

# Panos Vergopoulos

Multidisciplinary Designer | Product Designer  
UX Specialist & UI Enthusiast

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## Principia design

Design begins where design ends. It is an infinite process with one primary objective, to create functional products that provide meaningful and seamless experiences that cater to users' needs.

An organization can be big or small, a startup or a big corporation, business objectives can be ambitious, realistic or modest, a product may be simple or complicated but a product designer's objective can be summed up into the words of Kevin Flynn (Tron Saga):

*"On the other side of the screen, it all looks so easy."*

## Work experience

UX Lead, Cross Product

Asst. Head of Design

**Tajawal, Almosafer**

**Seera Consumer Travel Unit**

Dubai, United Arab Emirates

Jan 2016 - present

I am engaged in the product design cycle as a UX Lead for Cross-product and CMSSEO, working on anything from payments, post booking experience and loyalty as well as on the acquisition channels & funnel entry points. I create/study the user journeys that lead to main product funnels, analyze data, conduct research and collaborate with stakeholders to bring to life seamless experiences for our users, across products and platforms. I have redesigned the payment funnel, implemented new loyalty and payment methods (Qitaf, Alfursan, Knet), put the foundations for the Almosafer content platform, created the City Guides retail/digital version, lead two major rebranding projects in the last two years (visual & product side), built the SEO programmatic platform, helped build the VD team and lead it for 3 years, automated and streamlined design production for major marketing campaigns and mentored peers.

UX/UI Lead

& Senior Digital Art Director

**insurancemarket.gr**

Athens, Greece

Sep 2015 - Dec 2015

I Joined the insurancemarket.gr team as a UX/UI Lead and Senior Digital Art Director. The company is the largest insurance aggregator in Greece and one of the most rapidly developing startup companies in Greece. I redesigned the im website placing focus on the main funnel entry points, designed and developed mini & dedicated product sites while overseeing marcom campaigns. In addition I reformed and maintained im's brand consistency across channels and platforms.

UX/UI Designer

& Senior Digital Art Director

**airfasttickets.gr**

Athens, Greece

Jun 2013 - Sep 2015

I joined the GR Office in June 2013 and established the brand & product guidelines for a new era of brand expansion, built design standards and patterns and attended to the overall design production. Designed v.1.0 of the Airfastickets iOS app (iPhone 4 - iOS 5 & 6). In addition I handled major marcom campaigns for NY (with CBS networks and Staten Island Ferries), UK and DE, helped plan and setup the CRM channel and built the design language that acquisition was based on.

UI/UX Designer, Creative Director, Co-Founder

**Design Kinks Co.**

Athens, Greece

2009 - Dec 2015

Provided high end design services to companies and individuals from Greece and abroad. I provided a range of services including -but not limited to- UX/UI design (app/web), branding, packaging, publications & brochure design.

Web/UI Designer, Creative Director

**Blast! Communications**

Athens, Greece

2007 - Jun 2013

Designed and drove the creative processes of the agency. I was responsible for defining creative parameters, briefs, design styles and direction all the way from the briefs to the presentations to the final products. I helped build brands and products for a variety of clients ranging from multinational pharmaceutical companies, to travel agencies etc. and from the digital realm to the analogue physical product.

More experience: **2015-2019:** Co-Founder, UX Specialist - The Design Circus, **2012-2016:** Art Director, Co-Founder - Rich B\*tch Poor Dog Fashion, **1998-2009:** Web designer, Art Director, Co-Founder - Amfisimo Creative Co, **2005-2006:** Creative Team Lead, Web designer, Senior Art Director - Nextmedia Hellas, **2003-2004:** Budgeting Exec., Production Auditor - MotorPress Hellas S.A., **2002:** Pre Press tech. - Paperpack S.A., **1999-2000:** Web & Tech Consultant, Project Manager - Comcenter Publishing, **1998-1999:** Hellenic Airforce, Military service - NAMFI, Crete, GR (Nato Military Firing Installation).

