

Nektaria Bogris

Brand Leadership | Strategic Vision | Commercial Impact

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I'm a Design Leader and Senior Designer with 12+ years of experience turning complex problems into considered, intuitive solutions. I focus on creating design work that is visually strong, functionally sound, and aligned with real user needs. Hands-on and people-focused, I grow and support designers, foster effective collaboration and build healthy, high-performing teams. I've led design direction, strengthened product strategy, and partnered closely with engineering and leadership to bring clarity, alignment and momentum to the design process. At the core, my approach is simple, understand people first, then design. It's about craft, culture, and creating purposeful work that moves products forward.

Highlights

- **12+ years** as a Design Leader.
- **7+ years** mentoring high-performing teams.
- **10+ years** in senior client-facing roles.
- **100%** retention rate of teams in first year.
- Grown Design teams by **100%**.
- **Delivered award-winning** campaigns.
- **Measurable impact** on engagement and ROI.
- Delivered budgets of **£1M+** on time & on target.
- Oversaw **5+ large-scale** brand refreshes.
- Improved team output by **20-30%** through workflow optimisation and mentorship.
- Passionate about **human-centred**, innovative design that drives global impact.

Key Skills

Design tools

Google Suite
Figma
Adobe CC
Miro
Jira
Microsoft Suite
Hubspot

AI

Nano Banana
Gemini
NotebookLM
Adobe Firefly
Midjourney
Notion AI

Strengths

Product & UX Strategy
Team Leadership & Mentorship
Interaction & Visual Design
Cross-functional Collaboration (Product, Engineering, Stakeholders)
Design Vision & Quality Standards
Workshops, Discovery & Problem-Solving
Brand & Marketing Alignment
Diversity, Equity & Inclusion Advocacy

Education

University of Northampton, Northamptonshire, UK
BA Graphic Communication (1st Class Honours)

Experience

CreateFuture

April 2023 – Present

Creative Design Lead

Commercial Team

Led CreateFuture's internal Creative Studio, owning the company's brand across 500+ employees and all external touchpoints. I shaped creative strategy, culture, and delivery, building strong relationships across every function, Product, Marketing, Delivery, HR, and Leadership while making decisions that ensured consistent, high-quality, user-centered outcomes. I combined hands-on design leadership with operational ownership, growing a talented team and embedding a culture of creativity, collaboration, and accountability across the business.

- Built and mentored juniors supporting growth, promotions, and high performance.
- Delivered hands-on, user-centered design from discovery to execution.
- Partnered with stakeholders to shape strategy and roadmaps.
- Directed complex, multi-channel projects, ensuring high-quality outcomes on time and budget.
- Raised design quality through best practices, feedback loops, and streamlined processes.
- Championed inclusive, creative, and collaborative team culture.
- Turned complex concepts into intuitive, impactful experiences.

CreateFuture

March 2022 – April 2023

UX & Design Manager

Product Design Team

Led and scaled the product design team, managing UX and product designers to deliver intuitive, user-focused digital experiences. Developed design strategy aligned with product vision, facilitated workshops, and fostered a collaborative, inclusive, and high-performing studio culture. Mentored team members, providing guidance on skills development, strengths, and career growth while advocating for design excellence across stakeholders and cross-functional teams.

- Achieved 100% retention, building and leading a team of 8 designers through coaching and growth plans.
- Developed a design framework for clear career progression and learning.
- Drove design thinking, solving complex challenges.
- Fostered a collaborative, high-performing culture, enhancing team output.
- Mentored designers, improving design quality and individual performance.
- Collaborated cross-functionally, delivering agile design strategies that aligned with business goals.
- Led workshops and prototyping to drive clearer direction and faster decisions.

Achievements

- ⚡ Successful launch of multiple rebrands
- ⚡ Produced over 1000+ rebranded documents and assets
- ⚡ Grown Design team by 100%
- ⚡ 100% retention rate of Design team in the first year
- ⚡ Mental Health First Aider
- ⚡ Developed x2 Competency Frameworks
- ⚡ Worked on multiple award winning campaigns

Accreditations

AWS Partner:

- Cloud Economics
- Generative AI
- Sales Accreditation (Business)

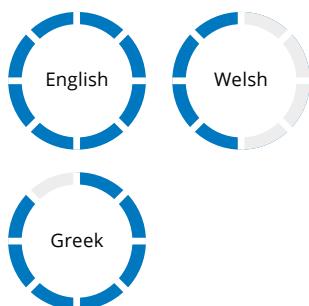
LinkedIn Learning:

- UX Design Thinking
- Build Visual Content
- Brand Leadership
- Communication Foundations
- Content Creation
- Marketing Strategies
- Leadership Foundations
- Project Management Foundations

Additional:

- GDPR development
- Cyber Resilience
- Mental Health First Aider
- Sexual Harassment Prevention

Languages



Experience

Cowshed

December 2018 – February 2022

Senior Designer

Led the design team in creating digital, print, and OOH campaigns, from concept to delivery. Oversaw creative direction, quality assurance, and development of junior designers. Managed client relationships, presented concepts, and collaborated with the Creative Director to drive bold and strategic design solutions.

- Led Development Bank of Wales annual reports, ensuring top-tier design, branding consistency, and on-time delivery.
- Implemented a mentorship program, boosting team efficiency and creative output.
- Secured new business through pitch presentations and creative strategy.
- Led and developed the creative team, driving growth and success.
- Managed and delivered award-winning national campaigns on time and within budget.
- Drove human-centred design for large-scale creative projects with major organisations.
- Led rebranding and brand refreshes, including internal communications strategies.
- Consulted on brand strategy and consumer interaction.
- Managed third-party suppliers and cross-business communication with external agencies.

Key Clients: Welsh Government, Development Bank of Wales, Comic Relief, Open University, FOR Cardiff, Visit Wales, Social Care Wales, National Adoption Service, Morgan Quarter, Royal Marines Charity

BAMM

January 2018 – July 2017

Designer

Delivered creative campaigns and brand solutions for multinational clients including Shell, Unilever, Aptamil, and Puma, combining insight-driven strategy with innovative design across digital and print.

Verbalisation

March 2017 – December 2016

Senior Creative

Led the development and delivery of strategic, multi-channel campaigns for clients including FATE, News UK, JTI, and The Global Coalition, translating insights into bold, engaging creative while managing client relationships and mentoring junior team members.

Bell Integrated

January 2016 – February 2015

Graphic Designer

Designed and delivered award-winning brand, marketing, and corporate communications across digital and print for clients including University of Reading, L&Q, FSA, Argent, NC3Rs, and Ketchum.

Conran Design Group

January 2015 – February 2014

Graphic Designer

At CDG @ Freshfields I provided creative services for the International Law Firm Freshfields' Global network of 27 offices that cover 200 jurisdictions. The work included global campaigns, web sites, events collateral, client reports, brochures, technical guides and adverts.