



## OBJECTIVE

I am currently looking for a new and challenging position. One which will make best use of my existing skills and experience, but also further develop my professional and personal abilities.



## CONTACT

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# GEORGE PSARRIS

## UX/UI DESIGNER

## ABOUT ME

I'm a Senior UX/UI Designer with a passion for crafting exceptional digital experiences. With over a decade of industry experience, I've honed my skills in user research, information architecture, and interface design to create intuitive and visually appealing solutions.

My work is driven by a deep understanding of user behaviour and a commitment to user-centred design principles. I thrive in collaborative environments, working closely with cross-functional teams to turn complex problems into elegant and effective design solutions.

Whether it's wireframing, prototyping, or pixel-perfect UI design, I approach every project with creativity, empathy, and a keen eye for detail.

I'm dedicated to delivering products that not only meet business goals but also enrich the lives of users.

## EXPERIENCE

### SaaS UX/UI DESIGNER

Rotageek

(Jul 2022 - Oct 2023)

**As the sole UX/UI designer for a leading UK workforce management product, I drive the entire design process, working in Agile with cross-functional teams. My approach is data-driven and user-centric, catering to a diverse client base.**

- Applying user research and analysis to develop user flows, and wireframes that align with the needs and goals of the companies diverse client base.
- Leveraging a keen eye for aesthetics, I create visually appealing interfaces that embody the company brand while prioritising usability and accessibility.
- Utilising industry-standard design tools to create interactive prototypes, conduct usability testing, and iterate on designs based on user feedback.
- Working closely with cross-functional teams, including product managers, developers, and stakeholders, to gather requirements and deliver impactful solutions.
- Utilising user analytics and feedback to drive data-driven design decisions, ensuring continuous improvement and optimisation of the Rotageek platform.

### WEB UX/UI DESIGNER

Luxrite Ltd & CCTV Outlet

(Apr 2015 - Jul 2022)

**In my role as an in-house UI designer, I led a team for one of the UK's largest distributors of CCTV. I was brought in to revamp the company's image and expand the marketing and design department.**

- Full life cycle project management for all commercial campaigns.
- Creation of style guidelines for fonts, colours, and images.
- Design and build two new e-shops focusing on B2B and B2C.
- Develop UI mock-ups and prototypes that illustrate how sites function and look.
- Translate user requirements into usable interfaces aligning with business goals.
- Develop style guides to maintain a consistent design throughout the projects.
- Design and create digital assets for use across the website, social media platforms and emails.
- Constant collaboration with the Marketing and Development team.
- Responsible for the design of the quarterly product catalogue.

## SKILLS

COMMUNICATION	<div><div style="width: 90%;"></div></div>
CONCEPTUALIZING	<div><div style="width: 85%;"></div></div>
LEADERSHIP	<div><div style="width: 80%;"></div></div>
MANAGEMENT	<div><div style="width: 75%;"></div></div>
TEAM WORK	<div><div style="width: 70%;"></div></div>

## DESIGN TOOLS

PHOTOSHOP	<div><div style="width: 95%;"></div></div>
ILLUSTRATOR	<div><div style="width: 90%;"></div></div>
INDESIGN	<div><div style="width: 85%;"></div></div>
AFTER EFFECTS	<div><div style="width: 75%;"></div></div>
DREAMWEAVER	<div><div style="width: 60%;"></div></div>

## UX TOOLS

FIGMA	<div><div style="width: 90%;"></div></div>
ADOBE XD	<div><div style="width: 85%;"></div></div>
INVISION	<div><div style="width: 80%;"></div></div>
MIRO	<div><div style="width: 75%;"></div></div>

## FRONT END SKILLS

HTML	<div><div style="width: 95%;"></div></div>
CSS	<div><div style="width: 90%;"></div></div>
JAVASCRIPT	<div><div style="width: 75%;"></div></div>

## EDUCATION

### Diploma in UX Design

Glasgow Caledonian University  
07/08/2021



### Figma Training

Linkedin Learning  
14/08/2021



### Web Design

Online course  
02/02/2017



### A.K.T.O. ART & DESIGN MIDDLESEX UNIVERSITY

BA (Hons) GRAPHIC DESIGN  
1998 - 2001



## Product Designer (UX/UI)

Freelance

(Oct 2011 – Present)

- Meet with clients in person or online in order to discuss the scope of different projects.
- Advise clients on the best strategies based on their products and their target audience.
- Designed innovative website and marketing campaigns for more than a dozen companies, including NEC, Pizza Loca, 88Sins and Little Warriors.
- Design brand identities, design aesthetics and their guidelines for customers.
- Review all project life cycles and ensure the end product is error-free.

## HEAD DESIGNER

Alexandris (Graphic Studio)

(Apr 2010 – Oct 2011)

**Leading a small team to create designs that meet B2C and B2B guidelines and objectives.**

- Design distinctive visual identities for a variety of clients.
- Creating and designing social media marketing campaigns.
- Design and print brochures and flyers.

## ART DIRECTOR

Who is Who (Advertising Company)

(Apr 2008 – Apr 2010)

**Directed the completion of the annual Who is Who tourism guide, which represented over 500 of the top hotels and restaurants in Greece.**

- Responsible for the recruitment and creation of the 5+ design team.
- Collaborated with clients and gathered all relevant resources to meet briefs. Collaborated with the team to generate and prioritize ideas, then optimized task allocation based on individual strengths.
- Supervised all artwork and liaised with clients for any changes.
- Designed and created the full layout for a yearly magazine.

## ART DIRECTOR

Smart Press (Publishing Company)

(Feb 2007 - Apr 2008)

**Responsible for the design of two monthly magazines on mobile technology and telecommunications, along with inserts and two annual editions.**

- Liaised and collaborated with a multifunctional creative team, photographers, journalists and editors.
- Brainstormed ideas and concepts with the creative team, and prepared storyboards and layouts for approval.
- Implemented concepts, guidelines and strategies for our projects and overseeing them to completion.
- Efficiently led and supervised the creative team ensuring all strict deadlines were met.

## INTERESTS



TRAVELLING



READING



SWIMMING



DANCE & MUSIC



SCOUTS



MOVIES

### LANGUAGES

- English
- Greek

### OTHER INFORMATION

- Full, clean driving License
- Completed Military Service

\*References available upon request