

KIKI PASCHALIDOU

PRODUCT DESIGNER

 [@kyriaki-paschalidou](#)

CONTACT

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 kikitsa.pas@gmail.com

 www.kyriakidesigns.com

 45 Ashwood Avenue, Westport,
Mayo, F28 NP61, Ireland

SKILLS

I have experience working with teams to brainstorm. I can create wireframes at varying levels of fidelity and enjoy prototyping ideas. I have some front-end coding experience and enjoy working with devs to build ideas out.

Graphic Design
Branding Design
Design Strategy
User Interviews
Personas
Journey Mapping
Wireframing
Prototyping

SOFTWARE SKILLS

Adobe Creative Suite
Corel Draw
Figma
HTML & CSS

I have worked with many different prototyping tools and frameworks. If you use a different prototyping tool that works well in your established workflow, I would be happy to learn it

EDUCATION

Bachelor Web Development & Web Design Kapodistria University of Athens

2019-2020

Academic Excellence in HTML/CSS,
Dreamweaver and Web Design

Masters in Product Design and Graphic Design I.E.K. Institute Thessalonikis

1999-2001

Studies at Graphic and Product designer

Animate Adobe (Linkedin Course) - 2022
UX for Web Design (Linkedin Course). - 2021
Introduction to UX Design (Coursera) - 2021
FIGMA for UX design (Linkedin Course) - 2020
Customer Service and Support (Work Day) - 2018

LANGUAGES

Greek 
English 

PROFILE

I'm a product designer and creative designer with a particular interest at user experience design and future technologies. I worked as a designer the last 20 years.

My point of view, and thoughts on product design:

I care about the details and value how culture, brand, and innovation blend together to improve quality at scale. I like to build sustainable frameworks- it helps me think new possibilities.

WORK EXPERIENCE

Product and Web Designer

Web4Realty / Remote

2021-2022

- Created and applied designed strategies across branding and product design.
- User interviews for the needs of the market and create new templates.
- Designing engaging and responsive custom websites
- Testing and improving the creation of the website.
- Collaborated with the brand content marketing team to design and create projects for W4R.
- Creating wireframes and prototypes for a new app for agents.
- Working closely with the sales and development team to give the best product for the customer.

UI/UX Designer

Rock Club / Remote

2017-2020

- I led the research, prototyping, usability testing, and design of Rock Club to build the company's B2B and B2C sites.
- Creating wireframing and prototypes which test with real users and analyze the results.
- Focused on branding identity design for the company
- Web administrator ensured a safe and efficient user experience.
- Increased the sales of the B2C by 300% and B2B by 50%

Product Designer (Contract)

DEMO SYSTEMS

2016-2017

- Hired to design and build the company's B2B site
- Led the research, prototyping, usability testing, and design to build the B2B site
- Creating wireframing and prototypes which test with company clients and analyze the results.
- Created and applied design strategies across branding and product design
- Delivered the final product

Product Designer

MY GREEK PRODUCT

2012-2016

- Hired to design and build the company's B2C site
- Led the research, prototyping, usability testing, and design to build site
- Creating wireframing and prototypes, and personas
- Created and applied design strategies across branding and product design
- Developed new mock-ups and UI specifications.
- Web administrator ensured a safe and efficient user experience.

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INTERESTS

- Cooking
- Football
- Ski
- Martial Arts
- Reading
- Cinema

WORK EXPERIENCE

Senior Designer

Plan Art 2004-2011

- Designed the brand of the company.
- Developed customizing design solutions.
- Created both digital and print designs for a wide range of print and online campaigns.
- Created and managed social media accounts.
- Analyzed business developments and monitored market trends.

Graphic Designer (Intern)

Rock Club / Remote 2001-2004

- Created high-quality deliverables, including logos, business cards, flyers, magazines etc.
- Designed Yearly Bussines Catalog of Thessaloniki
- Communicate with clients, printers and outside agencies to ensure a smooth design process.