Fotios Pechlivanis

UI/UX Designer | Front-End Developer

Athens, Greece

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portfolio   dribbble   github   linkedin

WORK EXPERIENCE

Graphic Designer — Flexcar (Nov 2023 - Present)
Everything design related, A little bit of coding and Marketing

- Established and managed a diverse Design Library in Figma for efficient workflow and consistency.
- Designed and coded email templates, newsletters and landing pages utilizing Figma, HubSpot, HTML, CSS and vanilla JS.
- Generated assets for diverse marketing campaigns across multiple channels (website, paid ads, print, events etc.).
- Engaged in collaborative brainstorming sessions to generate innovative ideas for marketing initiatives.
- Ideated and executed concepts for monthly SoMe calendars (IG, FB, LinkedIn, TikTok), encompassing both static and video content.

UI/UX Designer & Front-End Developer — Freelance (Apr 2023 - Oct 2023)
Back to freelance projects

Associated with: Kardias v2.0, Retrofolio, 3ll

- Revitalized and fine-tuned existing projects, guided by metrics and feedback.
- Developed visually compelling brand identities.
- Crafted UI/UX projects integrating complex design systems that boost efficiency.
- Enhanced my skill set by incorporating Vite, React, Vue, Tailwind, Typescript and htmx into my toolkit.

UI/UX Designer — Blueground (Sep 2022 - Apr 2023)
Amazing working environment, A lot of image edits

- Led end-to-end redesign projects, creating user-friendly interfaces, landing pages, email templates, and blog designs.
- Collaborated closely with cross-functional teams, including CRM, copyright and performance teams.
- Created wireframes, prototypes, and visually compelling designs using Adobe Creative Suite and Figma.
- Designed new features, revamped existing pages, and oversaw the development process to ensure accurate implementation.
- Streamlined workflows, established asset libraries, automated image edits, crafted branding guidelines.

UI/UX Designer & Front-End Developer — Freelance (Oct 2019 - Oct 2021)
Laying the foundation + Expanding my skillset

Associated with: Synoditis, Kardias v1.0, Brioche

- Developed visually compelling brand identities.
- Designed and developed intuitive and engaging UI/UX for web and mobile applications.
- Utilized industry-standard tools and technologies, such as Adobe Creative Suite, Figma, HTML, CSS, JS and SASS.

EDUCATION

BSc Applied Informatics – University of Macedonia (Sep 2016 - May 2021)

CERTIFICATES & COURSES

E-Commerce Conference 2024 | Motion Design with Figma | The Complete Graphic Design Theory | Fundamentals of Graphic Design | Introduction to Typography | Photoshop | Certificate of Proficiency in English | Certificate of English Language Proficiency

TOOLS

Design: Figma, Photoshop, Illustrator, After Effects, InDesign, Creative Cloud

Programming: HTML, CSS, JavaScript, TypeScript, React, Vue, Tailwind, SASS, htmx, Python, Git

Other: Bee Pro, HubSpot

SKILLS

UI/UX Design Principles, User-Centered Design, Prototyping, User Research, Usability Testing, Interaction Design, Responsive Design, Problem-Solving, Agile Methodologies, Information Architecture, Accessibility, A/B Testing, SEO, Design Systems, Coding

PROJECTS

Kardias | Brioche | Synoditis | Retrofolio