

Evelina Efthimiou

Senior Product Designer

 efthevelina.com  efth.evelina@gmail.com  /in/evelina-efthimiou

WORK EXPERIENCE

Betsson Group

Senior Product Designer @ Sportsbook

Remote • May 2024 - Today

- Designed a **conversational AI agent** to replace a limited search function that failed on ambiguous queries, including fallback suggestions, clear error-state copy, and latency UX (staged loading, streaming responses) to maintain user trust during processing.
- Designed the **Edit Bet** feature end-to-end and **adaptive Betslip behaviors** (entry-point-based layout, swipe-to-delete) to improve usability.
- Designed the **Popular Now widget** and **Competition Graph** to surface relevant content within the sportsbook lobby and event pages.

Product Designer @ Sportsbook

Remote • Sep 2023 - Apr 2024

- Built and scaled the Sportsbook's **Design System**, including component specs for developers, ensuring consistency across brands
- Designed event cards, scoreboards with micro-animations, and win **celebration animations** to enhance engagement during betting moments.
- Developed a scalable **sports icon system** using SVG variables, enabling automatic brand-specific styling without manual rework.

Desquared S.A.

UX/UI Designer @ Wave Grocery

Hybrid • Apr 2022 - Aug 2023

- Redesigned the Wave Grocery e-commerce platform to replace an outdated, low-personalization experience with a modern, brand-flexible storefront, improving product discovery, navigation, and checkout flow.
- Built a **white-label Design System** with modular components (product cards, banners, filters, cart widget, homepage, header/footer) enabling rapid, consistent deployment across multiple supermarket brands.
- Conducted competitive research (Sklavenitis, e-Fresh, Tesco, Instacart) and designed grocery-specific flows accounting for reorders, delivery slots, and weight-based pricing; ran hands-on QA to validate implementation across devices.

Generali Hellas S.A.

Software Developer

Hybrid • Jan 2019 - Mar 2022

- Engineered insurance document workflows on the Quadient Inspire platform, transforming raw XML policy data into automated business logic (Inspire Automation) and final document/email output (Inspire Design).
- Researched and resolved recurring technical issues, documenting business rules and system specifications for long-term maintainability.
- Proactively transitioned toward design by leading the Figma design (with external support) of an internal tool for bank brokers to streamline insurance policy issuance, including a Design System and mapped user flows to support the new tool.

Webjar

Digital Marketing Associate

On-site • Oct 2017 - Jan 2019

- Managed and optimized Google Ads campaigns, and conducted SEO audits.
- Created and scheduled social media content to boost engagement.
- Prepared regular campaign reports and coordinated with clients and internal teams to align marketing goals.

EDUCATION

Athens University of Economics and Business
Department of Management Science and Technology

Major: Operations and Supply Chain Management
Greece • 2013 - 2018

CERTIFICATIONS

Google UX Design Professional Certificate
Coursera • 2022

UX Research for Product Design
Athens Tech College • 2018

Digital Design & Web Programming
AKTO College • 2016 - 2017

LANGUAGES

Greek	English	Spanish
Native	Proficient	Intermediate

SKILLS

- **Design:** Figma, Sketch, Wireframing & Prototyping, Design Systems, User Research & Testing, Adobe Suite
- **Technical:** HTML5, CSS, JavaScript, TypeScript, Claude Design, Visual Code & Github Copilot
- **Process:** Agile, Scrum, Jira, Confluence