

# Ekaterina Karagianni



+357 99 400 645  
ekaterina.karagianni.s@gmail.com  
4002, Limassol, Cyprus

 [Website ↗](#)

 [Behance ↗](#)

## Experience

### Professional Development

Freelance

*UX/UI Design*

February 2025  
– Present



### Crae Group

Limassol, Cyprus

*Digital Design*

October 2024  
– February 2025

### RoboGate (RoboMarkets)

Limassol, Cyprus

*Visual & Marketing Design*

September 2020  
– February 2024

### PumaPay

Limassol, Cyprus

*Brand & Digital Design*

February 2018  
– June 2020

### FxPro

Limassol, Cyprus

*UX/UI and Product Design*

August 2016  
– February 2018

### XBT Holding

Freelance

*Web/Graphic Design*

July 2011  
– May 2016

## Specialties

- Web & Mobile Design
- Product Design (UX/UI)
- Marketing Design
- Branding & Visual Identity
- Print Design
- Exhibition & Event Design
- Iconography & Illustration

## Applications Skills



Adobe  
Photoshop

Adobe  
Illustrator

Adobe  
InDesign



Adobe  
XD

Figma

Runway



Unbounce

Webflow

CupCut



ChatGPT

Claude

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

NN/g

Nielsen Norman  
Group



Webflow  
University



Interaction Design  
Foundation



Smashing  
Magazine  
*in progress...*

## Case studies for curious minds

### RoboGate (RoboMarkets)

Limassol, Cyprus

#### *Visual & Marketing Design*

- 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

September 2020  
– February 2024

## **PumaPay**

Limassol, Cyprus

### ***Brand & Digital Design***

- 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

### ***UX/UI and Product Design***

- 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!*

