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SOFIA VOLTYRAKI

UX / Product Designer

sofiavoltyraki.com

SKILLS

- User Research
- User Flows & Information Architecture
- Wireframing
- Prototyping (Figma)
- Usability Testing
- Interaction Design

TOOLS

- Figma
- Adobe Creative Suite
- WordPress

EDUCATION

- **Google UX Design Professional Certificate**
[10/2025 - 03/2026]
Coursera
- **Specialized Training Program "Web Developer"**
[05/2018 - 02/2019]
National and Kapodistrian University of Athens (E-Learning Department of KEDIVIM)
- **Bachelor's Degree in Graphic Design**
[2010 - 2018]
Technological Institute of Athens (Faculty of Fine Arts and Design)

LANGUAGES

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

PROFILE

UX Designer with a background in graphic design, focused on creating intuitive and user-centered digital experiences. Experienced in research, wireframing, prototyping, and usability testing. Google UX Design Professional Certificate holder.

PROJECTS

- **FLEETORA (FLEET MANAGEMENT SAAS)**
Designed a data-driven SaaS platform for monitoring fleet risk and predictive maintenance, supporting faster and more informed decision-making.
 - Structured complex dashboards and alert systems to improve clarity and prioritization
 - Reduced cognitive load through clear hierarchy and data organization
- **ART MUSEUM APP**
Designed a mobile app to simplify exhibition discovery and ticket booking, improving how users explore and plan museum visits.
 - Defined end-to-end user flows for browsing and booking
 - Focused on clarity and reducing friction in the booking experience
- **SKROUTZ CHECKOUT REDESIGN**
Redesigned the checkout experience to reduce friction and improve conversion through clearer structure and simplified decision-making.
 - Simplified steps and improved information hierarchy
 - Supported faster and more confident user decisions
- **NAMI.ORG ACCESSIBILITY REDESIGN**
Redesigned navigation and content structure with a focus on cognitive accessibility, improving clarity and ease of use for users in vulnerable states.
 - Simplified information architecture to reduce cognitive load
 - Improved readability and navigation clarity

• AI CRISIS SUPPORT FEATURE

Designed an AI-assisted support feature for users in crisis situations, focusing on clarity, trust, and emotional usability.

- Defined user flows for sensitive interactions
- Focused on clarity, trust, and emotional usability

EXPERIENCE

• ORIZON - GRAPHIC DESIGNER [02/2025 - 02/2026]

- Contributed to the design of user-facing digital products, improving clarity and usability of billing and platform interfaces
- Designed UI elements to support consistent and intuitive user experiences
- Collaborated with cross-functional teams to align design decisions with product and business goals

• VOLTON S.A. - GRAPHIC DESIGNER [01/2024 - 02/2026]

- Designed and optimized digital assets for web platforms, improving clarity and user engagement
- Contributed to website structure and usability through WordPress updates
- Developed consistent visual systems across digital touchpoints
- Collaborated with internal teams to translate business requirements into clear design solutions

• PRESS SYSTEMS LTD - GRAPHIC DESIGNER [07/2023 - 11/2023]

- Delivered print and digital design solutions for B2B clients, managing projects from concept to delivery
- Translated client requirements into structured and effective design solutions

• OLYMPOS PIES - GRAPHIC DESIGNER [06/2020 - 07/2023]

- Designed marketing materials for over 30 products, ensuring clarity and consistency across communication channels
- Created digital and print assets to support business growth and customer engagement

• FREELANCE GRAPHIC DESIGNER [10/2017 - 07/2023]

- Delivered end-to-end design solutions for clients across multiple industries
- Collaborated directly with clients to define needs, present concepts, and iterate based on feedback
- Managed multiple projects independently, ensuring timely delivery and client satisfaction

• ATHENS SCHOOL OF FINE ARTS — TEACHING ASSISTANT INTERN [03/2017 - 09/2017]

- Supported students in developing design projects and understanding visual communication principles
- Assisted in guiding both creative and technical decision-making