

# Nektaria Bogris

## Lead Designer

User Centered Design | Brand Strategy | Stakeholder Leadership

### About

Lead Designer with 12+ years' experience delivering end-to-end digital product design, from research and wireframes through to polished user interfaces across web, desktop, and mobile platforms. I specialise in user-centred design, component-based systems, and scalable visual frameworks, creating solutions that balance usability, technical feasibility, and brand integrity.

Experienced in Figma, atomic design, and design system management, I contribute to and evolve reusable UI patterns that support consistent, efficient product development. I thrive in collaborative, cross-functional teams, partnering with product, engineering, and stakeholders to translate complex requirements into intuitive, visually coherent experiences.

I bring strong UX thinking to every project, conducting research, prototyping, and iterative testing to validate solutions, and continuously improving the user experience. I'm motivated by designing real-world software products that solve complex problems and am excited by opportunities to make a tangible impact across mission-critical applications.

### Experience

#### Hedgehog Lab, Contract — Lead Designer

March 2026 - Current

Led end-to-end concept design for Santander on a large-scale transformation programme, shaping the future of everyday banking across current accounts, branch services, digital app experiences and private banking. This work defined a cohesive vision spanning multiple channels and customer segments, aligning strategic direction with tangible product outcomes.

At FGE Nexant, I supported the UX and product design for the launch of a new MVP, driving the final stages of development. I partnered closely with product and engineering teams to deliver a refined, cohesive, and launch-ready user experience under tight timelines.

Most recently, I've been working with AJ Bell to support the redesign of their mobile app, contributing to the UI overhaul and evolution of the design system to ensure consistency, scalability, and a modernised brand experience.

#### CreateFuture, Remote — Design Lead

April 2023 - Nov 2025

Led CreateFuture's internal Creative Studio, owning and evolving the brand across a 500+ person organisation and all external touchpoints, including digital platforms, E-Commerce experiences and B2B communications. Set creative direction and elevated brand expression across Advertising, SEO-driven content, Product Marketing

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### TECH STACK

#### Design/Collaboration:

Figma  
Photoshop  
Illustrator  
InDesign  
Microsoft Office  
After Effects  
Miro  
Jira  
Trello

#### AI:

Gemini  
Claude  
Nano Banana  
NotebookLM  
Adobe Firefly  
MidJourney  
Notion AI

#### CRM:

HubSpot

#### Prototyping/Research:

Magic Patterns  
Dovetail  
Maze

#### Web:

Jitter  
V0.dev  
Webflow  
Framer

### CERTIFICATES

#### AWS Partner:

Cloud Economics  
Generative AI  
Sales Accreditation

#### Experience Haus:

Product Design (UX&UI)

#### LinkedIn Learning:

and CSR initiatives, ensuring consistency across paid and owned channels. Balanced strategic leadership with hands-on delivery across Product Development, User Experience and Marketing Automation, strengthening alignment between brand, bookings journeys, and business objectives.

- Defined brand positioning and messaging frameworks to support business growth and market differentiation
- Translated complex propositions into clear, compelling narratives across digital channels
- Partnered with leadership, product, marketing and growth teams to align strategy with measurable outcomes
- Developed structured briefing processes to ensure clarity from concept through delivery
- Led multi-channel campaigns with a focus on engagement, performance and audience resonance
- Used data and user research to inform messaging, creative direction and optimisation
- Developed two competency frameworks and championed team growth

### **CreateFuture**, Remote – UX & Design Manager

March 2022 - April 2023

Led and scaled a multidisciplinary product design team, developing design strategy aligned to product vision while strengthening design maturity across the organisation. Played a key role in establishing clearer career pathways, improving team performance, and embedding collaborative, user-centred practices.

I implemented shared design standards and created reusable component libraries in Figma. More importantly, I established critique and review processes that raised quality across all teams whilst creating a culture of constructive feedback. I facilitated regular cross-team design reviews to ensure consistency and knowledge sharing. These weren't just checkbox exercises but genuine opportunities for designers to learn from each other and elevate their craft.

- Developed strategic frameworks aligning user insight with business goals.
- Facilitated workshops to define audience needs, messaging priorities and campaign direction.
- Worked cross functionally with product and engineering to shape roadmap decisions.
- Mentored and coached designers to elevate strategic thinking and storytelling.
- Delivered end-to-end design strategy grounded in research and measurable impact.

### **Cowshed**, Hybrid (Cardiff) – Senior Designer

Dec 2018 - Feb 2022

Led creative delivery across digital, print, and OOH campaigns for major clients including Welsh Government, Comic Relief, Visit Wales, FOR Cardiff, and Social Care Wales. Combined concept development with team leadership, client partnership, and quality assurance to deliver bold, strategic work at scale.

- Contributed to pitch strategy and secured new business through insight-driven presentations.
- Translated audience research and cultural insight into bold campaign concepts.
- Developed platform-relevant content strategies tailored to channel behaviour.
- Presented strategic recommendations directly to clients, articulating the rationale behind creative decisions.

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

#### **Additional:**

GDPR development  
Cyber Resilience  
Mental Health First Aider  
Sexual Harassment  
Prevention

## **EDUCATION**

### **University of Northampton**

Graphic Communication

(1st Class Honours |  
4.0 GPA)

## **LANGUAGES**

English | Greek | Welsh

- Delivered award-winning national campaigns with clear performance objectives.

**BAMM, London – Senior Designer**

Nov 2017 - Dec 2018

Led strategic brand and campaign development for global clients including Shell, Unilever, Aptamil and Puma, delivering integrated creative solutions across digital, experiential and print. Worked within a fast-paced, insight-led agency environment translating complex business challenges into compelling brand narratives.

- Partnered with strategy teams to translate consumer insight and market positioning into scalable creative platforms.
- Led concept development for multi-market campaigns across FMCG, energy and sports sectors.
- Delivered integrated brand experiences spanning digital, retail, experiential and corporate communications.
- Presented creative rationale directly to senior stakeholders, articulating commercial and brand impact.
- Collaborated cross-functionally with account, production and global marketing teams to ensure seamless execution across markets.
- Maintained brand consistency across high-value, multi-touchpoint activations.

**Verbalisation, London – Senior Designer**

Sept 2016 - Nov 2017

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, London – Graphic Designer**

Oct 2015 - Sept 2016

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, London – Designer**

Sept 2014 - Sept 2015

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.