

Results-driven Product 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 for cross-platform iOS and Android apps, delivering intuitive user experiences and fostering 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, Gaming UX 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, Cross-industry Adaptability, 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
<ul style="list-style-type: none">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