

Hi! I'm Nikos Fininis



A business designer with experience in strategy and innovation solutions to provide growth. With a highly diverse background and a focus on serving people by utilising knowledge and expertise within Systems & Design Thinking methods.

CONTACT

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SKILLS

- Design Thinking
- Brand Identity
- Business Design
- Strategy & Innovation
- Project Management
- Marketing & Comms

EXPERIENCE

STRATEGY & INNOVATION LEAD - STIRIXIS GROUP

2022 - present

Leading the Strategy team for both our own strategic directions and for our clients. Developing and implementing Brand, Marketing, Product and Comms strategies.

FOUNDER - SPECTRUM DESIGN THINKING

2020 - present

Providing business and personal growth through the usage of Design Thinking. Specialising in Marketing, Comms, Branding and Product Innovation.

BUSINESS DESIGN, INNOVATION & UX DESIGN - EY

2021- 2022

Consulting on experience design and end-to-end development of new digital products. Conducting User Experience research and applying findings to prototypes.

BUSINESS DESIGNER - BUSINESS OF BRAND

2017 - 2020

Developing growth strategies for businesses and managing their implementation. Designing end-to-end brand systems through Brand, Product, Channel and Campaign.

EDUCATION

DESIGN STRATEGY & INNOVATION

Brunel University

2014 - 2015

INDUSTRIAL & PRODUCT DESIGN

AKTO, Middlesex University

2002 - 2004