



# Andreas Gugliotta

UI/UX Designer

## Contact information

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## Design Skills

User Interface Design - User Experience Design

Wireframes - Prototyping - Usability Testing

Interaction Design - Design Thinking

Illustration - Character Design

## Design Tools

Adobe After Effects

Figma

Adobe Illustrator

Lottie

## Analytics

Google Analytics

## Project Management

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

## My Work Philosophy

I am a creative UI/UX Designer with expertise in wireframing, prototyping, and usability testing. I combine Design Thinking and data-driven insights to craft intuitive user experiences, impacting millions of users. Inspired by everyday life, I thrive in creative spaces and stay updated on emerging trends to deliver innovative digital solutions

## Work Experience

### Ux/ui Designer - Basic Fit Mobile App

Basic-Fit B.V | Amsterdam, The Netherlands

June 2024 - Present

- 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

Basic-Fit B.V | Amsterdam, The Netherlands

January 2023 - June 2024

- Created user-friendly and visually appealing interfaces following brand guidelines.
- Developed interactive prototypes using Figma to showcase functionality and gather feedback.
- Conducted usability testing and user interviews to identify and address user pain points.
- Maintained and expanded the design system to ensure consistency across the app.

### Visual Designer - Hub Creations | Amstelveen, The Netherlands

July 2019 – August 2022

- Designed engaging animated content to enhance brand storytelling and user engagement.
- Created interactive e-learning modules, blending education and usability.
- Developed unique characters and storyboards for animation and branding projects.
- Produced editorial designs for print and digital platforms.

## 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.