion of Sky IDS brand to Sky stakeholders. Designed company's new intranet page (Sharepoint), increasing traffic by 12%

- Managed the CSAT survey for Sky evaluating clients' feedback and reporting findings & insights
- Designed and implemented HR surveys, analysing and presenting results to senior stakeholders

Transferable skills: Insight generation, Presentation skills, Navigation design

INTERNAL COMMS CO-ORDINATOR, UBM, London

Sep 2014 – Sep 2015

Provided internal communications and change management support for the launch of a new Finance and HR System (Oracle R12). Designed a dedicated microsite to engage and inform employees

- Successfully relaunched brand identity for the new system which resulted in 90% increase in employee awareness
- Managed successfully the commission and procurement of services to internal and external suppliers

Transferable skills: Understanding business requirements, Microsite design, Information analysis, Branding

DIGITAL PROJECT MANAGER, Tribal DDB, Athens

Mar 2009 – Nov 2009

Developed and implemented online marketing strategies to help clients achieve their marketing goals. Projects included: online banner campaigns, online contests and e-mail marketing, websites and microsites. Accounts: Alpha Bank, AMEX, Unilever, La Redoute and Toyota

Transferable skills: Stakeholder management, Project management, Communication skills, Briefing software engineers

STRATEGIC PLANNER, DDB, Athens

Mar 2006 – Mar 2009

Provided strategic direction for clients' marketing communications campaigns. Acted as a Business Partner identifying brand positioning, generating insights and translating them into inspirational campaign ideas. Compiled design briefs and supervised quantitative and qualitative research projects on behalf of clients. Accounts: Toyota, Lexus, Alpha Bank

Transferable skills: Quantitative and Qualitative Research, Problem definition, Synthesis & Analysis of results, Insights generation

<p>Education User Experience Design, General Assembly, London MA in Advertising & Marketing, Leeds University Business School, Leeds BSc in Business Administration, University of Macedonia, Thessaloniki</p>	<p>Languages English (fluent), French (fluent), Greek (native)</p>	<p>Interests Travelling, Reading, Theatre classes, Yoga, Swimming, Skiing, Psychology books</p>
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