Eleni Kolovou

UX Designer for Web Apps & E-commerce

13+ YEARS IN WEB

Athens, Greece · Remote only



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PROFILE

I turn complex business rules into clear web experiences. With 13+ years across web development, search marketing and UX, I connect user needs, commercial goals and implementation — from requirements to final UI and developer handoff.

PROFESSIONAL EXPERIENCE

UX Designer & SEM Specialist

Web Dimension · Athens · 2019–Present

Lead UX design for custom web apps and e-commerce, from client requirements to wireframes, final UI and developer handoff.

LA VIE EN ROSE · E-commerce

Role · Sole designer, end to end, for the mobile-first redesign: requirements, content structure, wireframes, final UI and developer handoff.

Delivered · Adobe XD prototype from discovery to checkout; clearer offers, gift rules and cart flows with shipping and gift progress indicators.

Results · 25% lower cart abandonment · 50% fewer support calls about offers

STUDYTOURS · Educational travel

Role · Structured the platform from the ground up, connecting customer booking journeys with administrative workflows.

Delivered · Parent booking with instalments, group leader profiles, and admin designs for bookings, programmes, accommodation and outstanding payments.

RETHYMNO HOSPITAL · Ophthalmology

Role · Translated clinical staff needs into workflow requirements and role-based access rules.

Delivered · Proposed flows for appointments, surgery scheduling and patient records, with view/edit permissions by staff role.

EARLIER EXPERIENCE

Web Developer & SEM Specialist

Web Dimension · 2015–2019

Customised websites with HTML and CSS, managed client communication, and supported search visibility through SEO and Google Ads.

Digital Marketer

Crypto Electronics · 2014–2015

Managed SEO and social media campaigns to strengthen search visibility and engagement.

Co-Founder & Managing Director

Modelucky.gr · 2013–2014

Co-founded a fashion platform built around the recommender system I developed for my engineering thesis.

SKILLS

UX & product · Requirements gathering, information architecture, user flows, mobile-first UX, wireframes and prototyping.

Tools & technical · Figma, Adobe XD, HTML, CSS, JavaScript, SEO and analytics.

AI-assisted design workflows · AI-supported ideation, prototyping and design iteration.

EDUCATION & CERTIFICATIONS

Master’s in Electrical and Computer Engineering

National Technical University of Athens (NTUA) · 2013

Thesis: Recommender systems for e-commerce · **Grade 10/10**

Google UX Design Professional Certificate · 2024

Certificate in Digital Marketing
Hellenic American Union · 2015

LANGUAGES

Greek (native) · English (Proficiency)