

Results-driven UX Designer with 4 years of experience designing user-centred digital products across B2B SaaS and B2C sectors. Specialising in end-to-end product design, from user research and discovery to interaction design, usability testing, and design system implementation, with a proven ability to drive measurable business impact. Strong initiative combined with a product-thinking approach balancing short-term delivery and long-term impact.

WORK EXPERIENCE

2023 - Present	Cox Automotive UX Designer	London, UK
<ul style="list-style-type: none">Redesigned a high-density vehicle appraisal B2B SaaS web app, simplifying complex workflows into intuitive interfaces, improving task completion by 25% and user satisfaction by 30%Designed a self-appraisal B2C app for remote vehicle offers, using deep user research to ensure accessibility for non-professionals, driving a 50% increase in leads and 40% growth in dealership contractsBuilt a Figma-based design system and UI library, standardising components for consistency and improving cross-functional collaboration, reducing design-to-dev handoff time by 30% <p>Tools used: Figma, Mural, Hotjar, Userlytics, Otter, Dovetail, lucidchart</p>		
2020 - 2022	Intracom Telecom UX/UI Design Engineer	Athens, Greece
<ul style="list-style-type: none">Led UX, UI, and front-end development for smart energy systems across 6 EU R&D projects, applying a product management mindset to drive end-to-end deliveryCreated design systems, wireframes, and prototypes across platforms, delivering intuitive interactions and enabling seamless cross-functional collaborationConducted UX research including requirements analysis, storyboarding, site mapping, questionnaire design, and usability testing to drive data-informed design decisions and improve user experiences. <p>Tools used: Figma, HTML, CSS, JS, React (Native), Django, Bootstrap, Miro</p>		

EDUCATION

2022 - 2023	University College London <i>MSc Human Computer Interaction, Grade: Distinction</i> <i>Dissertation: How Can MMORPGs Design Trigger FOMO? Decoding Deceptive Patterns and Player Experiences</i> <i>Projects Summary:</i> <ul style="list-style-type: none">Applied HCI theory and human-centred design to create and evaluate digital health, data visualisations, and future interfaces, using custom research tools to drive usability and behaviour change	London, UK
2016 - 2020	Athens University of Economics and Business <i>BSc Management Science and Technology, Grade: Distinction (9.46 /10) – Top 2.56%</i>	Athens, Greece

ACHIEVEMENTS

2025	The Autos 2025 Awards - Rising Star Nominee	London, UK
<ul style="list-style-type: none">Nominated for exceptional performance and contributions as a UX Designer at Cox Automotive, demonstrating strong work ethic, proactive collaboration, and achievements in user research, usability testing, and prototype development		
2022	Karelia Foundation Scholarship	Athens, Greece
<ul style="list-style-type: none">Awarded a merit-based scholarship worth €20,000 for MSc studies		
2020	Junior Achievement Greece Finalist	Athens, Greece
<ul style="list-style-type: none">Led a team of four to create a business plan for an IoT start-up enhancing independence for individuals with disabilities		

SKILLS

User Research, UX/UI Design, Interaction Design, Design Systems, Information Architecture, Wireframing, Prototyping, Visual Design, Responsive Design, User Testing, Accessibility, Content Strategy, Strategy & Vision Presentations, Product Roadmapping, Backlog Grooming, Feature Definition, User Story Writing, Data Analysis, Task Analysis, Project Management, Agile/Scrum, Cross-Functional Collaboration, Stakeholder Communication, Documentation, Excel, Power BI, Hotjar, Userlytics, Dovetail, Figma, Miro, Mural, Lucidchart, PowerPoint, Otter, HTML, CSS, JS, Python, Java, Web Development, WordPress

LANGUAGES
Greek (native), English (fluent)

SEMINARS

2023 - 2023	Deloitte Digital Design Sprint	London, UK
2019 - 2019	Delphi Economic Forum <ul style="list-style-type: none">Selected as one of five students to represent Athens University of Economics and Business among 300 students	Delphi, Greece

CERTIFICATIONS

2024 - 2024	UX Foundations: Usability Testing by LinkedIn
2021 - 2021	Responsive Web Design by FreeCodeCamp