

George Papalazaridis

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Completed (2009 - 2010)



GitHub:
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Education

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- 03/2019 - 11/2022 **MIS «Master's in Information Systems»**, University of Macedonia,
Scholarship from the Interdepartmental Postgraduate Program in Information Systems.
"Mobile Augmented Reality and Consumer Experience: A mixed-method analysis on emotional responses and intention to buy household items" , dissertation.
- 09/2015 - 02/2018 **MBA «Master's in Business Administration»**, University of Macedonia,
Scholarship from the I. P. P. in Business Administration.
"Online shopping styles for Greek consumers", dissertation.
- 09/2004 - 06/2010 Bachelor's **«Cultural Technology & Communication of Aegean»**, University of Aegean,
Specialization: Audiovisual Arts.

Professional Experience

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- 03/2020 - Today **Freelance WordPress Developer & Designer.**
- o I customize WordPress themes and plugins, tailoring them to clients' branding and functionality requirements.
 - o Implemented responsive design principles to ensure optimal user experience across devices.
 - o I use Adobe Photoshop, Indesign and Illustrator to create visually appealing graphics and illustrations for online and print materials.
 - o Collaborating with authors to conceive and design compelling book covers that captured the essence of their works.
- 02/2022 – 03/2023 **Junior front-end developer at K-Invent Biomecanique.** Medical app for physical therapists & coaches. Its aim is to quickly and effectively evaluate the progress of the patient or the athlete.
- o I used **React-Native** and **Typescript** to create responsive and user-friendly mobile screens.
 - o I participated in **code review, refactoring** and **improvement activities** to ensure the quality, performance and maintainability of the application.
 - o Followed the **Agile** methodology, actively participating in sprint planning and daily stand-ups.
 - o I **worked closely** with the **product manager** and **UX designer** on a daily basis, gathering information and specifications for each implementation.
 - o I used **Figma** to translate **design concepts** into functional and visually appealing user interfaces.
 - o I actively **participated in cross-functional team discussions**, offering input and suggestions to improve the usability and functionality of the application.
- 03/2021 – 02/2022 **Co-Founder of «Thread & Yarn»**, Linen E-commerce, Private Label.
- o Corporate Identity
 - o Development of Digital Presence on marketplace (*Skroutz-Amazon*)
 - o Monitoring KPIs & financial statements using PnL & ERP
 - o Processing product data (*product attributes, SKUs, Barcodes*)
 - o Communication with Suppliers & Collaborators

10/2018 – 10/2020 **Operations Manager** at the Textile Company "Cotton Flex" - Papalazaridis P. & Co. LP.

07/2011 – 10/2018 **Seller** at Papalazaridis bros. General Partnership, Textile Company.

Computer Skills

- HTML, CSS, Javascript, React / React-Native, SQL.
- WordPress / Woo-commerce
- Software: Adobe Photoshop · Adobe Indesign · Adobe Illustrator · Adobe Premiere

Web Projects

0/2023 – today Design & Development of a linen eshop - Coming soon www.threadandyarn.gr

11/2022 – 04/2023 Design & Development of Digital Presence of an independent publishing house named "Γλαύκα" - www.ekdoseisglauka.gr

04/2022 – 07/2022 Personal blog design and development for columnist/author, www.mariastavridou.gr

Conferences

06/2022 Participation in «**24th International Conference on Human-Computer Interaction**», Gothenburg, Sweden, paper: "*Mobile Augmented Reality & Consumer Experience: A mixed-method analysis on emotions responses & intention to buy household items*".

07/2018 Participation in Global Marketing Conference of «**2018 GMA-GAMMA Joint Symposium**», at Tokyo, paper: "*THE EFFECT OF SHOPPING STYLES ON ONLINE SHOPPING BENEFITS AND RISKS*".

Certificates

04/2019 – 05/2019 **Introduction to Data Science in Python**, DataCamp.

10/2017 – 05/2018 **Online Marketing Fundamentals**, 26 Topics, Google.

09/2017 – 11/2017 **Website Promotion & Advertising – Internet Marketing**, KEME. (Duration: 40 hours)

11/2016 – 02/2017 **Website & Marketing Activities for Small Tourism Units**, National Kapodistrian University of Athens, e-learning.

09/2016 – 05/2017 «**Business Analytics**», National Kapodistrian University of Athens, Specialisation Training Program, 8 thematic units, 20 ECVET. (Duration: 240 hours).

02/2016 – 06/2016 **Project Management**, University of Macedonia. (Duration: 39 hours)

Languages

- Level C2, "State Certificate of Foreign Language Proficiency".

Soft Skills

- Creative Thinking
- Persistence in Goals
- Team Player
- Problem-Solving
- Time Management