

# Eirini **Kaymenaki**

York, United Kingdom

+44 759 756 4392

irene.kaimenaki@gmail.com

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

## Experience

---

### **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

---

### University of Edinburgh

MSc DIGITAL MEDIA DESIGN

Edinburgh, UK  
2020

### National Technical University of Athens

BA GRAPHIC MULTIMEDIA DESIGN

Athens, Greece  
2007

## Skills

---

#### 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

# Cover letter

---

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 areas including conceptual and interaction design, user research, wireframes and prototyping, and designing for the web. I have substantial experience in user experience research methods and behavioural patterns, and a passion for accessible and inclusive design. I am designing for the web using HTML, CSS, JavaScript (jQuery and React). I am also familiar with Processing, C#, PHP, MySQL, with Git (and GitHub) for version control, and with platforms such as Confluence and Jira.

I am currently employed as a Digital UX/UI Designer in the Digital Solutions team at HSBC. I work as part of the user experience team to improve their digital experience of customers of the HSBC's websites, mobile apps and digital messages. I also participate in the development of content and user experience strategies, and I develop brand standards across multiple markets.

I am mentoring and supervising the UX Designers and Digital Image Editors based in the UK and I am responsible for maintaining an efficient design delivery process, through regular communication with delivery teams.

I also run workshops and usability testing sessions to evaluate designs and advocate the value of UX design and User Centred Design practices with stakeholders across markets.

I also design wireframes, and develop responsive cross-device components for Adobe's Experience Manager (AEM) system. I am responsible for the overall development process from definition, through to design, development, testing and maintenance. I use my academic knowledge and skills in generative & evaluative research, information architecture, prototyping, usability testing, and in order to help teams better understand our internal and external users and solve problems collectively.

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 strong 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.