

# Maria Koutina

## UX Designer & Researcher

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Berlin, Germany

### EXPERIENCE

#### **Advigo GmbH & Barges, Berlin – UX Designer & Researcher** (for 5 applications in 4 markets)

MAY 2023 - PRESENT

- Work as an integral part of the product management team, facilitating effective communication with software engineers utilising agile methodologies.
- Communicate and collaborate with stakeholders ensuring that design solutions are aligned with business goals and technological constraints.
- Conduct user research across the entire Advigo & Barges portfolio of apps, utilising a variety of methods such as surveys, interviews, usability testing, and analysis of analytics data.
- Analyse research findings to uncover key user needs, pain points, and opportunities for improvement.
- Collaborate closely with cross-functional teams, including designers, product managers, and developers, to translate research insights into actionable design recommendations based on rigorous analysis.
- Allocate tasks to colleagues from Customer Support in order to distribute surveys to preselected customers.
- Develop and maintain user personas, user journeys, and other essential UX artifacts to guide design decisions effectively.
- Establish research methodologies and best practices that ensure high-quality and impactful research outcomes.
- Stay abreast of industry trends and best practices in UX research and design to continually enhance skills and knowledge.
- Generate sketches, wireframes, and mockups to effectively communicate user flows and interactions to the engineering team.
- Facilitate workshops and brainstorming sessions to validate concepts and improve the user experience.

#### **Advigo GmbH, Berlin – UX/UI Designer** (for 2 applications in 4 markets)

JULY 2017 - MAY 2023

- Worked as an integral part of the product management team, facilitating effective communication with software engineers.
- Generated sketches, wireframes, and mockups to effectively communicate user flows and interactions to the engineering team.
- Conducted customer interviews to gather insights and feedback for iterative design improvements.

- Conducted user research and analysis for four distinct markets, developing personas and user stories to inform design decisions.
- Designed, implemented, and maintained the landing page of the application, ensuring a seamless user experience.
- Developed and executed the strategy for App Store Optimization (ASO) materials to enhance the visibility and discoverability of the application.
- Designed and developed in-app animations using After Effects, adding engaging visual elements to enhance user experience.

### **Delta College, Thessaloniki – Web Designer / Instructor**

OCTOBER 2014 - JUNE 2017

- Maintained the website of the Informatics department, ensuring its functionality and up-to-date content.
- Taught courses on "Introduction to Web Design/Development," "UX Research Fundamentals," "Introduction to Informatics," "MySQL," and "Adobe Flash."

### **N.G.O ARSIS, Thessaloniki – Web Designer / Developer**

JULY 2013 - SEPTEMBER 2015

Led the design, development, and administration of multiple websites for the organization, including:

- "ARSIS" (arsis.gr)
- "Time Bank" (xronosthess.gr) - currently unavailable
- "Social Structures Tackling Poverty in Thessaloniki" (diktyodomwnthess.gr) - currently unavailable

## **EDUCATION**

### **University of Central Lancashire (AAS campus) , Thessaloniki – Master of Arts in Design (Distinction)**

SEPTEMBER 2016- SEPTEMBER 2017, Grade : Excellent

### **Ionian University - Department of Informatics, Corfu – MSc in Informatics with degree specialisation in informatics & humanistic studies**

SEPTEMBER 2009 - JUNE 2011, Grade: Excellent

### **University of Macedonia - Department of Applied Informatics, Thessaloniki – BSc in Applied Informatics**

SEPTEMBER 2009 - JUNE 2011, Grade: Excellent

## **TECHNICAL SKILLS**

### **Design & Research**

User Research- Information Architecture- Wireframing and Prototyping- Interaction Design- Visual Design - Usability Testing - Persona Development - User Journey Mapping - Accessibility

## **Tools**

Sketch- Invision - Figma - FigJam - excalidraw - Firebase - Google Analytics - Tableau - Mixpanel - Hotjar - Confluence - Notion - Wordpress - Trello - Jira - Adobe Illustrator - Adobe Photoshop - Adobe Premier - Adobe After Effects - Canva -Typefom- Facebook Business - HTML - CSS - Javascript

## **SOFT SKILLS**

Time management , effective collaboration with all team members in order to produce optimum results with a kind manner, excellent communication, results oriented

## **LANGUAGES**

- Greek: Native
- English: Fluent
- German: Good
- Portuguese: Good

## **PUBLICATIONS**

2011 M.Koutina, K.L.Kermanidis 2011. Predicting Postgraduate Students' Performance Using Machine Learning Techniques. 7th AIAI conference September 15-18, 2011, Corfu. Springer LNCS Proceedings, pp 159-168