

Eirini **Kaymenaki**

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[kaymenaki.github.io](https://github.com/kaymenaki)

Experience

HSBC Holdings plc

Leeds, UK
2018 – present

DIGITAL UX DESIGNER

- Performing UX audits on digital messaging products and channels to identify usability problems. Also, I am performing heuristic evaluation and report the findings to the product and design team
- Lead quantitative and qualitative user experience research and supervising the research methods used across product life cycle
- Analysing qualitative research data and identify opportunities, prioritise solutions, collaborate with the delivery teams
- Contributing to and describing patterns in the Email Design System to maintain a coherent experience across digital channels
- Review and sign off wireframes and prototypes for digital messaging products
- Identifying and analysing user journey problems and creating digital experiences that are simple and engaging, achieve business goals and meet market needs
- Researching innovative creative and development ideas for testing and implementation

Yorkshire Building Society Group

Leeds, UK
2017 – 2018

INTERACTION DESIGNER

- Responsible for designing user personas, user journey diagrams and planning A/B tests
- 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
- 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

Education

University of Edinburgh

MSc DIGITAL MEDIA DESIGN

Edinburgh, UK
2017

National Technical University of Athens

BSc GRAPHIC MULTIMEDIA DESIGN

Athens, Greece
2006

Skills

Design	Sketch, Photoshop, Illustrator, Indesign, XD, InVision, Figma, Unity
Programming	HTML, CSS, JavaScript (jQuery, React), C#
Languages	English (fluent), French (basic), Greek (native)
Other	Confluence, Jira, Github