

IOANNA LIOLIYOU

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

UI/UX Designer | Freelancing |

Sep 2022 - Present

Provide product 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.

- Decreased design-to-production time by 50% within the team, utilizing design systems and component libraries. (Tailwind CSS, Bootstrap, Iconify)
- Decreased client redesign requests during development, by effectively and timely communicating goals and decision steps.

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. Conducted competitor and user analysis and suggested visual language and information architecture structure. Created wireframes, mockups, prototypes. Presented insights to clients and stakeholders in key design phases.

- Organized style guides and established design-to-development best practices, collaborating with developers.
- Undertook 7 projects from kick-off through delivery, coordinating the design & development process. Provided art direction for 3 projects.
- Created an in-house multi-brand design system based on tokenization.

UI Designer | Freelancing |

Apr 2021 - Jan 2022

Provide UI design services to clients in collaboration with a developer. Gather requirements and brand goals from stakeholders. Provide information architecture, wireframes, prototypes, mockups and graphic elements.

- Delivered 3 projects into production, prioritizing brand guidelines, user-centric design and accessibility.

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. Conducted user research and user testing interviews.

Architect | ao7 architects |

Sep 2018 - Mar 2020

Analyzed briefs and requirements. Visualized concepts and construction blueprints, focusing on clarity. Utilized design principles for effective communication between team and construction.

EDUCATION

Master in Architecture

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