

Yiota Demetriou CV

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Profile Summary

A Hybrid advocate for user-centred experiences with extensive experience in UX (Digital, Physical, Multimodal Product Design), user research, strategic direction of data-informed/led design, product development and growth, to create intuitive experiences gained through corporate, creative, and academic contexts. Ambitious and creative problem-solver with an entrepreneurial bent for ideating disruptive technologies, leading cross-functional teams, teaching HCI, and a track record for leading values-driven design strategies in agile environments. A can-doer able to communicate complex information to diverse stakeholders, and convey ideas. Offers a PhD Human-computer Interaction. A curious and analytical mind with a passion for leading and influencing creativity, play, and emotive design, dedicated to getting to know users' goals, aiming to deliver outstanding user experience.

Education

- 2016, Senior Fellow of Teaching in Higher Education, Advanced Professional Teaching Certificate, Higher Education Academy (HEA)
- 2012 - 2015, Ph.D. Doctorate of Philosophy, in HCI, Cultural Studies & Behavioural Sciences, University of Bristol
- 2010 - 2011, MA in Performance and Interaction Design, University of Hull
- 2007 - 2010, BA (Hons) Drama, Queen Mary's University of London
- 2006 - 2007, Foundation in Filmmaking, New York Film Academy

Digital Tools & Hardware

- Design Softwares (Adobe, Figma, InVision)
- HTML, CSS
- Microsoft Office, Keynote
- Operating Systems (Mac, Windows)

Languages

- English (Native)
- Greek (Native)

Skills

- UX Design Strategy
- Physical and Digital Design Strategy
- Growth & Monetization
- Gamification
- User Research, User Flows
- User Journeys, Empathy Maps, Personas
- Wireframe Production, Interaction Design
- Ethnographic And Netnographic Research
- Cognitive Walkthrough
- Communication Strategy via storytelling
- Storyboarding
- Website & Multimedia Design
- Website Strategy, SEO & Analytics
- Design Thinking and Lego Serious Play
- Workshop Facilitation
- UX Coaching & Mentoring

Work Experience

Sept 2018 - March 2021 **Senior Lecturer in Creative/Applied Computing, Ideation, Design Thinking & Problem-Solving, Human-Computer Interaction, UX**

Bath Spa University

- Educational programme management and leadership: Designed the curriculum, convened and delivered modules Ideation & Creative Problem-solving, Design Thinking, Creative/Applied Computing, the Human-Computer Interaction MA managing, leading, and coaching a cohort of more than 350 digital media and software development undergrad and postgrad students.

- Developed the content and pedagogy of specific areas within the School's undergraduate and postgraduate programmes in the area of User Experience Design for digital applications, and systems.
- Planned and developed an entire semester of e-learning activities due to Covid-19 emergency using educational technologies, adapting courses to a mixture of synchronous and asynchronous learning approaches for digital environments.
- Nurturing new talent via contact time coaching and pastoral care. Helping students come up with disruptive ideas and innovative concepts. Successfully mentored students to launch their websites, digital products, start their own online ventures, and test their products in an agile iterative design cycle using the industry's best practices.
- Led and attended staff meetings, proposing and implementing changes in operation and organisational framework. Managed individual research, training, and teaching budget of £250,000 GBP. Prepared bids for funding for departmental research projects, and presented work at world-famous conferences.

Aug 2018 - Jan 2020 **Director of Customer Experience and User Experience Design**

