

KOSTAS DRAKONAKIS

UX DESIGNER | PRODUCT STRATEGIST

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BEHANCE page: [\(link\)](#)

with an 8-year interdisciplinary career in sales operations, branding, & digital experiences. Collaborated with 30+ companies through workshops and projects to identify problems, understand their users, generate concepts, evaluate & improve their product.

RECENT UX PROJECTS

Web Design for Oscillo Biosciences

(FALL 2020-PRESENT: remote) UX Research | Biotech | Visual Design | Startup

- Created an investor-facing website from start to end based on the business requirements, an in-depth competitor analysis and persona development for various stakeholders.
- Refined the visual content such as infographics and motion graphics for a better understanding of their product, their technology and purpose it serves.
- The website contributed to successfully close the first round of investment funds.
- Provided future improvements and updating plan for the next investment rounds.

VELA Weather app for Careerfoundry's Certified UX program

(SPRING-FALL 2020: remote) Webapp | Start-to-End Design

- Advanced my UX design skills with an intensive training focusing on user-centric processes.
- Conducted competitor analysis and user research to help produce user personas, journeys and flows that lead to the app's architecture.
- Created wireframes and prototypes using sketches, Balsamiq and Adobe XD that lead to a testable high fidelity prototype.
- Run usability tests (interviews and surveys) with potential users and applied the improvements based on the collected insights.
- Refined the prototype based on Gestalt and Accessibility Principles.
- Created a style guide that brought more visual consistency and can be shared with UI designers and developers that made the app ready for development.

UX Research Mentoring for BetahausX & Born2Global

(FALL 2020: remote) Remote Mentoring | Korean Startups | Usability Tests

- Created insights on how three Korean startups can enter the Western market by adjusting their digital products and services according to their western audience's needs.
- Helped each startup choose and setup the right usability tests for each case.
- Prepared and gave remote lectures that helped the startups understand the value of UX research of each case individually and how to better define their end-users.

OTHER RECENT DESIGN PROJECTS

Visual Design for IsraAID Germany eV

(SPRING 2017-PRESENT: Berlin, DE) Humanitarian Aid | Refugees | Art Therapy

- Collaborated with humanitarian experts to create graphic assets for activities that support refugees with settling in Germany and for psychosocial support.
- Created infographics that helped spread the news about their actions that contributed into get funding and support by organizations such as the German ministry of migration.
- Designed the annual achievements brochure that reached chancellor Angela Merkel and contributed to winning the German Federal Government's Integration Prize for 2018.
- During the pandemic we created together with art therapists a book for refugee children with home activities for psychological support that was translated in 4 languages.

Design Thinking Workshops Facilitator for betahausX

(MAY 2017-PRESENT: Berlin, DE) Design Sprints | Business Disruption | Agile

- Created weekly and daily sprints for more than 20 international startups and local businesses such as GSG, betahaus and Rhinus Logistics.
- Helped groups with detecting specific business problems by disrupting their business model with methods such as the business model canvas.
- Taught methods to find solutions, conceptualize (fast), test and iterate.

EDUCATION

Certified UX Design

(2020)

CareerFoundry

Interaction Design

(2019-2020)

Univ. of San Diego

Project Management

(2016)

Coursera

BSc Industrial Design

(2009-2014)

University of Twente (NL)

SKILLS

Lean UX

Agile UX

UX Research

Conceptualization

Information Architecture

Prototyping

Product Evaluation

Mobile and Web Design

Design Sprints

Workshop Facilitation

UI Design

Accessibility Design

Branding

Project Management

Sales

TOOLKIT

Sketching (Autodesk Sketchbook)

Wireframes (UXPin)

Prototyping (Adobe XD, Figma)

UI Design (SKETCH)

Webdesign (Webflow)

Visual Design (Adobe CC)

LANGUAGES

GREEK (native)

DUTCH (native)

ENGLISH (near native)

GERMAN (fluent: B2)

OTHER INTERESTS

Photography | Behavioural Economics | Psychology | Handicrafts | Illustrations