



Andreas Gugliotta

UI/UX Designer

Contact

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Expertise

- Wireframing & Prototyping
- User Interface Design
- Interaction Design
- Design Thinking
- Illustration
- Character Design
- Usability Testing
- Stakeholder management

Tools

- Figma
- After Effects
- Lottie
- Adobe Illustrator
- Google Analytics
- Confluence
- Jira

Languages

- Greek (native)
- Italian (native)
- English (professional)

Education

CareerFoundry
Diploma of Education, UI/UX Design
Mar 2021- Jan. 2022

Middlesex University
BA in Graphic Design
Nov 2010- Sept. 2014

University of Patras
BA in Theatre Studies
Sept 2006- Sept. 2010

Hobbies

In my free time, I stay active through sports like boxing, swimming, and running when the weather is nice. I also enjoy illustrating and creating short animations for personal projects or commissions. Recently, I've been experimenting with tattooing as a new creative outlet.

My design philosophy

I thrive in my own creative space, where I explore visual storytelling by drawing inspiration from the overlooked details of everyday life. With a commitment to continuous learning, I stay updated on the latest web technologies and design trends. Since the beginning of 2023, I've delved deeply into the world of user experience (UX) and user interface (UI) design. My design philosophy is grounded in the principles of Design Thinking, enabling me to create seamless, intuitive experiences that address users' needs while enhancing their interactions with digital platforms.

Work Experience

Ux/ui Designer - Basic Fit Mobile App June 2024 - Present
Basic-Fit B.V | Amsterdam, The Netherlands

After nearly two years at Basic Fit, where I also contributed to the app's UX on the side, I was given the opportunity to step fully into the role of UX designer. This transition allowed me to take on full responsibility for both the UI and UX aspects of the app, significantly broadening my skill set and making me a more well-rounded product designer.

My main tasks now are:

- Designing projects from discovery to implementation that impact over 4M users in 6 different countries
- Using Data to guide me through my design decisions
- Collaborating with key stakeholders
- Increasing active users in the app
- Increasing average engagement time with the app

Ui Designer - Basic Fit Mobile App January 2023- June 2024
Basic-Fit B.V | Amsterdam, The Netherlands

As a UI Designer, I crafted intuitive and visually engaging interfaces, ensuring a seamless balance between aesthetics and functionality across platforms.

My main tasks:

- UI Design:** Created visually compelling and user-friendly interfaces for the Basic Fit app while following brand guidelines and aiming at user satisfaction.
- Concept Development:** Collaborated with stakeholders and different teams to brainstorm and develop innovative design concepts that aligned with business objectives and user needs.
- Prototyping:** Built interactive prototypes to showcase design functionality and gather early feedback, utilising Figma.
- Usability Testing:** Due to the large amount of the basic fit member base, it was easy for us, as the App Team to gather testers in small groups and conduct usability tests to identify pain points and areas of improvement.
- User Interviews:** As a Ui Designer I assisted interviews with a senior UXer to identify behaviours, and pain points, translating these findings into actionable design improvements.
- Design System Maintenance:** Updated and expanded the already existing Design System to standardise components, ensuring consistency within the app.

Visual Designer July 2019 – August 2022
Hub Creations | Amstelveen, The Netherlands

As a Visual Designer at Hub Creations, I was responsible for a range of creative projects, including:

- Animated Content Creation:** Designed and developed engaging animated visuals for various platforms, enhancing brand storytelling and user engagement.
- E-learning Content Design:** Created visually appealing and interactive e-learning modules, ensuring content was both educational and user-friendly.
- Editorial Design:** Produced compelling layouts for print and digital publications, balancing typography, imagery, and layout design to enhance readability.
- Character Design:** Developed unique, stylised characters for animated projects and branding, contributing to visual narratives.
- Storyboard Design:** Crafted detailed storyboards to visualise sequences for animation and video projects, ensuring alignment with project goals and client vision.