

Nektaria Bogris

Lead Designer

UI Design | Brand Strategy | Stakeholder Leadership

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About

Lead Designer with 13+ years' experience across digital product design, brand strategy and campaign work, in agency, in-house and contract settings. I've taken projects from research and concept to shipped DTC products and launched award-winning campaigns for multiple blue-chip clients.

My strength is turning complexity into clarity. On product work that's user-centred design and scalable UI systems in Figma. On brand and campaign work it's insight and strategy translated into creative that performs, across every channel. I move between both because good design always comes down to understanding the problem well enough to make it simple.

I've led and grown design teams as well as delivered hands-on, building critique processes and shared standards that raised the bar across the wider team. I partner closely with product, engineering and senior stakeholders, and I'm driven by real-world work with measurable impact.

Experience

Hedgehog Lab, Contract — Lead Designer

March 2026 - July 2026

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 UI 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.

Parciau, Contract — Creative Design Lead

December 2025 - Feb 2026

Led end-to-end design for new holiday park Parciau, creating a new brand and carrying it through website design, social media and marketing collateral. The work covered everything from brand identity to site design, social content and asset development, creating a consistent look across every touchpoint.

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:

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 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.

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

EDUCATION

University of Northampton

Graphic Communication

(1st Class Honours |
4.0 GPA)

LANGUAGES

English | Greek | Welsh

- 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.
- 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.