

# IOANNA LIOLIOU

UI/UX DESIGNER

## CONTACT



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## TOOLS

- Figma, Sketch
- Photoshop, Illustrator
- Google Workspace Suite

## LANGUAGES

- English (fluent)
- Greek (native)
- Spanish (basic)

## WORK EXPERIENCE

**Product Designer** | Freelancing | Apr 2021 - Present

Provide UX & UI design services to clients in collaboration with a development team. Gather requirements and brand goals from stakeholders. Conduct user and competitor research & analysis. Provide information architecture, diagram user flows, wireframes, prototypes, mockups, graphic elements and art direction. Present insights to stakeholders.

- Delivered 6 projects into production, prioritizing brand guidelines, user-centric design and accessibility.
- Decreased design-to-production time by 50% within the team, utilizing design systems and component libraries. (Tailwind CSS, Bootstrap, Iconify)
- Decreased client redesign requests (roughly by 90% in 3 years), by effectively and timely communicating decision steps, ensuring a smoother delivery process.

### HTML & CSS

Learned and applied front-end development principles. Designed and developed personal portfolio website.

**UI/UX Designer** | CGWorks | Jan 2022 - Jun 2023

Responsible for the UX & UI design of apps and websites. Gathered requirements from clients. Conducted competitor and user analysis and suggested visual language and information architecture structure. Created wireframes, mockups, prototypes. Coordinated team communication and project phases. Presented insights to clients and stakeholders in key design phases.

- Concluded 3 pending projects by organizing style guides and establishing design and development principles, collaborating with developers.
- Undertook 7 projects from kick-off through delivery, coordinating the design & development process and collaborating with professionals for any necessary assets. Provided art direction for 3 projects.
- Created an in-house multi-brand design system based on tokenization.

**Google UX Design Professional Certificate** | May 2021 - Dec 2021

Earned UX Design Certificate by completing 152 hours of courses and three case studies. Studied the design process, UX research and foundational UX concepts, like user-centered design and equity-focused design. Conducted user research and user testing interviews.

**Architect** | ao7 architects | Sep 2018 - Mar 2020

Analyzed briefs and requirements, visualized concept and construction designs.

- Created proposals and construction blueprints focusing on clarity, utilizing visual design principles for effective communication between team and construction.

## EDUCATION

### Master in Architecture

- National Technical University of Athens, Athens, Greece (8.05)