

# Viki Kavallari

Design Lead · She/Her

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## Experience

### Depict · Product Design Lead

Jan 2023 – Present / Stockholm, Sweden

Currently working as a design lead at Depict, a product recommendation engine for any fashion e-commerce store.

### Klarna · Senior Product Designer

Jan 2021 – Jan 2023 / Stockholm, Sweden

Led the design of the purchase flow with instalments for the core markets (Sweden, Norway, Germany, Austria).

### Backbase · Senior Product Designer

Jul 2019 – Jan 2021 / Amsterdam, Netherlands

Worked as a senior product designer responsible of complex payment widgets and solutions in the business banking area, on both web and native mobile.

### Nimber · Product Design Lead

Aug 2017 – Jul 2019 / Greece & Norway (Remote)

Led and expanded Nimber's delivery solution. Created the design system of the web platform, established flows & user scenarios as well as created fully functional prototypes.

### Webjar · Senior Designer

Oct 2016 – Sep 2017 / Athens, Greece

Led the design of a Greek sports and news' portal in collaboration with other product managers and developers.

### Ogilvy & Mather · Designer

May 2014 – Jul 2016 / Athens, Greece

I was part on creating digital campaigns, microsites and web apps for brands like IKEA, Ford, Piraeus Bank, Bacardi, Perrier.

### Niceandneat Digital Ltd · Junior Designer

May 2013 – May 2014 / Athens, Greece

Created small responsive e-shops and websites in collaboration with another designer and mentor.

## Education

### BA (Honours)

in Graphic Design · GPA 89%

Middlesex University

2009-2012

### Diploma in Web Design and Desktop Publishing

Akto Art and Design

2007-2009

## Volunteer

### Mentor at ADPlist

2020-2022 / Online

### Mentor at Ladies that UX

2019-2020 / Netherlands

### Web designer at MSF

2015 / Greece

## Skills

Product design

Information architecture

Stakeholder management

Wireframes & sketches

Prototyping (Lo-fi to Hi-fi)

Responsive design

Native mobile (iOS, Android)

(Un)moderated testing

A/B testing

Competitor analysis

Customer journey mapping