



DANAI TASIOUKA

SENIOR UX/UI DESIGNER



+41 76 24 303 11



danai.tasiouka@gmail.com



Neugutstrasse 15, 8304,
Wallisellen, Switzerland



www.danaitasiouka.com

PROFESSIONAL EXPERIENCE

SENIOR INTERACTION DESIGNER

AUG 2023 - NOW

VORWERK INTERNATIONAL, ZURICH WWW.VORWERK.COM

- Leading the design and development members to create and maintain **Vorwerk Design System**, to empower the entire Vorwerk community globally to envision, execute, and maintain digital touch-points, including three instances: **Figma** (static components), **Front-end Workshop** (code-based components), **Prototype Factory** (HTML prototypes)
- Conducting user research sessions such as interviews, A/B testing, and usability testing
- **Collaborating and aligning** with Product Managers, Devs and C-level stakeholders with strong visual problem-solving skills

SENIOR UX/UI DESIGNER - CONSULTANT

APR 2022 - JUL 2023

CAPCO INTERNATIONAL, ZURICH WWW.CAPCO.COM

- UX/UI Design consultant mainly to the wider financial services, insurance & energy industries - **Leading the design team**
- Creating a solution that ensures users expectations are met coherently across the **digital touch-points** (User research, Benchmark Research, User Analysis & Testing)
- Presenting creative ideas from early wireframe concepts, to high-level **interactive prototypes**
- Creating **design system** and style guides by respecting the client's identity

HEAD OF UX/UI DESIGN

APR 2022 - JUL 2023

SMOOD DELIVERY, ZURICH WWW.SMOOD.CH

- Leading the design team, responsible for delivering user-flows, wireframes, mock-ups and prototypes across all our products: **Customer app/web, Drivers' app, Restaurants' app**

UX/UI -VISUAL DESIGNER & CONTENT MANAGER

SEP 2019 - JUN 2021

TRIUMPH GLOBAL A.G., ZURICH WWW.TRIUMPH.COM

- Being part of UX/UI design projects to create visually stimulating and delightful designs on a global level with data analysis before each project
- Working closely with Engineers and Frontend team from **conception to early implementation** around product flow, technology limitations and goals for further research for all 12 **Triumph websites globally**
- Ensuring consistency within the platform, co-creating the brand style guide

ABOUT ME

A multi-dimensional & passionate designer, with international exposure, roles at prestigious companies and hands-on involvement.

Efficient & skilled in most relevant functions, processes, flows; namely Interaction Design, Prototyping, Ideation, UX Research and also Product, Brand/Campaigns, Development, Communication.

World-class education: Istituto Marangoni, Central St. Martins

EDUCATION

GRAPHIC - VISUAL DESIGN PORTFOLIO

Central Saint-Martins
London / 2017-2018

FASHION DESIGN WOMENSWEAR

Istituto Marangoni
Milan / 2015-2016

MASTER OF CHEMICAL ENGINEERING

Aristotle University of Thessaloniki
Thessaloniki / 2012-2014

BACHELOR OF CHEMICAL ENGINEERING

Aristotle University of Thessaloniki
Thessaloniki / 2007-2012

UI DESIGNER &
GRAPHIC CONTENT
CREATOR

APR 2019 - JUN 2019

WESTWING S.R.L., MILAN & MUNICH
WWW.WESTWING.COM

- Creating & editing content, layout and product selection for the global E-comm, by respecting the brand guidelines, choosing the right typography for content creation
- Being trend scout, transforming trends into design ideas and concepts
- Coordinating regions, collaborating with buying & merchandising
- Supporting on creation of the design system and the optimisation of the user experience both for the app and desktop touchpoints.

GRAPHIC & VISUAL
DESIGNER

FEB 2018 - JUL 2018

IRIS VAN HERPEN, AMSTERDAM
WWW.IRISVANHERPEN.COM

- Artwork & Sketch development supporting the design team
- Development - placement of prints (Photoshop CC), technical flat drawing/technical packs (Illustrator CC), laser files for 3D printing, modeling shapes in Rhino

EXPERTISE

I am a passionate UX/UI Designer with experience in creating user-centered designs.

My journey has led me to work on diverse projects in different countries all over the world, where I focus on usability and aesthetics, ensuring a seamless experience for users.

COMPETENCIES

UI DESIGN
UX DESIGN
VISUAL DESIGN
DESIGN SYSTEM
STAKEHOLDER MANAGEMENT

LANGUAGES

ENGLISH : FLUENT
GREEK : NATIVE
ITALIAN : ENTRY LEVEL
FRENCH : ENTRY LEVEL

PASSIONS

TRAVELLING | FASHION | ART | PHOTOGRAPHY |
TECHNOLOGY | GASTRONOMY | SCIENCE