

Phi lem ondas .com

Creative Direction
& Product Design

With an extensive background in Design, Mot. Graphics & Research, I've led multiple projects and delightful products, in Germany, Switzerland, Greece & the UK.

Let's talk.

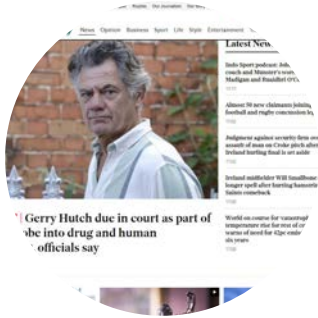


Philemonas Armenis

Ui/Ux & Product Design



Highlights



Independent.ie • NewsApp

Lead User Researcher

Spearheaded user research for the company's new news app, gathering valuable insights from user interviews & quantitative research to shape the app redesign strategy.



Medair.gr • Swiss NGO

Lead Ui/Ux Designer

Successfully navigated organizational challenges, leading the Ui/Ux redesign of the main website, delivering a robust branded platform that boosted staff morale and donor engagement, resulting in a \$23 million increase in donations over two years.



PropertyNews.com • Property Platform

Lead User Researcher, Ui/Ux Designer

Leading research, brainstorming sessions and facilitating shareholders meetings, I've been leading the User experience design for the organisation, delivering a substantial increase in



MLS Easy • Smartphone Company

Lead Ui/Ux Designer

Led the UI/UX redesign of the phone's user interface, conducting interviews with senior users, simplifying processes, and coordinating with the customer service team and development team to meet user needs.



Tearfund • 2ml Fundraising Campaign

Snr. Digital Designer

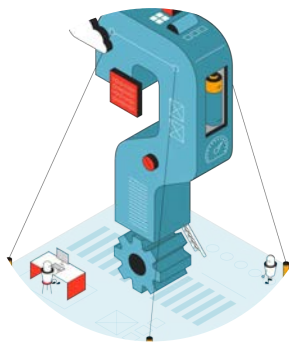
Successfully lead a fundraising project utilizing innovative technology, including real-time videowalls, to maximize donations and raise awareness at music festivals, covering the costs for 2 million meals to Afghan families.



Case studies on ux strategy, artworks & motion graphics are available on Philemonas.com



Work Experience



Ui / Ux Designer • GCD Tech

N.Ireland - United Kingdom, 2022

Spearheaded user research efforts, providing valuable insights through ethnographic studies and delivering innovative UX designs that met user needs.



Lead UX Designer • Medair

Switzerland, 2018 - 2022

Successfully redesigned the organizational website, implementing new processes and leading UI/UX workshops to enhance the company's brand and position.



Lead Ui / Ux Designer • MLS Innovation

Greece, 2016 - 2017

Led user research and designed a senior-friendly smartphone, overseeing UI/UX development and coordinating the overall brand identity and marketing packaging.



Snr. Digital Designer • Tearfund International

United Kingdom, 2015 - 2017

Provided creative direction for online campaigns, delivering branding, illustration, and digital assets, including animated graphics.



Vis. Designer • Above Advert. / Mattel Europe

Greece 2005 - 2010

Designed packaging, delivered creative direction, and digital graphics for Mattel Europe's online games, including Barbie and Hot Wheels' accounts.



Completed Studies



User Experience Design Certification (UXD)

Akendi Institute London, 2016



Certificate & Diploma in Youth & Community Work

Fusion RTO Australia, 2008 - 2010



Other Studies



*Accepted Master's in Digital Design

Akto College - Middlesex University 2025



*Undergraduate Digital Image & Video

Athens Technical University - Athens 2000 - 2003

Skills



Management & Lead Experience

Brand Design (5y), Lean Management Process Lead (4y),
Strategy & Planning (4y), Personas & User Profile Design (7y)



Design Tools Experience

Figma (4y), Illustrator (10y), Photoshop (10y),
After Effects (8y), Premiere Pro (8y)



Process Experience

UI (6y), UX (6y), Wireframing (6y),
User Research (4y), Prototyping (5y)

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