

Ekaterina Karagianni



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 [Website ↗](#)

 [Behance ↗](#)

Experience

Professional Development

Limassol, Cyprus

Freelance and Learning

February 2025
– Present



Crae Group

Limassol, Cyprus

In-house Digital Designer

October 2024
– February 2025

RoboGate (RoboMarkets)

Limassol, Cyprus

In-house Visual Designer

September 2020
– February 2024

PumaPay

Limassol, Cyprus

In-house UX/UI/Graphic Designer

February 2018
– June 2020

FxPro

Limassol, Cyprus

In-house UX/UI/Graphic Designer

August 2016
– February 2018

XBT Holding

Limassol, Cyprus

Freelance Web/Graphic Designer

July 2011
– May 2016

Specialties

- Web-design
- Mobile/Web applications
- Banners
- Exhibit Design
- Print media
- Brand identity
- Custom graphics

Applications Skills



Adobe
Photoshop

Adobe
Illustrator

Adobe
InDesign



Adobe
XD

Figma

Google Web
Designer



Unbounce

Webflow

CupCut



ChatGPT

Midjourney

Adobe
Firefly

Education

Bachelor of Arts in Graphic Communication

University of Nicosia, Cyprus

Emphasis: **Graphic Design**

Minor: **Multimedia**

Grade Point Average:
3.695 out of possible 4.0

October 2012
– June 2016

Portfolio



Case studies in images

Password for PDF: design

Language Skills

Mother Tongue:
Russian (*Native*)

English (*Advanced*)

Greek (*Basic*)

Certificates



LinkedIn
Learning



Nielsen
Norman
Group



Webflow
University



Interaction
Design
Foundation



Smashing
Magazine
in progress...

Case studies for curious minds

RoboGate (RoboMarkets)

Limassol, Cyprus

In-house Visual Designer

September 2020
– February 2024

- Designed and optimised landing pages, emails, and social media banners for marketing campaigns, by using A/B testing and in collaboration with stakeholders to identify high-performing designs and enhance user engagement
- Redesigned and maintained website pages to align with the company's design language, improving user experience and visual consistency across all digital platforms
- Created custom icons and graphics to support marketing campaigns and enhance the website's visual appeal, strengthening brand identity

PumaPay

Limassol, Cyprus

In-house UX/UI/Graphic Designer

- Built the company's brand identity from the ground up, developing comprehensive design systems and guidelines to establish a professional and trustworthy presence for the launch of its cryptocurrency
- Designed and launched the company website, using a design patterns to attract and convert potential customers in a competitive market
- Conducted A/B testing on landing pages to optimize user engagement and improve conversion rates for cryptocurrency adoption
- Created custom icons and graphics tailored to the brand, enhancing the website's appeal and supporting marketing and communication efforts

February 2018
– June 2020



FxPro

Limassol, Cyprus

In-house UX/UI/Graphic Designer

- Designed and optimized web application interfaces, including a payment system that streamlined account funding by minimizing redundant steps, collaborating with QA and development teams to ensure seamless implementation and smooth functionality. Created custom graphics and icons to improve overall usability and visual appeal
- Collaborated with data analysts to refine banner designs through A/B testing and analytics, enhancing user engagement with more effective visuals and clearer CTAs
- Improved and redesigned existing website pages while developing new ones, ensuring they aligned with design principles and enhanced overall user navigation and interaction

August 2016
– February 2018



Fun facts

- *No work permit is required — fully authorized and dangerously efficient.*
- *I once reduced drop-off rates by 40%, moved a button 12 pixels and whispered, "trust me."*
- *Available for hybrid roles (2 times from your spot) or remote. Pixels travel better than I do.*

