

Katerina Makarona

UI/UX Designer with a background in Digital Marketing and Office Administration. Experienced in several sectors, from social media marketing and content creation to production office coordination. Skilled in all stages of the design process, from brainstorming to final launch, focusing on creating seamless, user-centered experiences that drive results.

PROJECTS

Spend Smart – Finance Tracker I Nov - Dec 2024

Developed a savings and budgeting app with real-time expense tracking and goal dashboards, improving financial clarity through user testing and iterative UI design.

GigSpot – Music Event Discovery App I Sep - Nov 2024

Designed a mobile app that simplifies live event discovery with personalized recommendations and artist tracking; delivered a high-fidelity prototype based on user interviews and competitive research.

Vint Me Up – Vintage Clothing App I May - Jun 2024

Created a vintage fashion app with decade-specific filters and engaging seller tools, strengthening user connection through customisable profiles and interactive Stories.

Healthy Foodie – Recipe Web App I Jun - Jul 2024

Built a responsive platform offering easy, healthy recipes; implemented user personas and usability testing to refine step-by-step flows and nutrition-focused features.

WORK EXPERIENCE

Cleaning Operative (Wageningen University) Nov 2023 - present

- Maintain hygiene standards across academic spaces, supporting a clean and safe environment for students and staff

Office Administrator I Pan Entertainment S.A. Sep 2022 - Aug 2023

- Managed front-desk operations and internal communications, improving efficiency and visitor experience
- Ensured secure delivery of production materials to post-production, following safety protocols
- Supported the casting process for a feature film, coordinating talent logistics and communication

Junior Social Media Manager I Social Handlers Mar 2021 - Aug 2022

- Developed content calendars and executed social media strategies aligned with client goals
- Created engaging content for various platforms and managed follower interaction
- Coordinated with graphic designers and the ads manager to ensure deliverables aligned with client objectives.
- Launched Facebook and LinkedIn ads to boost brand visibility and engagement

Digital Marketing Intern I NetPlanet Jul 2020 - Dec 2020

- Assisted in planning and reporting for Facebook & Google Ads campaigns
- Designed daily social media graphics and supported content scheduling
- Translated and adapted digital marketing content for local audiences

Coffee & Bar Assistant I Aldebaran, Selecao 2015 - 2019

- Provided high-quality customer service and managed day-to-day operations in fast-paced hospitality environments

SKILLS

- User research
- Wireframing
- Usability testing
- User journey mapping
- Visual design
- Prototyping
- Interaction design
- Responsive design
- Basic HTML, CSS and Javascript

TOOLS

- Microsoft Office
- Figma
- GitHub
- Illustrator
- Business Manager

EDUCATION

UI Design Certificate
2025 | CareerFoundry

Bachelor in Economics
2014 - 2021 | National
University of Athens

SEMINARS

Cultural Management
Nov 2019 - Jan 2020 |
ARTENS

Curating and Exhibition
Management
Nov 2018 – Jan 2019 | AKTO
Art & Design College

LANGUAGES

English (Proficient)
Greek (Native)