

Fragkiska Goulandri

UI/UX Designer

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about me

Detail-oriented UI/UX Designer with a structured, analytical mindset who loves transforming user insights into simple, intuitive user experiences. Strong background in prototyping and designing digital products for large-scale consumer-facing platforms across telecom & e-commerce, with extensive experience in Agile/Scrum environments.

experience

UI/UX Designer | Vodafone Greece

Digital Sales team, Oct 2025 - Present

Conducted UX research and competitive analysis to identify user needs, optimize information architecture and improve product discovery and conversion paths. Redesigned key pages to enhance usability, content hierarchy, and overall digital experience. Contributed to the team's design system by designing reusable Figma components for the shared library.

UI/UX Designer | Vodafone Greece

High Value team, Jan 2024 - Oct 2025

Designed key visuals for monthly and seasonal digital campaigns across Vodafone's digital ecosystem, optimizing materials for multiple digital touchpoints while ensuring alignment with brand guidelines and UX standards. Collaborated with marketing & product teams to deliver UI assets that support user engagement and consistent cross-platform experiences.

UI/UX Designer | Vodafone Greece

eShop team, Apr 2021 - Jan 2024

Designed end-to-end user journeys for eShop features and produced creative assets for marketing initiatives & product launches. Collaborated with development and product teams to improve user experience and deliver scalable, user-centered solutions aligned with business goals.

Digital Product Manager | Vodafone Greece

Digital team, Mar 2018 - Apr 2021

Owned Vodafone's website & app content operations, prioritizing updates, coordinating stakeholders, and managing timelines. Supported migration to the new website platform, served as CMS expert and release tester. Handled ePayments disputes resolution in collaboration with financial institutions.

Freelancer

Designed mobile applications, provided photography services, designed social media creatives, managed social media accounts and ran paid campaigns to enhance marketing and brand presence for small greek businesses.

education

Athens University of Economics and Business

Oct 2014 - Jun 2018 | Athens, Greece

BSc in Management Science & Technology
Specialization in Information Systems
& Electronic Business

skills

Industry Knowledge

Product Design, Interaction Design
User Interface, User Experience
Design Research, User Interviews
Usability Testing, A/B Testing
Wireframing, Prototyping
Design Systems, Component Libraries
Design Handoff, Agile Methodologies

Tools & Technologies

Figma, Photoshop, After Effects
Illustrator, InDesign, XD, FigJam, Miro
Useberry, CreativeX, InVision, Zeplin

Other Skills

HTML, CSS, Photography, Social Media
Marketing, Content Creation

languages

Greek (Native)

English (C2 Proficiency)

French (DELF B2)