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**IOANNA LAZARIDOU**

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 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, 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**

* 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**