



# PANAYIOTIS VELENTZAS

DIGITAL MANAGER

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**Strategic Operations Leader and Digital Director with over 10 years of experience in building the operational backbone for complex digital products in Fintech and Energy sectors.** Expert at bridging the gap between product innovation and enterprise-grade scalability, with a deep focus on data-driven optimization and cross-functional stakeholder management at the executive level.

## WORK EXPERIENCE

HELLENIC ENERGY (GR)

### DEPUTY DIRECTOR OF DIGITAL PRODUCT DEVELOPMENT & DESIGN (DESIGN LEAD)

01/2025 - Present

- Designed and implemented a scalable Operational Framework (Design-Ops), establishing governance models and measurable KPIs that improved cross-functional delivery efficiency by 60%.
- Oversaw vendor ecosystems and agency partnerships, ensuring all technical deliverables met strict budget, security, and accessibility standards.
- Translated the brand's digital vision into repeatable operational workflows, aligning UX/UI strategy with long-term business goals.

ALPHA BANK (GR)

### LEAD PRODUCT DESIGNER

07/2022 – 01/2025

- Leading product design within the digital transformation roadmap, focusing on innovative, user-centered banking solutions.
- Orchestrated the technical workflow and governance for high-stakes digital transformation projects (Mobile Business App), aligning Product, Engineering, and Compliance teams.
- Other notable projects:
  - myAlpha Vibe: Designed for retail users, enhancing user engagement specific for Kids 14-18 years old.
  - myAlpha Quick Loan: Streamlined loan application processes for quicker customer approvals.
  - myAlpha Credit Card: UX design for a new credit card platform.

## WORK EXPERIENCE (continued)

IKEA- SPACE 10 (DK)

### DESIGN LEAD

06/2016 – 12/2023

- Operated in a high-ambiguity, 'zero-to-one' environment, translating emerging technologies (AR, AI-driven spatial commerce) into repeatable operational models and pilot products.

Key projects include:

- **IKEA Places:** Collaborated in designing a platform that fosters local, active communities by integrating digital tools with real-world experiences.
- **IKEA Hypnos Expert:** Worked on designing a product aimed at improving sleep quality through technology integration. I led the user experience design, ensuring seamless interaction between users and the product.

VODAFONE (GR)

### SENIOR UX/UI DESIGNER

07/2020- 07/2022

- Led the design initiatives for the Knowledge Management Department, focusing on optimizing user interaction and accessibility. Major contributions include:
  - Redesign of the Info-Portal to improve user navigation and content discovery.
  - myVodafone app launched in 2022, enhancing the app's usability and overall customer satisfaction.

FREELANCER (GR)

### CREATIVE DESIGN EXPLORATION

2013 – 2019

- **Folli Follie / Links of London:** As Creative Director (2016–2019), I led the full creative direction for seasonal jewelry collections (SS18–SS20), ensuring market relevance and brand alignment.
- **Coco-Mat:** As a Junior Product Designer (2015–2017), I contributed to innovative projects, including the design of the Coco-Mat wooden bike, blending sustainability with modern design.
- **TEDx Academy:** Served as a Co-Curator for Design Alley (2013–2018), where I curated creative experiences for TEDx events, showcasing the intersection of design, innovation, and social impact.

These roles allowed me to dive into different creative fields, expanding my skills and nurturing my ability to approach design from multiple perspectives.



## EDUCATION

- **Royal College of Art, UK**  
**MA in Product Design** (Completed 2018) *Degree pending formal conferral.*
- **Bachelor of Art from Middlesex University, (BA) Product Design**  
2010-2014
- **Bachelor of Commerce, Athens University of Applied Sciences, Marketing**  
2015-2018

## ACHIEVEMENTS

- **Ermis Gold Organizing Convention at Ermis Awards Greece** for TedX Academy 2016: “Re-imagining Greece” by Magna Events
- **Publication at Designboom.com:** “panos velentzas attaches greek god figurines onto pepper grinders” & “panos velentzas covers wooden suitcase with protective layer of mushrooms”

## LANGUAGES

- **Greek**  
Native or Bilingual Proficiency
- **English**  
Native or Bilingual Proficiency

## DESIGN SKILLS

### Design Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, XD)
- Figma
- InVision
- Rhinoceros

### Methodology & Leadership

- Governance & Compliance
- Strategic Discovery & Analysis
- Technical Workflow Optimization
- Operational Analytics & KPIs
- Cross-Functional Collaboration
- Phygital & Innovative Solutions
- Stakeholder Management (C-level)

