

Agapi Koutsi

Lead UI/UX Designer // Senior Interaction Designer

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Technically savvy, t-shaped, and analytical professional with extensive experience designing user interfaces, engaging user flows, and addressing technical requirements and user needs. Proven expertise in creating fintech applications, high-conversion onboarding flows, digital payment apps, personal financial management products, gamified loyalty programs, eHealth SaaS solutions, government and military systems, and dynamic analytics-infused infographics. Adept at producing detailed workflows, pixel-perfect prototypes, and UX deliverables such as user flows, site maps, and wireframes. I've worked across highly competitive markets in Canada, Europe, and the U.S., providing expertise in web/mobile design and user experience across all platforms. I focus on crafting accessible, intuitive, and visually engaging user experiences while addressing usability and interface issues. Recently, I've incorporated AI-driven solutions to enhance engagement, streamline workflows, and deliver personalized, intelligent designs. Creativity and usability are at the core of my work.

Core Competencies

- UI & UX Design
- Concept / Discovery Design
- User Journey Mapping
- Prototyping & Specifications
- Accessibility (WCAG 2.1) Design
- Product Wireframes & Design
- Team Building & Leadership
- Information Visualization
- Usability Expert Reviews
- Application & Web Design
- Effective Communication
- Complex Problem Resolution

Professional Experience

Questrade Financial Group

2022 – Present

Senior UX Designer

Design a user-friendly and accessible onboarding and login process for new users. Utilizing emerging technologies to enhance the user experience while leading the design of a new user onboarding process. The User-Centered Designs and Journeys that I provide emphasize accessibility, minimize cognitive load and deliver high-quality design solutions based on user-centered design principles.

Key Achievements/Contributions:

- Specialized in new user onboarding with security and regulatory standards.
- Designing seamless onboarding user journeys that are both secure and engaging.
- Managing design projects from concept to implementation

Affinity eSolutions

2017 – 2022

Lead UI / UX Designer

Create user-centered designs by understanding business requirements and user feedback. Lead and coach design teams for consistently meeting and exceeding set performance goals. Deliver high-quality design solutions, lead usability testing, and oversee marketing material.

Key Achievements/Contributions:

- Designed wireframes and prototypes with aim of exploring new product ideas.
- Identified and resolved complex usability issues to achieve corporate goals.
- Developed style guides and shared design components with other designers.

Viva Wallet

2015 – 2017

UI / UX Director

Directed internal and external creative and design teams for continuous process and performance improvement. Reported to chief marketing officer aimed at achieving organizational goals.

Key Achievements/Contributions:

- Led design ideas for web/mobile products and international digital campaigns through variety of digital touch points.
- Developed conceptual designs and presentations for senior stakeholders and partners management.

Created engagement solutions for digital/mobile campaigns, conceptual promotion websites and mobile apps, gamified campaigns, and loyalty digital programs. Reported dashboards for worldwide clients from many different industries, including retail companies, banks, digital newspapers

Key Achievements/Contributions:

- Designed conceptual mock-ups for responsive websites and web Apps.
- Created mobile campaigns, promotion websites, mobile apps, and sales presentation based on unique design.

Additional Experience

Principal Designer | **Microdea**

Lead UI / UX Designer | **Payment Components**

Senior UI / UX Designer | **Velti:NASDAQ**

UI Designer | **Velti:NASDAQ**

Senior UI / UX Director | **Vodafone**

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

Web Designer | **ComSys S.A.**

Junior Web Designer | **Em(phaze)**

Certifications

- Effective Ideation Techniques for UX Design | NNg (2024)
- How To Design for Accessibility: for UX Designers (WCAG 2.2) | Udemy, License UC-a6e14bf3-Occ4-46fb-b681-b042ea61e6f5 (2024)
- Designing Complex Apps for Specialized Domains | NNg (2023)
- Accessibility: How to Design for All | The Interaction Design Foundation , License 35698-2022-345664 (2022)
- How to Create Intuitive Products by Imitating Physicality | The Interaction Design Foundation , License 35698-2022-759127 (2022)
- Human-Computer Interaction – HCI | The Interaction Design Foundation , License 35698-2022-546808 (2022)
- Deep Learning for Business | Yonsei University, License ZY8EGWGANjPU (2022)
- Mobile User Experience (UX) Design | The Interaction Design Foundation, License 35698 (2018)
- User Interface Design Specialization | University of Minnesota, License PZ7NB2PU4TKY (2017)
- Interaction Design Specialization | University of California San Diego, License QSRTJ9B87R7A (2016)
- Gamification | University of Pennsylvania, ID 971638 (2014)

Training & Education

Two year Vocational Training in Web Designing

Vocational Training Institute – Intergraphics

Two year Vocational Training in Decoration & Art Design

Vocational Training Institute – Metaxourgio

High School

The American College of Greece Pierce College

Awards

- Bank Create & Account opening app Bronze Award (2020) – Cyprus Mobile Excellence Award (2020)
- EBGE Design Awards | ICOGRADA, Athens (2017)

Technical Proficiencies

Figma | Photoshop | Illustrator | Miro | InDesign | Sketch App | HTML5 & CSS3

Volunteering Experience

Volunteer/Team Leader | Girl Guides of Canada (2019 – 2022)

Volunteer/Environment | WWF Greece (1996 – 2004)

Volunteer/Art Teacher/Human Rights | Paremvasi (1995 – 2000)

References

Ryan DeGorter | Questrade Financial Group | Manager, UX Design

<https://www.linkedin.com/in/ryan-degorter/>

Scarlett Swain | Managing Director, Product Management, Investing

<https://www.linkedin.com/in/scarlett-swain/>

Yulia Skorik | Affinity eSolutions | Product Delivery Manager

<https://www.linkedin.com/in/yulia-skorik-6a60a324/>

Ala Serafin | Questrade Financial Group | Senior Content Designer

<https://www.linkedin.com/in/alaserafin/>

Anna Kesmiri | Viva Wallet | Senior UI/UX Designer

<https://www.linkedin.com/in/annakes/>

Sotiris Nossis | Payment Components | CEO

<https://www.linkedin.com/in/sotirsnossis/>