

Thalia Botsari

“ Berlin based Product designer with more than 10 years of practical knowledge designing products and user experiences. I use research, analysis and a user centered design approach to come up with innovative ideas and build visually engaging products ”

PROFILE

Email: thaliabotsari@gmail.com
Portfolio: www.thaliabotsari.com
LinkedIn: @bothali
Phone: 017629854663

CORE SKILLS

User Research
Competitor and Market Research
User Testing (remote & in person)
Wireframing
Prototyping
Information Architecture
UI Design
Illustration
Workshop facilitation/ teaching

TOOLS

Figma, Adobe XD, Photoshop, Illustrator, After Effects, Balsamic, Procreate, Google Analytics, Hotjar, Jira, Notion, Premiere Pro

EDUCATION

UX Design - Post-graduate

Career Foundry | 6 month Intensive course
Over 500 hours of mentored project based learning. Responsive web & mobile app creation: User research & user interviews, information architecture, user testing, low/high fidelity wireframes & prototyping.

Data-Driven UX Design

DRIVA - University of Brighton | 2020
6 week workshop

Masters Footwear Design

Polimoda

BA Hons Fashion Design

University of Brighton

LANGUAGES

*English (C2), Italian (C1), German (A2)
Greek (Mother tongue), Spanish (A1)*

WORK BACKGROUND

Product Designer

Mister Spex | Berlin | March 2022 - Now

Responsible for end to end Product design working closely with Product Managers, Engineers, Data Scientists and the UX team. Working embedded within the product team responsible for Product Landing and Detail pages of our e-commerce website. Daily involvement in understanding business and user problems and bringing iterative solutions live, always testing ideas and working with user insights to make decisions.

Sr. Product Designer & Consultant

SVI | Remote | February 2021 - March 2022

Product design Consultant working closely with Product Managers, Business Dev. and Engineers. Creating solutions for clients, communicating and iterating on ideas to deliver products that have an impact and are profitable. Mentoring Junior Designers and building better design practises for the company.

Product Designer

N.J.A.J | Berlin | October 2019 - Dec 2020

Responsible for concept and design of a personal safety app. Using in depth interviews and surveys, i analyzed and challenged assumptions to understand what our users need and to translate into insights for stakeholders. Creating user stories, user flows, personas and wireframes. Created high fidelity prototypes for usability testing and for the first launch of the app. Working closely with front end developer and project manager.

Product Designer/ Digital Strategist

MentorMe | Berlin | August - October 2018

Working with a Berlin NGO offering Consulting. Planning their Digital strategy to implement and improve sign up. Designed landing pages for different customer groups in combination with Facebook marketing optimising the UX, monitored results and increased program sign ups.

Product/ Visual Designer

Thaliabo | Nicosia | 2015 - 2018

Responsible for Brand and UX/UI design for ecommerce website, creating graphic visuals for online social channels and marketing. Research and identify market trends, creation of inspiration boards (colour, material, design). Responsible for design and production of footwear collections.

Creative Workshop Facilitator/ Designer

The Creative Workshop - Ginger Muse | Berlin | 2013 - 2020

UX/UI Design and implementation for an online platform for digital learning material and workshop bookings.

Increased SEO and website traffic with a social media strategy through an onsite design blog, publishing unique content and generating 1.5 million unique views on pinterest. Facilitated & taught groups of 5 - 15 students.