



IOANNIS PAPADOPOULOS
Graphic Designer
Graduate UX/UI Designer
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Versatile designer, I love to craft meaningful products based on the design way of thinking. Research and learning are the processes that help me to adapt in challenges such as working in different environments, print and digital, mobile and desktop, individual or collaborative.

MY LATEST PROJECT

We Care for Paws Foundation (WCPF) Site Redesign

Group Project of 3 / My Role: UX/UI Design / ([Case study link](#))

WCPF is a non profit organization that provides shelter for at-risk dogs, while helping them find their forever families. Team's goal was to produce a responsive redesign for the Foundation website, dealing with its various functional and visual issues, in order to help visitors search effectively for an animal to adopt, while reestablishing site's sense of trust.

EMPLOYMENT HISTORY as Graphic Designer

2018-2020: Medi Jeunesse Greece (cosmetic medicine)

- Create content (visual assets: static,gif,video for posts and fb ads) posted on a daily basis
- Design marketing collaterals
- Update website content (slider banners, article banners, offer banners)
- Create visual assets for newsletter campaigns through mailchimp platform
- Upgrade the brand identity on a more coherent and corporate level
- Design light signs, and prints for storefront facades

2017-2017: Redirect digital agency

- Design social media posts for various brands following their guidelines
- Update website visuals for various brands
- Backing up with study, the business proposal that won for the team the contract of managing the social media for Netflix Greece.

2015-2017: Sieben ltd (IT company)

- Design and edit videos in After Effects
- Design mobile application layout, mobile icons, web page layout, web banners, illustrations, business cards etc

2002-2012: Business executive • Packaging Design • Customer service

DESIGN TOOLS

- Photoshop / Illustrator
 - Miro / Invision / Figma
 - After Effects / InDesign
 - HTML & CSS conversational
- During the project research we transferred interview answers in Miro, arranged them in an Affinity Diagram and distilled them in a Prioritization Matrix.
- In photoshop I edited the Hero section photos, in order to make them compatible with the branding guidelines we established.
- In Figma I built the components, which I reused in the Hi-Fi prototypes design.

UX SKILLS

- User research
- Usability testings
- Qualitative interviews
- User empathy
- Competitors analysis
- Heuristic analysis

UI SKILLS

- Visual hierarchy
- Layouts & grid systems
- Typography
- Color theory
- Animation
- A/B testing

OTHER SKILLS

- Visual storytelling
- Storyboarding
- Illustration & Character design
- Branding
- Photo editing

- In the heuristic analysis of the WCPF site, the absence of grid layout was striking, we addressed it with a 12 column desktop grid & 4 column mobile grid.
- Planning the current site usability testing, I added to a series of tasks, intro & closing questions which would capture user's feelings towards animal adoption and its overall experience after completing the tasks.
- Through the A/B testing we evaluated the way the adoption & donate buttons should be displayed on the site's homepage.

EDUCATION

- Feb 21Jul 21: Certificate in UX/UI Design, George Washington University, US
- 2012-2013: MA Communication Design Kingston University, UK
- 1998-1999: MSc International Economics Athens Economic University
- 1994-1998: BSc in Economics, University of Crete

LANGUAGES

- Greek: Mother tongue
- Cambridge Proficiency in English Language
- Diploma of Studies in French Language, B1

VARIOUS COURSES

- 2013: Book binding in Studio 5 book Arts, London
- 2014: Children book illustration