

PANAYIOTIS VELENTZAS

Senior Product Designer

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PROFILE

Experienced Senior Product Designer with a strong focus on UX design, product development, and digital transformation. Proven leadership and team management skills, with the ability to drive cross-functional teams towards impactful, user-centered design solutions. Passionate about continuous learning and innovation in digital product design.

EDUCATION

Master of Art from Royal College of Art Design Product, 2015-2018

Bachelor of Art from Middlesex University, (BA) Product Design 2010-2014

Bachelor of Commerce, Athens University of Applied Sciences, Marketing, 2015-2018

SKILLS

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, XD), Figma, InVision, Rhinoceros

Methodology: Competitor analysis, User research and personas development, wire framing and prototyping, user test and feedback responsive design implementation.

EMPLOYMENT HISTORY

ALPHA BANK (GR)

JUL 22 - CURRENT, **SENIOR PRODUCT DESIGNER**

Leading product design within the digital transformation roadmap, focusing on innovative, user-centered banking solutions. Key projects include:

Co-Lead the end-to-end UX redesign of Alpha Bank's mobile Business app and Alpha Mobile app, a core initiative in the bank's digital transformation strategy. Key actions included:

Competitor analysis to benchmark user experience against leading financial institutions.

User research and personas development to ensure design decisions were customer-centric.

Wireframing and prototyping to iterate on design concepts based on feedback from stakeholders and end-users.

User testing to validate usability and identify areas for improvement before the full rollout.

Implemented responsive design and streamlined navigation, significantly improving mobile engagement and user satisfaction.

Other notable projects:

· **myAlpha Vibe**: Designed for retail users, enhancing user engagement specific for Kids 14-18 years old.

· **myAlpha Document**: Cross-functional product serving both retail and business customers.

· **myAlpha Quick Loan**: Streamlined loan application processes for quicker customer approvals.

· **myAlpha Credit Card**: UX design for a new credit card platform.

· **Chequebook Application**: UX design for a user-friendly digital chequebook platform (retail/business).

IKEA- SPACE 10 (DK)

JUN 2016- DEC 2023, **UX & PRODUCT DESIGNER**

As a **Concept Designer**, I was deeply involved in shaping innovative, user-focused experiences that pushed the boundaries of digital and physical product design. Key projects include:

IKEA Places: Collaborated in designing a platform that fosters local, active communities by integrating digital tools with real-world experiences. My role included **concept development**, **interactive prototyping**, and **user journey mapping**, ensuring

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), English (fluent), German (basic)

the platform enhanced engagement and participation at a community level.

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. The project involved **conducting user research**, developing **interaction models**, and creating **prototypes** that aligned with IKEA's vision for enhancing well-being through innovative products.

VODAFONE (GR)

JUL 20 - JUL 22, **SENIOR UX/UI DESIGNER**

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.

Senior UX designer for the **myVodafone app launched in 2022**, enhancing the app's usability and overall customer satisfaction.

FREELANCER (GR)

2013 - 2019, **CREATIVE DESIGN EXPLORATION**

Driven by a passion for creativity and diverse design challenges, I explored various fields of design through parallel roles in fashion, product design, and event curation:

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.

