

Valia Lavdogianni

Senior Product Designer | UX/UI Specialist | Growth & Strategy Focus

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Summary

Strategic Product Designer with experience across Fintech, Insurance, Banking, Crypto Trading, SaaS, E-commerce, Travel, Healthcare, Wellness, and Media. Specialized in complex platforms, mobile apps, and scalable digital solutions that drive user engagement and business growth. Expert in UX strategy, business alignment, and product roadmaps, ensuring seamless end-to-end delivery. Strong research-driven design approach with a focus on usability, accessibility, and data-informed decision-making. Proven ability to collaborate cross-functionally with engineers, PMs, and stakeholders, translating business objectives into impactful digital experiences that scale.

Experience *Full-Time Roles*

Staff Product Designer | **Interamerican** via Code.Hub | 2023 – Present

Led UX/UI strategy for the Anytime Mobile App, achieving 12,000+ downloads and a 30% retention boost. Built a scalable Design System, improving efficiency by 70%. Conducted UX research and usability testing, refining key user flows.

Product Designer | **Piraeus Bank** via Code.Hub | 2022 – Present

Designed UX/UI solutions for banking applications, ensuring consistency and accessibility. Developed a unified Design System, streamlining workflows and reducing inconsistencies. Applied data-driven insights to enhance engagement and conversions.

Lead Mid Product Designer | **Zulutrade** | 2021 – 2022

Redesigned the trading platform, increasing retention by 30%. Developed a modular Design System, reducing inconsistencies by 30%. Led White Label fintech solutions, adapting the platform for global partners.

Lead Digital Designer / UI & UX | **CopyrightsWorld** | 2020 – 2021

Defined UX/UI strategy, ensuring brand consistency and accessibility. Designed data visualization dashboards, improving clarity and user interaction.

Graphic Designer / UI Designer | **Lobsters Agency** | 2019 – 2020

Designed digital products for hospitality and e-commerce brands, improving conversion rates and engagement. Created UI strategies that refined the digital experience, increasing customer retention and revenue.

Graphic Design Intern – **ERT S.A. Hellenic Broadcasting** | 2018

Designed marketing visuals and animations for broadcast content.

Experience *Freelance & Contract Roles*

Staff Product Designer | **Coach Me** | 2023 – Present

Refined product strategy and planning in collaboration with the Product Manager and development team. Led UX/UI strategy, user research, and usability testing, optimizing platform efficiency and engagement. Collaborated with developers and stakeholders to build a scalable Design System for future growth.

Staff Product Designer | **Busybuilding** | 2023 – Present

Designed SaaS and fintech platforms, refining user flows and engagement. Developed responsive, scalable design systems, improving efficiency for distributed teams.

Staff Product Designer | **Mozez** | 2023 – Present

Designed and implemented UX/UI solutions for various industries, ensuring seamless and accessible digital experiences tailored to user needs.

Staff Product Designer | **Motivar.io** | 2024 – Present

Designed SaaS platforms focused on optimizing business workflows. Led UX strategy for B2B/B2C applications, ensuring scalability and user-centered design.

Staff Product Designer | **Discover Thassos** | 2023 – 2024

Led website design and project management, developing information architecture and growth-driven UX strategy & Design.

Staff Product Designer & Full Stack Designer | **Upwork / Xolo.io** | 2017 – Present

Led UX/UI projects for SaaS, e-commerce, and mobile apps, collaborating globally and designing brand identities and digital assets.

Education & Certifications *30+ more*

Associate's Degree, Graphic Design – Institute of Vocational Education & Training

Google UX Design Specialization | Issued Dec 2024

B.A. French Language & Literature – Aristotle University of Thessaloniki

Skills & Tools

- UX/UI Design: Interaction design, wireframing, prototyping, usability testing, accessibility, design systems
- Research & Growth: AI-powered user research, predictive UX analytics, A/B testing
- Tools: Figma, Sketch, Adobe Creative Suite, Zeplin, Notion, Jira, Confluence, Lottie, Maze, Useberry, Trello, ChatGPT, UX Pilot, Relume