Katerina Vero

Product Designer (UI/UX) | **View My Portfolio**
Thessaloniki, Greece | (30) 694 885 5304 | katevero35@gmail.com | LinkedIn

Profile

Product Designer with 4 years of experience designing mobile and web applications, specialising in end-to-end product design, UX/UI design, interaction design, and scalable design systems. Experienced in leading the design process from product discovery and problem definition through research, prototyping, validation, and delivery. Skilled in translating complex user needs, business objectives, and technical constraints into intuitive, scalable digital experiences. Leveraging AI-assisted design workflows to explore solutions, streamline processes, and drive design innovation.

Skills

Product UX Design: End-to-End Product Design, UX/UI Design, Product Discovery, UX Research, Competitive Analysis, User-Centered Design, Information Architecture, User Flows, User Journey Mapping, Wireframing, Interaction Design, AI-Assisted Prototyping, Usability Testing, Laws of UX, Design Systems
Tools: Figma, FigJam, Figma Make, Codex, ChatGPT, Claude, Lovable, Gemini Notebook

Experience

Product Designer Jan. 2026 – Present
BYLD APP - Hypertrophy Tracker *Thessaloniki, Greece*

- Defined the Minimum Viable Product (MVP) scope and core user journeys for a hypertrophy-tracking mobile application designed for intermediate gym users.
- Synthesized secondary user research to identify key behaviours, goals, and pain points, translating insights into product and experience priorities.
- Conducted competitive analysis of Strong, Hevy, and Lyfta, identifying opportunities to improve workout routine management, reduce logging friction, and increase the visibility of progress tracking.
- Evaluated the user experience in real gym environments and collected qualitative feedback from gym-goers, identifying usability issues related to speed, clarity, and workout logging effort.
- Defined and prioritised the product's first premium feature by balancing user value, UX research insights, and business objectives.
- Conducted pre-launch usability testing of the premium experience and used participant feedback to refine the feature before release.
- Designed high-fidelity mobile user interfaces and a scalable design system, incorporating semantic colour tokens, typography styles, reusable UI components, and consistent interaction patterns.

Product Designer (UI/UX) Dec. 2024 – Jan. 2026
WeAre8 - The People's Platform *Thessaloniki, Greece*

- Led end-to-end the design process for core social features, including Communities, Moments, and Guest Access, from product discovery and concept development through design validation and high-fidelity UI delivery.
- Collaborated with the Business Analyst during product discovery, synthesising UX research, competitive insights, business requirements, and technical considerations into structured user flows and interaction models.
- Designed and validated wireframes, interactive prototypes, and high-fidelity user interfaces for community discovery, community creation and joining, identity switching, and content publishing as an individual user or community.
- Established a scalable, iOS-first design system during a complete application rebuild, defining reusable UI components, semantic colour tokens, design variables, responsive design patterns, and comprehensive component states.
- Improved product consistency, developer handoff, and delivery efficiency by standardising reusable UI patterns, component variants, edge cases, and design implementation guidelines.
- Collaborated cross-functionally with the CTO, software engineers, and QA teams to evaluate technical feasibility, address technical constraints, define UX edge cases, and maintain design quality throughout implementation.
- Onboarded and mentored a new designer, providing guidance on design system principles, component usage, team workflows, and feature development.

UI/UX Designer Feb. 2023 – Nov. 2024
DOTSOFT SA *Thessaloniki, Greece*

- Delivered end-to-end UX/UI design across 15+ mobile and web application projects for public-sector and commercial clients, covering requirements analysis, interaction design, and high-fidelity UI delivery.
- Led the UX redesign of a data-intensive smart-city application, improving the usability and navigation of real-time information related to parking, waste management, public Wi-Fi, environmental conditions, and points of interest.
- Simplified complex urban data through improved information architecture, clearer visual hierarchy, logical information grouping, and consistent visual indicators, helping users quickly interpret statuses such as parking availability and waste bin capacity.
- Designed complementary map-based and list-based user interfaces, supporting flexible exploration, comparison, and access to location-based information.
- Established reusable interaction design and UI patterns across product features, improving design consistency, predictability, and scalability while maintaining the application's existing functionality.
- Collaborated with project managers and software developers to balance user needs, technical constraints, project scope, and delivery timelines throughout implementation.

UI/UX Designer Aug. 2022 – Dec. 2022

Fair Odds iOS/Android App *Thessaloniki, Greece*

- Led end-to-end UX process for a value-betting football app, from research to high-fidelity design and developer handoff.
- Synthesized secondary research to define key audience segments, behaviours, needs, and levels of betting experience, informing product positioning and design priorities.
- Developed user personas, user journey maps, and problem statements to identify usability challenges, including fragmented research, information overload, and difficulties evaluating potential betting value.
- Defined clear problem statements using the 5W+H method to clarify who the product serves and why it matters.
- Conducted a competitive analysis of existing betting products, identifying opportunities to improve information clarity, usability, and decision-making support.
- Designed and iterated on wireframes and interactive prototypes to validate navigation, reduce friction, and incorporate feedback before finalising the visual experience.
- Delivered high-fidelity screens in Adobe XD and prepared assets in Zeplin for seamless engineering handoff.

Courses and Certificates

Google UX Design Professional Certificate (Coursera)

User Experience Design: Complete UX Fundamentals Course (Udemy)

Education

Alexander Technological Educational Institute Thessaloniki, Greece

Bachelor's Degree, Food Science and Technology, GPA (7.07) *Sep. 2015 – Sep. 2021*