

# AGAPI KOUTSI

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## EXPERIENCE

MARCH 2017 – PRESENT

Lead UI / UX Designer  
Payment Components

MARCH 2015 – MARCH 2017

UI / UX Director  
Viva Wallet

FEBRUARY 2012 – MARCH 2015

Art Director

MAY 2007 – FEBRUARY 2012

Senior UI / UX Director

JUNE 2004 – MAY 2007

UI Designer  
Velti:NASDAQ

JANUARY 2005 – APRIL 2005

Senior UI / UX Director  
Vodafone

*Outsource as a Velti employment.*

JANUARY 2003 – JUNE 2004

Web Designer & Flash Animator  
APPLE Authorised Distributor in Greece  
Rainbow S.A.

AUGUST 2001 – SEPTEMBER 2002

Web Designer  
ComSys S.A.

SEPTEMBER 1999 – JUNE 2001

Junior Web Designer  
Em(phaze)

FEBRUARY 1999 – AUGUST 1999

Interior Architecture Designer  
Constraction Firm

## ABOUT ME

I have worked with companies, organizations, and operators, providing services as a web /mobile designer and as user interface and experience expert across all platforms & mediums. I had the privilege to work in very competitive markets in Europe and USA, creating fintech applications, digital payment mobile app /website, personal management financial products, gamefing loyalty programs, dynamic analytics with infographics use, promotion websites/apps and much more. I emphasize on visual communication and usability and the outcome is of high quality with attention to detail. Creativity and usability are in my ethics.

## AREAS OF EXPERTISE

+ UI & UX Design across platforms & mediums, from client brief to final pixel perfect product + Research & Human-centered Design Execution + Integrating great ideas into Interaction Design + Best practices & comparative assessment of competition + Customer/User journey mapping + User personas development with user journeys & user scenarios + Sketching UI flows & designing Information Architecture diagrams + Prototyping (web/mobile) & specifications + Responsive Web Design + Product Wireframes & Design + Interaction Design + Mobile-first philosophy, UI style guide, visual design and art direction + Designing user interfaces following organization/brand guidelines, standards and best practices + Information visualization & designing UI dashboards + Usability expert reviews (Heuristic evaluation) and test planning

## SOFTWARE SKILLS



PHOTOSHOP



ILLUSTRATOR



EXPERIENCE



DREAMWEAVER



SKETCH APP



INVISION



AXURE RP



HTML5 & CSS3

## SOFT SKILLS

- + Establishing communication between marketing, design and development teams, by translating the vision into technology products in order to meet the client's expectations.
- + Relationship-builder, problem-solving with adding value working mentality.
- + Positive and logical thinking.
- + Constantly educating on the new technologies and new market trends by following seminars, taking courses and participating in conferences.

## LANGUAGES



GREEK



ENGLISH

## VOLUNTEERING

AUGUST 1996 – AUGUST 2000  
WWF Greece  
Volunteer // Environment

AUGUST 1995 – AUGUST 2000  
ELIX (former PEEP)  
Volunteer // Environment

AUGUST 1995 – AUGUST 2000  
Paremvasi  
Art teacher // Human Rights

## CERTIFICATIONS

FEBRUARY 2017 – AUGUST 2017  
User Interface Design Specialization  
University of Minnesota  
*License PZ7NB2PU4TKY*

NOVEMBER 2015 – AUGUST 2016  
Interaction Design Specialization  
University of California San Diego  
*License QSRTJ9B87R7A*

APRIL 2014  
Gamification  
University of Pennsylvania  
*ID 971638*

## EDUCATION

2000 - 2001  
Web Designing  
Vocational Training Institute - Intergraphics

1997-1999  
Interior Architecture & Design  
Vocational Training Institute - Metaxourgio

1987-1993  
The American College of Greece  
Pierce College  
High School

## REFERENCES

Mike Dunn  
CEO and Non-Exec, London, UK

Chris Kaskavelis  
COO at Velti, Boston, USA

Panos Tsakos  
CMO at Viva Wallet, Athens, GR

Eleni Papadopoulou  
UI/UX designer, Athens, GR