## Education

Master of Philosophy in Publishing Studies

**University of Stirling**

Stirling, Scotland, UK

2001 - 2002

Bachelor of Arts in English Literature

**The American College of Greece, Deree College**

Athens, Greece

1994 - 2000

Others: **1983-2001:** Classical music studies - N. Skalkotas, Razi Music Schools, **1994:** ESL Studies - Oxford Brookes University, **1993:** CPE Diploma - University of Oxford

Agile Leadership Principles

**edX - University System of Maryland**

Online Learning & Dubai Workshops

Dubai, UAE, Oct 2019

SVPG - How to create tech products customers love

**Silicon Valley Product Group (SVPG) - Christian Idiudi**

Dubai, UAE

Feb 2020

## Certifications / Seminars

(recent)

Sketch

Adobe XD

Photoshop

Illustrator

InDesign

Affinity

Invision

Proto.io

Zeplin

Abstract

Rotato

Principle

HTML

CSS

Atomic Design

Jira / Trello

Producteev

GA - Optimize360

LuckyOrange

Quantum Metrics

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## Who I am

My name is Panagiotis (Panos) Vergopoulos and I'm a multidisciplinary designer, UX specialist, branding expert and typography advocate. Born and raised in Athens, Greece. I'm a Deree College (BA) and University of Stirling (MPhil.) grad and go by both mottoes: Non Ministrari Sed Ministrare & Innovation and Excellence.

## What I do

I solve problems, shed light to mysteries and help people use digital products or in other words, I strive to create seamless experiences for users by designing functional, smart, elegant digital products and services.

## How I got here

I started my career in the field of web design back in 1998 and since then I've worked in publishing, advertising, startups (mostly tech/travel) or with established corporations/brands handling projects from practically most areas of the creative universe. I have worked with agencies as a Lead UX/UI Designer or as a Creative director, with startups such as insurancemarket.gr, Umeedoo or in associate schemes and as a freelancer (through my agency, Design Kinks) providing a full range of UX, UI and creative services. Since 2013 I have been working in the field of online travel with airfasttickets.com, tajawal.com & almosafer.com.

## What happens in Dubai...

I started in tajawal as a UX Architect/UI Designer, added the role of visual design team lead (marcom), took -in addition- the UX Lead for CMS and SEO and then the UX Lead for cross product focusing on payment funnels, loyalty, post booking experience and acquisition (pre booking).

Some of the projects I have handled: redesigning the payment funnel (cross product - cross platform), research on loyalty and implementation of loyalty programs with impact on payment funnel -per POS (Qitaf, Alfursan, Knet), redesigning homescreens across platforms (main entry points), personalization, city guides - product integration (ongoing / iOS & android), have setup the marcom template builders (fast tracking campaign releases), designed the SEO Programmatic Platform, planned and created research scenarios for user testing (usability and impression tests). In addition, I took (along with our team) tajawal.com and almosafer.com through 2 rebranding projects (involving planning, auditing, UI implementation, styleguide creation, QA and more), one in 2018 and one in 2019. Also, designed the saved credit card functionality (pending), have undertaken the project of mapping the user journeys from the acquisition channels to the main entry points (researching user behavior and patterns in order to effectively adjust personalization scenarios) and many more interesting projects.

## Core competencies

### Product design, branding and brand strategy

Designing/creating products and brands from concept to full grown entities. Strategic planning and design implementation. Vast experience in developing brands from zero to hero.

### User experience design, user interface design and strategic planning mindset

User centric design approach. Designing (from plan to flow to wireframe to test to interface - test, iterate, implement and repeat) with an agenda to make user friendly applications made FOR USERS across devices and platforms. Creating user interfaces that actually entail the "human" factor in its core.

### Art direction, concept design, design language

Creating design trends, systems, workflows for living/growing organizations.

### Digital/Social media campaign design, marcom apps

Proven record of designing for holistic marketing campaigns. From print to digital and from concept to high end marcomm products, ensuring the brand concept and identity consistency of digital products, across platforms.

### Leading / Training

Speapoint drive for creative teams while mentoring and training team members in "best design" practices, theory & practise, software and more. Typography evangelist in theory and practice. A fan of structured processes and "non-silo" communications.

### Holistic design approach

Designing systems rather than units, designing products and campaigns, solving problems with a 360° perspective rather than secluded and random one-off apps or features.

## Arts, crafts and hobbies

Skiing, paintball (woodsball & milsim), cycling, DIY projects, case modding, ps4 & pc gaming, music (classical & electric guitar), cooking (I am an amateur chef and former food blogger with a passion for med fussion cuisine) and a few more...