

WORK EXPERIENCE

2023 - Present	Cox Automotive UX Designer <ul style="list-style-type: none">Led the UX redesign of the eVA web app, a leading vehicle valuation and appraisal platform, by transforming complex actions into intuitive interfaces, resulting in improved usability and increased user satisfaction scoresDesigned a self-appraisal app enabling users to receive remote vehicle offers from dealerships, incorporating extensive user research (interviews, surveys, contextual inquiries, usability testing, and heuristic evaluations) to ensure accessibility for non-professionals, driving a 50% increase in leads and a 40% rise in new dealership contractsDeveloped a UI component library and design system in Figma, standardising design elements for consistent implementation and improving collaboration with product managers and developers <i>Tools used: Figma, Mural, Hotjar, Userlytics, Otter, Dovetail, lucidchart</i>	London, UK
2020 - 2022	Intracom Telecom UX/UI Design Engineer <ul style="list-style-type: none">Led and managed UX, UI design, and front-end development for smart energy systems within six R&D EU projectsCreated design systems, wireframes, prototypes, and mock-ups, enabling efficient communication and collaboration among cross-functional teamsPerformed user experience research, including requirements analysis, storyboarding, site mapping, questionnaire design, and executed usability tests, resulting in data-driven design decisions and enhanced user experiences <i>Tools used: Figma, HTML, CSS, JS, React (Native), Django, Bootstrap</i>	Athens, Greece
2020 - 2020	MindShare Junior Digital Analyst (Intern, 3 months) <ul style="list-style-type: none">Developed effective plans using Google Analytics and SEO that increased revenue, attracted a larger customer base, and improved business processes for our clients	Athens, Greece

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">Conducted HCI research and applied theoretical foundations to design and evaluate interactive systems, including digital health technologies, data visualisation systems, and future interfacesDesigned and evaluated questionnaires as part of user research processUtilised human-centred design principles and relevant theories to enhance user interactions 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> <i>Selected Projects:</i> <ul style="list-style-type: none">Tripbuddy.gr: Coordinated a 4-member team in creating and testing a mobile app aiding transportation in GreecemaiCS: Developed a web application for streamlined customer complaint managementAnalysed sales data with behavioural prediction algorithms, recognised as a top project among 15 in class	Athens, Greece

ACHIEVEMENTS

2025	The Autos 2025 Awards - Rising Star Nominee <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	London, UK
2022	Karelia Foundation Scholarship <ul style="list-style-type: none">Awarded a merit-based scholarship worth €20,000 for MSc studies	Athens, Greece
2020	Junior Achievement Greece Finalist <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	Athens, Greece

ADDITIONAL SKILLS

SKILLS User Research, UX/UI Design, Interaction Design, Visual Design, Responsive Design, User Testing, Information Architecture, Wireframing, Prototyping, Web Development, Design Systems, Strategy & Vision Presentations, Data Analysis, Task Analysis, Project Management, Content Strategy, Game Design, Accessible Design
IT SKILLS HTML, CSS, JS, Python, Java, React (Native), Figma, Miro/Mural, PowerPoint, Excel, Power BI, WordPress, Hotjar
LANGUAGES Greek (native), English (fluent)

EXTRA CURRICULAR ACTIVITIES

<ul style="list-style-type: none">Volunteered at Unique Minds in 2017, aiding students in discovering ideal career paths through school visits in Athens, delivering organisation speeches, and sharing details about upcoming events

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
2019 - 2019	Agent Conference MAKEEN ENERGY	Aarhus, Denmark

CERTIFICATIONS

2021 - 2021	Responsive Web Design by FreeCodeCamp <ul style="list-style-type: none">Crafted and developed five responsive websites
2020 - 2020	The Fundamentals of Digital Marketing by Google