

Maria Koutina

UX Designer & Researcher | [LinkedIn](#) | [Portfolio](#)

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Berlin

Experienced UX Designer & Researcher skilled in conducting in-depth user studies and collaborating with cross-functional teams to translate insights into impactful product solutions. Proficient in both qualitative and quantitative methodologies, with a strong focus on aligning user needs with business goals to drive product innovation.

WORK EXPERIENCE

Ingenio LLC – Berlin, Germany

UX Designer & Researcher 05/2023 – Present

- Conducted qualitative and quantitative studies across Adviqo marketplace apps (B2C & B2B) in four markets, communicating insights regularly throughout the organizational hierarchy. This initiative enhanced user advocacy and facilitated informed business decisions.
- Led comprehensive research to develop detailed personas, offering actionable insights for product, retention, and acquisition departments. This strategic approach contributed to a revenue growth of over 3%.
- Implemented a triangulation of research methodologies to optimize the payment process, resulting in a 15% increase in first-time customer conversions
- Conducted extensive research on various life coaching and wellness apps to identify key features for enhancing user engagement and retention.
- Utilized observation tools like Hotjar and Smartlook to validate Mixpanel data, enhancing the onboarding experience and increasing first-time customer conversions by 4%.

Adviqo GmbH – Berlin, Germany

UX/UI Designer – with Research Focus 06/2017 – 04/2023

- Developed and executed the UX strategy for the new homepage of the app, resulting in a remarkable revenue growth of over 21% in the German market.
- Researched, developed, designed, and executed A/B tests on various App Store Optimization (ASO) strategies, leading to a significant increase in acquisitions ranging from 3% to 7% across all markets.
- Crafted empathetic user stories aligned with personas and distributed them monthly, significantly enhancing user advocacy across departments and facilitating informed decision-making.
- Researched, designed, and A/B tested various flows in the premium sessions feature, resulting in a notable revenue growth of over 10% across all markets.
- Conducted research, data analysis, and design implementation to identify opportunities for small feature improvements with low-effort implementation, resulting in a 5% revenue growth.

EDUCATION

University of Central Lancashire , Thessaloniki, Greece

Master of Arts in Design - Distinction (09/2016 - 10/2017)

Ionian University , Corfu, Greece

MSc in Informatics & Humanistic Studies (09/2009 - 06/2011)

University of Macedonia , Thessaloniki, Greece

BSc in Applied Informatics (09/2004 - 06/2009)

SKILLS

Hard skills

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

Soft Skills

Effective Communication - Proficient time management skills - Leadership / Ownership - Problem solving - Critical Thinking - People Management - Continuous learner

LANGUAGES

Greek: Native

English: Fluent

German: Very good

Portuguese: Good

TOOLS

Figma - Miro - Excalidraw - Google Analytics - G Suite - Tableau - Mixpanel - Hotjar - Smartlook - Wordpress - Adobe Suite - Tally - Typeform - HTML - CSS - Javascript