

KAYMENAKI Eirini

> UI Designer

Areas of expertise:

- > Web and UI Design
- > Wireframes, Prototyping
- > SEO
- > Adobe CC Expert /
AEM Mobile

I am a highly skilled web and graphic designer with more than 10 years of experience and outstanding skills in conceptual and interaction design and development.

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EXPERIENCE

September 2017 – present
Yorkshire Building Society Group - Leeds, UK

Digital UI Designer / Lead Technical SEO Developer

- > Developing and publishing content using HTML, CSS, JavaScript (jQuery, React, Snap), and XML for the YBS Group websites
- > Producing wireframes and design assets for the YBS Group desktop and mobile websites
- > Contributing to multiple projects on re-designing and migrating content to Oracle WebCenter Sites CMS for the YBS, CBS and Accord brands
- > Designing user personas, flows and planning and running A/B tests
- > Leading technical search engine optimization (SEO)
- > Working closely with the in-house UX and back-end teams on crafting online customer experience
- > Participating in the development process from definition, through to design, development, testing, release, and maintenance
- > Researching innovative creative and development ideas for testing and implementation

September 2015 – August 2017
Foster + Partners - London, UK

Digital Design Specialist

- > Contributed to the design and development of the company's showcase mobile app using AEM CMS
- > Updated and maintained application and website content using AEM CMS
- > 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

July 2012 – July 2015
Think + Print – Athens, Greece

Creative Director

- > Design and production of graphics for proposals and diagrams
- > Directing art projects, setting standards and interpreting briefs
- > Project management, coordinating artwork, print and delivery
- > Quality assurance of external service providers
- > Design and production of high-quality printed and web-based brochures, newsletters, advertisements, and marketing material for exhibitions and conferences

March 2006 – December 2012
Village roadshow operation – Athens, Greece

Junior Graphic designer

- > Creation of print media: newsletters, publications, covers, posters, brochures, CD/DVD covers - using InDesign, Photoshop and Illustrator
- > Concept design - create visual themes for Global conferences, client workshops, retreats - using InDesign, Photoshop and Illustrator
- > Web-design - design and development of both internet and intranet sites on demand - Lotus Notes/HTML
- > Responsible for designing the weekly movie guide for the cinemas

EDUCATION

September 2017 - present
University of Edinburgh - UK

MSc Digital Media Design

September 2002 – September 2008
National Technical University of Athens - Greece

BA Graphic Design and Multimedia

SKILLS

HTML (XHTML, HTML5), CSS (SASS, LESS), JavaScript (jQuery, React, Snap)

Axure / InVision / XD

Adobe CC2018 Photoshop, Illustrator, InDesign, After Effects, XD

LANGUAGES

English – Full professional proficiency

French – Basic knowledge

Greek - Native