IOANNA LAZARIDOU

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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** London, UK
UX Designer

- 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 contracts
- Built 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%

Tools used: Figma, Mural, Hotjar, Userlytics, Otter, Dovetail, lucidchart

2020 - 2022 **Intracom Telecom** Athens, Greece
UX/UI Design Engineer

- 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 delivery
- Created design systems, wireframes, and prototypes for cross-platform iOS and Android apps, delivering intuitive user experiences and fostering seamless cross-functional collaboration
- Conducted UX research including requirements analysis, storyboarding, site mapping, questionnaire design, and usability testing to drive data-informed design decisions and improve user experiences.

Tools used: Figma, HTML, CSS, JS, React (Native), Django, Bootstrap, Miro

EDUCATION

2022 - 2023 **University College London** London, UK
MSc Human Computer Interaction, Grade: Distinction

Dissertation: How Can MMORPGs Design Trigger FOMO? Decoding Deceptive Patterns and Player Experiences

Projects Summary:
- 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

2016 - 2020 **Athens University of Economics and Business** Athens, Greece
BSc Management Science and Technology, Grade: Distinction (9.46 /10) – Top 2.56%

ACHIEVEMENTS

2025 **The Autos 2025 Awards - Rising Star Nominee** London, UK
- 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
- Awarded a merit-based scholarship worth €20,000 for MSc studies

2020 **Junior Achievement Greece Finalist** Athens, Greece
- 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** Delphi, Greece
- Selected as one of five students to represent Athens University of Economics and Business among 300 students

CERTIFICATIONS

2024 - 2024 **UX Foundations: Usability Testing by LinkedIn**

2021 - 2021 **Responsive Web Design by FreeCodeCamp**