

KATERINA VERO

Product Designer (UI/UX) | [View My Portfolio](#)

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PROFILE

Product Designer working across mobile and web, specialising in end-to-end product design, design systems, and interaction design,. Experienced in taking products from research and problem definition through prototyping, validation, and delivery. Comfortable using AI-assisted design and coding workflows to rapidly explore ideas, build functional prototypes, and bridge the gap between design and implementation.

SKILLS

Product Design: User-Centered-Design, Product Strategy, UX Research, User Flows, Interaction Design, AI-Assisted Prototyping, Usability Testing, Design Systems, End-to-End Product Design, Laws of UX

Tools: Figma, Figma AI, Figma Make, ChatGPT, Codex, Claude, Lovable, FigJam, Adobe Illustrator, Photoshop, Adobe XD

EXPERIENCE

Product Designer

Jan. 2026 – Present

BYLD APP - Workout Tracker

Thessaloniki, Greece

- Defined the MVP scope and core user journeys for a workout-tracking app tailored to intermediate gym users.
- Synthesized secondary user research to identify key behaviours, goals, and pain points, translating insights into product and experience priorities.
- Conducted a competitive analysis of Strong, Hevy, and Lyfta, uncovering opportunities to improve routine management, reduce logging friction, and make progress more visible.
- Evaluated the experience in real gym environments and gathered qualitative feedback from gym-goers, identifying usability issues related to speed, clarity, and logging effort.
- Defined and prioritised the product's first premium feature by balancing user value, 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 experiences and a scalable design system featuring semantic colour tokens, typography styles, reusable components, and consistent interaction patterns.

Product Designer (UI/UX)

Dec. 2024 – Jan. 2026

WeAre8 - The People's Platform

Thessaloniki, Greece

- Led end-to-end product design for core social features—including Communities, Moments, and Guest Access—from discovery and concept development through validation and high-fidelity delivery.
- Partnered with the Business Analyst during product discovery, synthesizing user research, competitive insights, business requirements, and technical considerations into clear product flows and interaction models.
- Designed and validated wireframes, interactive prototypes, and high-fidelity experiences for community discovery, creation and joining, identity switching, and publishing as a user or community.
- Established a scalable, iOS-first design system during a full app rebuild, defining reusable components, semantic colour tokens, design variables, responsive patterns, and comprehensive component states.
- Improved product consistency, design-to-development handoff, and delivery efficiency by standardising reusable patterns, variants, edge cases, and implementation guidance.
- Collaborated closely with the CTO, engineers, and QA to evaluate technical feasibility, resolve constraints, define 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 design process across 15+ mobile and web projects for public-sector and commercial clients, from requirements and interaction design through high-fidelity delivery.
- Led the UX redesign of a data-intensive smart-city application, making real-time information across parking, waste management, public Wi-Fi, environmental conditions, and points of interest easier to understand and navigate.

- Simplified complex urban data through clearer information hierarchy, logical grouping, and consistent visual indicators, helping users quickly interpret statuses such as parking availability and bin capacity.
- Designed complementary map and list experiences that supported flexible exploration, comparison, and access to location-based information.
- Established reusable interaction and UI patterns across features, improving consistency, predictability, and scalability while working within the product's existing functionality.
- Collaborated with project managers and 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.
- Created personas, journey maps, and problem statements that highlighted challenges including fragmented research, information overload, and difficulty evaluating potential bet 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

Bachelor's Degree, Food Science and Technology, GPA (7.07)

Thessaloniki, Greece

Sep. 2015 – Sep. 2021