

ANDREA LANTOS

SENIOR UI/UX DESIGNER

EXPERTISE

- UX Research and Analysis (user interviews, surveys, usability testing)
- User Journey Mapping and Personas
- Information Architecture and Content Strategy
- Wireframing and Prototyping
- Interaction Design and Animation
- Design for Accessibility
- Creative Problem Solving and Innovation
- Time Management and Meeting Tight Deadlines
- Transforming Concepts into Final Design
- Outstanding Attention to Detail and Aesthetic Sensibility
- Task Prioritization and Resource Allocation
- Mentoring and Coaching Junior Designers
- Design Systems and Component Libraries Development
- Empathy for Users through User-Centered Methodologies
- Collaborative Team Player and Self-Starter
- Experience Across All Stages of the Product Design Lifecycle (ideation to launch)
- Long-Term Strategic Thinking and Vision Alignment
- Stakeholder Engagement and Communication
- Iterative Design and Agile Methodologies
- Familiarity with Front-End Development Principles
- Continuous Learning and Staying Updated with Design Trends

SOFTWARE SKILLS

XD Ps Ai Id

Figma, Sketch, Zeplin, Canva
Miro, Whimsical
JIRA, ASANA, Trello, Monday
HTML, CSS, JavaScript
Wordpress
Microsoft Office
Win / MAC OS

Senior Product Designer with a strong background in UI/UX design, specializing in creating user-centered solutions for both B2B and customer-facing environments. Proficient in delivering intuitive and engaging experiences through research-driven design, wireframing, prototyping, and usability testing. Adept at collaborating with cross-functional teams in Agile environments, from ideation to final product delivery. Passionate about solving real-world problems, improving user satisfaction, and driving business results across global markets. Skilled in leading various types of projects, working with tools like Figma, Adobe Creative Suit, and Miro, and adapting designs to meet diverse user needs.

WORK EXPERIENCE



UI/UX DESIGNER

TRANSPORT DESIGN INTERNATIONAL (FORMAL IDEA CATALYST GROUP)
STRATFORD UPON AVON / 2020 - RECENT

KEY RESPONSIBILITIES

- Leading design activities for multiple web projects, focusing on user interaction, usability, and accessibility.
- Creating graphic elements and assets while developing design systems and brand guidelines.
- Building B2B and B2C webpages using WordPress.
- Conducting user flows, user journeys, and use cases, while creating wireframes and UI elements for a cloud-based Mobility as a Service (MaaS) solution (web and mobile applications).
- UI and UX design for in-house software development projects.
- Leading digital transformation projects: gathering requirements, conducting stakeholder interviews, and evaluating products for optimal solutions.
- Applied Scrum methodologies to optimise design sprints, ensuring rapid prototyping and iteration cycles in an Agile environment.

MAIN PROJECTS: TDI | Patent Place | Pure Ideas | Thrive | ICG



DIGITAL DESIGNER

MERCATOSOLUTIONS, BIRMINGHAM / OCT 2019 - APRIL 2020

KEY RESPONSIBILITIES

- Redesigned the KnowledgeKube product website with a focus on usability and accessibility.
- Enhanced user satisfaction and achieved business goals such as improving the conversion rate through user flow optimisations.

PROJECT: KNOWLEDGEKUBE



DIGITAL DESIGNER

FREELANCE / 2018 - 2019

KEY RESPONSIBILITIES

- Collaborated with clients to deliver end-to-end digital product, visual, and UX design solutions.
- Led projects from concept development through final execution, ensuring alignment with customer needs and business goals. Successfully managed the entire design lifecycle, including user research, wireframing, prototyping, and final product delivery for diverse clients

PROJECTS: ID Mobile | L&M Winery | Kicsikitchen | Karpathia



DIGITAL DESIGNER / UI & UX

FITNESSGENES, LONDON / SEPT 2017 - DEC 2018

KEY RESPONSIBILITIES

- Redesigned intuitive B2B and B2C landing pages and customer-facing applications, improving both user satisfaction and business KPIs.
- Improved user satisfaction and business goals through user flow optimisations, feature design, and development of user personas.
- Communicated product design concepts through Sketch mockups and InVision prototypes.
- Collaborated on marketing campaigns for the website and social media.
- Worked within an Agile cross-functional team, including Product Management, Development, Marketing, Analytics, and Science teams.

MAIN PROJECTS: Product landing page UI and UX design | B2B landing page UI and UX design | Members area redesign (web and mobile) | Transactional email redesign

CERTIFICATIONS

AI FOR DESIGNERS

INTERACTION DESIGN FOUNDATION
2024

EDUCATION

MSC, APPLIED DIGITAL MEDIA

FIRST CLASS HONOURS
GRIFFITH COLLEGE, DUBLIN
2010-2012

Final Project:

The Dublin Street Museum - Designing
and coding a responsive website

DESKTOP PUBLISHING MASTER

IACT, DUBLIN (2009 - 2010)

Diploma in Adobe Photoshop, Illustrator
and InDesign

MA - MODERN AND CONTEMPORARY HISTORICAL MUSEOLOGY

EÖTVÖS LORÁND UNIVERSITY,
BUDAPEST, HUNGARY (2004– 2007)

MA - HISTORY AND HISTORY TEACHER

EÖTVÖS LORÁND UNIVERSITY,
BUDAPEST, HUNGARY (2001– 2007)

LANGUAGES

English - Fluent

German - Elementary

Hungarian - Native

PERSONAL INTEREST

Volunteer history teacher
Crafting
Traveling
Gardening

DIGITAL PRODUCT DESIGNER / UI & UX

TRIVAGO, GERMANY / OCT 2013 - SEPT 2015

KEY RESPONSIBILITIES

- Develop visual ideas & concepts via sketches, prototypes & wireframes based on user research and personas.
- Translate concepts to systematic design structures to improve user experience.
- Concept and design consistent user experience for the trivago corporate communication platforms (company pages, blogs, etc.) and effectively deliver corporate message.
- Design engaging interactions and intuitive, visually stunning user interfaces and experiences.
- Optimising web traffic, engagement, using A/B and multivariate testing methods.
- Cooperating with Product Managers, Developers and Marketing professionals to create user friendly product designs.

MAIN PROJECTS: Core product landing page UI and UX design | B2B service pages UI and UX design | Mobile App design | Internal innovation project

LEAD GRAPHIC DESIGNER

CLEVERCARDS (FORMAL CLEVERBUG LTD) IRELAND
FEB 2012 - AUG 2013

KEY RESPONSIBILITIES

- Working with a small agile team in a startup environment.
- Creating briefs, storyboards, design guidelines and building a product inventory system.
- Developing creative digital products for web, for the mobile app and for print.
- Designing web UI, mobile app UI, e-mail templates, Facebook and mobile adverts.
- Liaising with the founders, with coders, marketing, data analyst, copywriters, licensors and communicating with customers.
- Managing a small design team to ensure all materials are delivered on time, sometimes with very tight deadlines. Ensuring all deliverable meet or exceed the required quality standards.

MAIN PROJECTS: Mobile app for ordering personalised greeting cards | Website for creating and ordering business cards

GRAPHIC DESIGNER

FREELANCE, IRELAND / 2008 - AUG 2012

JUNIOR GRAPHIC / GAME DESIGNER

GLASSFISH LTD, HUNGARY / 2006 - 2008

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SENIOR UI/UX DESIGNER

PORTFOLIO

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