

# Maria Boutzoukas -Senior User Experience Designer

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🔑 DesignThinking

Experienced UX Designer with over 10 years of driving user-centered design projects. Expert at developing strategies and delivering intuitive, elegant solutions that streamline user interactions and workflows. Known for my ability to collaborate effectively with cross-functional teams and senior leadership, I excel in transforming complex challenges into actionable, innovative outcomes. Eager to apply my expertise in user experience design to advance the frontier of digital innovation across industries.

## Technical Skills

- UX Design & Prototyping
- UX Tools (Sketch & Figma, Miro & Lucid, etc.)
- Wireframing & Journey Mapping
- Storyboarding & Project Scoping
- Customer Interviewing & User Testing (Qualitative and Quantitative)
- Agile & Waterfall Project Management
- Adobe Creative Suite & Microsoft Office
- Project Planning & Timeline Management
- Stakeholder Communication & Presentation Skills
- Proficiency in user-centered design principles, methodologies and design thinking.

## Personal Skills

- Leadership & Team Management
- Persistence
- Dedicated
- Continual Thirst for Knowledge
- High Emotional Intelligence (EQ)
- Creative & Innovative
- Positive & Mindful
- Organized & Adaptable
- Independent Thinking
- Collaborative
- Thrives Under Pressure
- Proactive Communication

## Professional Experience

**DawnTMS** – Jan 2021 - Current

*Staff User Experience / Product Designer*

- Led the design of a data analytics-focused SaaS application in logistics from ideation to launch, driving the entire product development lifecycle.
- Created high-quality user experiences by collaborating with product managers, designers, subject matter experts, and developers to ideate, prototype, execute, test, and deliver solutions.
- Developed user journeys, wireframes, high-fidelity compositions, and clickable prototypes for thorough testing and validation.
- Defined and validated concepts through exploration, prototyping, and user testing, ensuring solutions met user needs and business goals.
- Devised optimal methods for gathering user feedback metrics with a limited user set, enhancing the product based on real user insights.
- Designed scalable design patterns and user flows, iterating based on continuous feedback to improve usability and functionality.
- Led the integration of AI technologies to optimize document management processes, significantly enhancing efficiency and accuracy in load creation and user data handling.

## **Techdata** – May 2018 - Jan 2021

### *UX Design Product Team Lead*

- Managed and led internal and outsourced teams, fostering a collaborative environment and ensuring product design aligned with business strategy and user focus.
- Led global design thinking workshops kickstarting various projects and facilitated brainstorming sessions to cultivate the creative thinking process and create shared understanding, and project artifacts.
- Coordinated with business and developers to define scope, functionality, and design, organizing sprints and tasks, and prioritizing work.
- Presented prototypes and project progress to high-level stakeholders, developing benchmarking strategies for feature improvements.
- Created user journeys, journey maps, prototypes, wireframes, and high-fidelity mockups with thorough documentation.
- Developed a design system and symbols library for consistency across platforms, collaborating with developers for implementation.
- Stepped in mid-project, successfully changing the perception of UX within the project team and boosting team morale.
- Conducted customer interviews to develop personas and identify pain points, creating storyboards and user journeys.
- Collaborated on wireframing and functionality solutions with UI/dev teams.

## **Faces2hire.com** 2012 – March 2018

### **User Experience / Product Designer**

- Translated founders' visionary ideas into a fully functional product, driving the design and development process from concept to launch.
- Managed and led multiple teams, including outsourced contractors and agencies, ensuring cohesive collaboration and high-quality outcomes.
- Collaborated closely with investors and stakeholders to develop comprehensive project plans and strategic roadmaps.
- Partnered with development teams to ensure feature requirements were met, aligning design objectives with technical feasibility.
- Conducted user interviews, competitive analysis, and usability tests to inform design decisions and improve user experience.
- Ran design thinking workshops, creating wireframes, prototypes, and user journey maps to visualize and refine product concepts.
- Implemented Agile methodologies, transitioning the organization from waterfall processes to improve efficiency and adaptability.
- Managed the hiring, onboarding, and training of new employees and consulting companies, building a strong and capable team.

## **Education**

**International Academy of Design and Technology**  
BFA - Graphic Design | 2010

**Udemy.com**  
Continuing education 2017 - Current