



Athens, Greece



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# SOFIA VOLTYRAKI

UX / Product Designer

[sofiavoltyraki.com](https://sofiavoltyraki.com)

## SKILLS

- User Research
- Information Architecture
- User Flows & Task Analysis
- Wireframing & Prototyping
- Usability Testing
- Interaction Design
- Accessibility (WCAG)

## SOFTWARE

- Figma
- Adobe Creative Suite
- HTML/CSS
- Claude / ChatGPT

## EDUCATION

- **Google UX Design Professional Certificate**  
Coursera [2025 - 2026]
- **Specialized Training Program "Web Developer"**  
National and Kapodistrian University of Athens (KEDIVIM) [2018 - 2019]
- **Bachelor's Degree in Graphic Design**  
Technological Educational Institute of Athens (Faculty of Fine Arts and Design) [2010 - 2018]

## LANGUAGES

- **GREEK** - Native
- **ENGLISH** - Fluent (Cambridge Proficiency Diploma)

## PROFILE

UX Designer with a graphic design foundation, specializing in information architecture, interaction design, and usability for complex digital products. Currently designing at Divemap, with a portfolio of case studies spanning SaaS, e-commerce, and accessibility-focused design.

## UX CASE STUDIES

- **DIVEMAP (Diving Platform & Community App) [Live Product]**
  - Defined exploration and discovery flows based on user research, improving content findability and navigation clarity across web and mobile
  - Collaborating with developers to ship and iterate on product features, bridging design decisions with implementation constraints
- **FLEETORA (Fleet Management SaaS) [Portfolio Case Study]**
  - Mapped user needs around alert prioritization through task analysis and structured the dashboard hierarchy to reduce cognitive load
  - Designed an alert system that surfaces critical information without overwhelming operators, then validated through usability walkthroughs
- **ART MUSEUM App [Portfolio Case Study]**
  - Mapped end-to-end user flows for browsing, filtering, and booking through task analysis
  - Prototyped and tested key flows, refining navigation hierarchy based on usability feedback
- **SKROUTZ - Checkout Redesign [Portfolio Case Study]**
  - Conducted a usability audit of the existing flow and identified key friction and drop-off points
  - Restructured the step sequence and tested two layout variants, iterating based on task completion observations
- **NAMI.org - Accessibility Redesign [Portfolio Case Study]**
  - Audited the existing IA and identified friction points increasing cognitive load for users in distress
  - Restructured navigation and content hierarchy applying WCAG accessibility principles and plain language guidelines

- **AI Crisis Support Feature** *[Portfolio Case Study]*

- Defined sensitive user flows for an AI-assisted crisis support concept, balancing urgency with calm and non-overwhelming guidance
- Focused on microcopy and interaction clarity to build trust at emotionally critical touchpoints

## EXPERIENCE

- **DIVEMAP - UX Designer** [02/2026 - Present] - Remote

- Designing web and mobile experiences for dive site exploration, improving usability and content accessibility
- Structuring user flows and collaborating with developers to deliver intuitive product features
- Conducting iterative usability reviews to refine navigation and interaction patterns

- **ORIZON - Graphic Designer** [02/2025 - 02/2026] - Hybrid

- Designed UI for digital products, improving clarity and usability of billing and platform interfaces
- Conducted usability audits to identify structural issues and proposed improvements
- Collaborated with cross-functional teams to align design decisions with product and business goals

- **VOLTON S.A. - Graphic Designer** [01/2024 - 02/2026] - Hybrid

- Designed and optimized digital assets and contributed to website usability improvements (WordPress)
- Developed consistent visual systems across digital touchpoints

- **PRESS SYSTEMS LTD - Graphic Designer** [07/2023 – 11/2023] - In-House

- Delivered print and digital design solutions for B2B clients

- **OLYMPOS PIES - Graphic Designer** [06/2020 – 07/2023] - Remote

- Designed marketing materials across digital and print channels

- **Freelance Graphic Designer** [10/2017 – 07/2023] - Remote

- Delivered design projects for clients across multiple industries

- **ATHENS SCHOOL OF FINE ARTS — Teaching Assistant Intern** [03/2017 - 09/2017] - In-House

- Supported students in developing and refining design projects