IOANNA LAZARIDOU

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WORK EXPERIENCE

2023 - Present **Cox Automotive**   **London, UK**
UX Designer
- Led the UX redesign of the eVA web app, a vehicle appraisal platform with high-density interfaces, by transforming complex actions into intuitive interfaces, resulting in improved usability and increased user satisfaction scores, applying product thinking throughout the design process, focusing on both short-term execution and long-term impact
- Designed 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 contracts
- Developed a UI component library and design system in Figma, standardising design elements for consistent implementation and improving collaboration with product managers and developers
Tools used: Figma, Mural, Hotjar, Userlytics, Otter, Dovetail, lucidchart

2020 - 2022 **Intracom Telecom**   **Athens, Greece**
UX/UI Design Engineer
- Led and managed UX, UI design, and front-end development for smart energy systems within six R&D EU projects, demonstrating PM mindset to oversee experiences from conception to launch
- Created design systems, wireframes, prototypes, and mock-ups, for experiences across various platforms, ensuring elegant and intuitive interactions while fostering seamless collaboration with cross-functional teams
- Performed 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
Tools used: Figma, HTML, CSS, JS, React (Native), Django, Bootstrap, Miro

2020 - 2020 **MindShare**   **Athens, Greece**
Junior Digital Analyst (Intern, 3 months)
- Developed effective plans using Google Analytics and SEO that increased revenue, attracted a larger customer base, and improved business processes for our clients

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:
- Conducted HCI research and applied theoretical foundations to design and evaluate interactive systems, including digital health technologies, data visualisation systems, and future interfaces
- Designed and evaluated questionnaires as part of user research process
- Utilised human-centred design principles and relevant theories to enhance user interactions 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%
Selected Projects:
- Tripbuddy.gr: Coordinated a 4-member team in creating and testing a mobile app aiding transportation in Greece
- maiCS: Developed a web application for streamlined customer complaint management
- Analysed sales data with behavioural prediction algorithms, recognised as a top project among 15 in class

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

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

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

CERTIFICATIONS

2021 - 2021 **Responsive Web Design by FreeCodeCamp**
- Crafted and developed five responsive websites

2020 - 2020 **The Fundamentals of Digital Marketing by Google**