

Hi! I'm Nikos Fininis

CONTACT

nsfininis@gmail.com
(0030) 6973963756
6 Kountouriotou str, Athens

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



A business designer with experience in strategy and innovative 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.