KAYMENAKI Eirini

> UX/UI Designer

Areas of expertise:

> Web and Digital Design

> Wireframes, Prototyping

> 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.

December 2018 – present
HSBC Holdings plc- Leeds, UK

Digital UX/UI Designer

> Responsible for the production of designs for digital messaging using Sketch, XD and Photoshop
> Developing content using HTML, CSS, JavaScript (jQuery, React, Snap), and XML for the Public Websites, Internet Banking and Mobile (including future channels/devices)
> Producing wireframes, prototypes and design assets for the HSBC Group desktop and mobile application
> Supporting UI Developers during the build phase of new requirements, to ensure the build is to agreed standards and guidelines
> 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 2017 – November 2018
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
> Designing user personas, flows and planning and running A/B tests
> Leading technical search engine optimization (SEO)
> Participating in the development process from definition, through to design, development, testing, release, and maintenance

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

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

Junior Graphic designer

EDUCATION

September 2017 - present
University of Edinburgh - UK

MSc Digital Media Design

September 2010 - September 2015
Hellenic Open University - Greece
MSc Multimedia Design

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

BA Graphic Design and Multimedia

SKILLS

HTML (XTHML, HTML5, CSS (SASS, LESS), JavaScript (jQuery, React, Snap),
Confluence, Github
Axure / InVision / XD
Adobe CC2018 Photoshop, Illustrator, InDesign, After Effects, XD

LANGUAGES

English – Full professional proficiency
French – Basic knowledge
Greek - Native

I am writing to you in support of my application for the Digital Sub Editor position you have advertised. I became aware of this opportunity through an online posting at https://hsbc.taleo.net/careersection website, and I strongly believe that my qualifications and expertise match the requirements of this position.

I hold a BSc in Graphic Design and I am pursuing a part-time distance-learning MSc in Digital Media Design at the University of Edinburgh. I have more than ten years of experience in a wide range of topics including conceptual and interaction design, wireframes and prototyping, and designing for the web. I am highly skilled with content management systems such as Oracle's WebCenter and AEM Mobile. I am designing for the web using HTML, CSS and JavaScript (jQuery, React and Snap) and code version control by using Github and platforms such as Confluence and Sharepoint. In addition, I have extensive experience with Adobe's Photoshop, Illustrator, InDesign, XD, After Effects, as well as with tools from other vendors including Mockplus, Sketch, Axure and InVision.

I am currently employed as a Web UI Designer and Lead Technical SEO Developer in the eCommerce unit of the Yorkshire Building Society Group. I am working as part of the web development team on modernizing and maintaining the YBS Group website, on designing wireframes, and on developing responsive cross-device web-pages and original graphics for new offerings. My primary goal is to develop intuitive, usable and engaging interaction and visual designs. In my role as Lead technical SEO Developer for the Group's websites, my responsibilities include ensuring the correctness and completeness of search-engine related metadata (robots.txt, open graph, sitemaps), verifying consistent URL canonicalization, managing redirects, internationalization and performance optimization, and operating Google's and Microsoft Bing's webmaster tools.

In my career, so far, I have had several opportunities to work both individually and in the context of large teams and I am equally comfortable with both settings. I have developed outstanding communication skills through liaising with colleagues and customers of diverse expertise and backgrounds. I am very confident that, given the opportunity, I will quickly become an invaluable member of your team.