

# Eirini **Kaymenaki**

York, United Kingdom

## Experience

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### **HSBC Holdings plc**

Leeds, UK  
2018 – present

#### DIGITAL UX/UI DESIGNER

- Responsible for designing user personas, user journey diagrams and planning A/B tests
- Producing and validating wireframe and prototypes for digital messaging
- Creating digital experiences that are simple and engaging, achieve business goals and meet customer needs
- Analysing user journey problems using heat maps and surveys and proposing solutions
- Organising interviews and brainstorming sessions to develop an understanding of user needs
- Supporting developers during the build phase of new requirements, to ensure the build is to agreed standards and guidelines
- Reviewing the development process from definition, through to design, development, testing, release, and maintenance
- Researching innovative creative and development ideas for testing and implementation

### **Yorkshire Building Society Group**

Leeds, UK  
2017 – 2018

#### INTERACTION DESIGNER

- Developed and published content using HTML, CSS, JavaScript (jQuery/React), and XML for the YBS Group websites
- Produced wireframes and design assets for the YBS Group desktop and mobile websites
- Contributed to multiple projects on re-designing and migrating content to Oracle CMS
- Lead technical search engine optimization (SEO)

### **Foster + Partners**

London, UK  
2015 – 2017

#### DIGITAL DESIGN SPECIALIST

- Contributed to the design and development of the company's mobile app using AEM
- Updated and maintained application and website content using AEM
- Organized and facilitated brainstorming sessions with the product team and produced highly polished user interfaces based on user feedback and product vision for the company and its showcase mobile app
- Worked with Partners and the Creative & Development team on creating wireframes, user flows, clickable mockups for the company's mobile app
- Worked alongside the Product Design team and designed app homepages, content spots, static pages and category banners

## Education

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### University of Edinburgh

MSc DIGITAL MEDIA DESIGN

Edinburgh, UK  
2020

### National Technical University of Athens

BA GRAPHIC MULTIMEDIA DESIGN

Athens, Greece  
2007

## Skills

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#### Design

Sketch, Photoshop, Illustrator, Indesign, XD, InVision, Unity

#### Programming

HTML, CSS, JavaScript (jQuery, React), C#

#### Languages

English (fluent), French (basic), Greek (native)

#### Other

Confluence, Jira, Github