

# MARIA KONTOGIORGOU

## User Experience Director

## Product & Service Designer

+44 (0) 7530 151612  
marikworld@icloud.com  
<http://www.disrupt-world.com>

Conceptualize, design, and build complex products/services and platforms throughout the life cycle. Inspire, train, develop and manage international teams locally and offshore—experience working with SaaS, Smart textiles, and IoT design architecture. Collaborate with the CEO, product director, developers, engineers, scientists, researchers, programmers, POs, and clients. Create and interpret business strategy and user needs to world-class solutions.

A natural communicator identifies the business pain points and resolves them by reassuring a shared understanding of a complex idea among stakeholders. Author of the methodology 'Stakeholders management in the Digital Era.'

With over fifteen years of experience; in a multilingual and multicultural environment with international clients and collaborators. Clients include BNP Paribas Fortis, Belfius Bank, AXA insurances, Coca-Cola, Intel, JLR, Vauxhall, Mondelez, Unilever, H&M, Bank of America, UBS, European Commission, Goldman & Sachs, and agencies like Tag Worldwide, McCann Worldwide, JWT, among many others.

### EXPERIENCE

#### **IDRO, Brussels**

##### **Director of Product Design, Consultant, Dec'2019 - current**

IDRO is a technological innovation in the sector of sports and health; it measures lactate levels from sweat. With real-time data, boosting athletes' performance has never been more accurate. As a design director of a start-up's product, I worked closely with the company CEO to establish and apply best practices, principles, processes, and tools, from designing the product concept to maintaining a healthy, collaborative and inclusive culture across the team.

[www.idro.world](http://www.idro.world)

#### **John Lewis & Partners, London**

##### **Service Designer, Consultant, August' 2021- March 2022**

Concept design lead of the Easy Banking web, Easy banking for employees and Public Web site migration revamp. Including Information architecture redesign, navigation restructure and create reusable templates across BNP platforms services and products.

More at [www.johnlewis.com](http://www.johnlewis.com)

#### **BNP, Paribas Fortis, Brussels**

##### **Concept Service Designer, Consultant, Apr' 2020 - May 2021**

Concept design lead of the Easy Banking web, Easy banking for employees and Public Web site migration revamp. Including Information architecture redesign, navigation restructure and create reusable templates across BNP platforms services and products.

More at [www.bnpparibasfortis.be](http://www.bnpparibasfortis.be)

#### **Cognizant, Brussels**

##### **Senior User Experience Consultant, Aug' 2019 - December 2019**

Working as an external Consultant with the development team of 'Innovation Department' part of the Digital Transformation of AXA insurances as a contractor via Cognizant. During my stay at AXA, I worked closely with the business department, PO's and developers to establish a Design department process, inviting all participants working under the same brand AXA guidelines. Providing data-driven results, in collaboration with the Market research department.

More at [www.bnpparibasfortis.be](http://www.bnpparibasfortis.be)

#### **Kinetic Analysis, Netherlands**

##### **Innovation Consultant/Product Designer, Sep' 2018 - Aug' 2019**

Designing products and services using the latest technology of sensors capturing human motion and analysing it, applying it into original ideas. I am leading the innovation strategy and UX design of the products and services.

More at [www.kinetic-analysis.com](http://www.kinetic-analysis.com)

#### **Belfius Bank, Brussels**

##### **Senior Service Designer /strategist Dec' 2017 - June 2018**

Designing from A to Z efficient solutions that capture holistically the needs of the bank's mobile application.

More at: "Belfius Mobile" your bank in your pocket.

#### **European Commission, Brussels**

##### **UX expert/Innovation consultant Nov' 2015 - July 2017**

Working as a contractor and member of the UX Strategy team of the Digital Transformation of the European Commission official website / global redesign (big data content site with a yearly traffic report of over 233 000 000 users).

Organise the research steps, implement 'Users Pool' as part of the qualified and quantified analysis, design wireframes, present to stakeholders, manage a group of mid-junior UX designers and analysts. Design and implement a Design System for all europa.eu. Act as an ambassador for a common understanding among stakeholders.

More at: [www.ec.europa.eu](http://www.ec.europa.eu)

**Williams Lee, Tag Worldwide, London****Global head of Design & UX / Strategist Nov' 2013-2015**

As a global head of UX, I worked closely with the Product Director, senior UX Designers, Product Owners, Project Managers, Developers, Clients, and Users. Responsible for creating and mentoring the UX team in user-centered design activities from research to interaction design and concept testing. Plan and execute time-limited research projects that provide customer understanding. Communicate customer needs and understanding within the business. Design user-centered user interfaces which support customer needs and they are identified as in-scope by product owners. Verify the operational validity and engineering feasibility of user interface designs with business stakeholders, customers, and developers. Communicate specification (look and feel, behavior, etc.) of user interface designs to developers and testers. Define and manage the adoption of and adherence to the UX design process. Act as the arbiter in the case of conflicting design decisions and approaches. Manage the resources within the UX team, including appraisals and on-boarding of additional permanent and temporary resources. Working with clients such as Coca-Cola, H&M, Jaguar, LandRover, Intel, RBS, Bank of America, Sony, Reebok, Adidas, Canon, British Gas, Tesco, Hilton, among others.

More at [www.wlt.com](http://www.wlt.com)

**Marikworld Ltd, London****Owner/Senior designer in Digital 2000 - 2013**

Working as a senior UX/UI designer / consultant, contracting for a variety of projects participating from concept to delivery for multichannel experience. Pioneer of "illustration & animation of complex data for an efficient customer experience", a vehicle for cross departmental communication and decision making, globally.

Pioneer of establishing combined methodologies of accurate quantitative and qualitative UX research results.

Working with global Brands, MasterCard, Nokia, Nestle, Unilever, Vauxhall, BBC, Nike, H&M, Standard Bank, Klm, BBC, Amstel, Isuzu, Scania, Olympics Athens 2004, Expo 2005, Royal Academy of Music London, Cabot Communications, Quest Q hotel and international agencies like Mindshare, McCann, Spot Thomson JWT, Basler Insurance, among others.

**European Court of Auditors, Luxembourg****Art director/web designer, 1998 - 2000**

Concept and design of web sites presentations & mini sites. Proposed and developed innovative ways of designing on-line presentations, official European journals publications.

**European Commission, Luxembourg****Six month contract as Web designer, 1998**

Concept and design of the web site of DG13

**EDUCATION**

**The Psychology of Emotions: An introduction to Embodied Cognition**, Master Class, University of Cambridge, current

**Vision in Product Design**, Master Class certificate, Delft University, 2019

**MA in Communication Media-Animation**, Art, Media and Design, University of West of England (UWE), Bristol, UK 2003-2007

**MBA in interactive multimedia business projects**,

University of Saint Louis, Brussels, BE 2001-2003

**BA in Communication Arts**, University Institute of Technology, Nancy 2, France 1994-1998

**SOFTWARES**

Adobe creative suite, Figma, Miro, Xmind, Trello, Jira, Marvel, Sketch, Axure, Balsamic

**PUBLICATIONS**

**Kill it or it will kill you**, the killing fears book by MaRik, London 2012 [www.killfears.com](http://www.killfears.com)

**Numbers**, educational game for children - ebook, Athens 2012

**Aloft in the clouds**, a 45 pages book of illustrated poetry for dreamers, Bristol 2005

**LANGUAGES**

**Greek:** Native    **English:** Proficient    **French:** Proficient    **Dutch:** Intermediate