Martian LTD, Green Transport & Ecotech

- Injected Lean UX paradigms into Agile development processes significantly improving the team's velocity and overall collaboration while placing the user at the core of the lifecycle. Leading a team that is innovating across both responsive web and native app experiences to unlock formidable commercial growth.
- Leading a cross functional design and engineering team, helping to translate professional languages for successful collaboration. Owning the complete product design process and tackling ambiguous, nebulous and complex problems through experimentation, all while mentoring and growing a hardworking and capable design team.
- Defining and owning Martian's people roadmap. Recruited hired excellent design talent, and spent time providing leadership and mentorship to designers and managers.
- Defining and owning the company's technological roadmap. Setting staffing plans, ran design critiques, hosted collaboration and brainstorming sessions, defining the user experience, drive design execution excellence, identify areas of process efficiency, and promote a high-output design practice. Oversaw design sprints or other creative events that drove innovation through design. Crafted the teams strategic thinking, informed with insights and opportunities via data-informed and led design approaches, and applied gamification framework to hack the company's commercial growth. Conceptualised, designed and conducted mixed method research by pioneering the use of remote user testing tools to gather feedback early and often while also increasing velocity and reducing associated research costs.
- Organised, created, designed and delivered content for pitch deck funding proposal using immersive and compelling storytelling tools. Developed cost effective prototypes for initial testing and simulation that won external funding of 80% for their further development.

Dec 2017 - July 2018 **UX/UI Architect of Extraordinary Experiences, Splash & Ripple LTD**

Digital and Physical Gaming, Immersive Technology

- Proactively partnered with other teams to understand the game's overall vision.
- Coordinated user research team to grasp player needs, motivations, behaviours, etc.
- Led UX and evaluation strategy and delivered qualitative research consultation for usability testing
- Delivered workshops and focus groups, and published reports.
- Create wireframes and prototypes using specialist tools that were used to acquire funding for the development
- Worked closely with graphic designers to discuss design intentions to transform them into easy-to-understand features and concepts
- Wrote clear, consistent, concise UI copy (item descriptions, tutorials, menus, settings, notifications, etc.)
- Created and maintained guidelines and style guides (voice, tone, vocabulary, etc.).
- Balanced design, narrative and visual aspects with technical constraints (especially space restrictions).

July 2016 - Feb 2018 **Founder / Product Designer & Design Lead / Author**

Multisensory Storytelling Device, Interactive Book

- Produced and authored an award-winning innovative storytelling device for tactile reading using haptic technologies, featured on the BBC. Has been shortlisted for Communication Arts Interaction Award in California,

and has been described as “*An innovation that has transformative impact on human understanding and an exemplar for the collision of art, science & technology*”.

- Designed and developed the product to support high impact company brands. Executed design decision details from components, colors, materials, aesthetics and ergonomics. Led the design from discovery and ideation, R&D, concept creation, writing, prototyping and user-testing activities.
- Managed and planned strategic business development - including sales, marketing/branding, project management, product and vendor management. Created customer facing design guidelines, and usability guidelines.
- Developed sales materials in printed and portable document format for electronic distribution for the sales team. Led the product's business, e-commerce, and audience development by successfully creating a global market for this product in book retailing and art collecting. Successfully featured the product on the BBC and other international media. Managed marketing and clientele successfully led to 75% of retail stock being sold in a year.

Jan 2015 - Jan 2017 **Founder // Executive Director of CyArt Hub // Design Lead**

Social Enterprise, Mobile Phone App & Creative, Social Online Resource for Creatives

- Founded social enterprise CyArtHub. Defined and owned the product technology and people roadmap. Recruited a cross-functional team of developers, creatives and individuals with business acumen. Led the market research of the organisation's fundraising and investment campaigns.
- Lead the partnership engagement with other social organisations, cultural organisations, charities and research institutes. Led the brand and development of its online presence working closely with the design team and developers.
- Successfully acquired EU-based accelerator fellowship to develop the prototype. Organised Alpha and Beta testing, planned and facilitated focus groups. Documented, collated and analysed findings from UX research and implemented them in redesigning the final prototype, which attracted angel investor funding up to 45% increasing revenue growth.
- Established the effective design and project management processes. Strategically worked on the website and app development, collaborated with UI designers to create a mobile app and the website architecture.
- Successfully changed its processes of engaging with targeted audiences. Instead of offering services to single individual end-users, I extended its digital platform to include services for cultural organisations.