



JOHN BAKALIS
User Experience Designer
(UX/CX)

Born 23.01.1983 [Sunday]
Based in Thessaloniki, Greece
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Product designer
at GSBG (Global Synergy Buying Group)
Duration:
Sept 2017 – at present

Lead UX designer
at Zoie [Chatbot]
Duration:
August 2016 – November 2017

UX designer
AYO.gr
Duration:
January 2017 – Sept 2017

1xDESIGNER
Discount Markt S.A.
Duration:
May 2015 – January 2017

UX DESIGNER
at Apeako [Social mobile app]
Duration:
February 2014 – May 2015

Education
Digital graphic design
Duration:
October 2008 – September 2012

Senior UX Designer. GSBG is an agent & Brokers company that connects food suppliers with wholesalers and retailers. Developing and trading private-label products for third parties or promoting our own private-label brands. My main responsibilities are to create solid user/customer experiences and deliver real product and features, for the web, mobile web & apps. I'm working closely with and engineering teams to conceptualize and design company's web platform integrated with an array of advanced functionalities focused on simplifying business process, bringing flexibility, data security, improve efficiency and profitability.

Co-Founder at Zoie. Zoie is a chatbot accessible across multiple messenger applications specializing in fashion. My main responsibility was to forge a vision for consumer engagement through the production of an interesting and creative product. Participate in customer journey sessions with real users and get feedback to support our future growth as our platform evolves, conducting user research, interviews and surveys, and converting them into sitemaps, wireframes and prototypes. Involved with AI capabilities, including training NLU and tracking performance.

UX Designer at Marketing Department. My main responsibilities was to create Wireframes with User Testings, Personas, Scenarios and Storyboards function of the website in a narrative describing the scenarios of personas. Positing applications of Growth hacking Marketing tactics, focus on lowering cost per customer acquisition (email marketing, SEO and viral strategies) with a purpose to increase the conversion rate and achieve rapid growth of the user base.

Senior Designer at Marketing department. My main responsibilities was to represent the "User Experience" and translate customer requirements into defined specifications and inspire the Engineering team to develop the right product delivering value to our customers and our business. I've been working closely with marketing team, directors, business leaders and web developers to understand marketing strategies and branding.

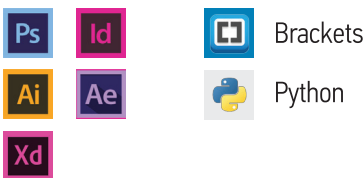
Co-Founder at Apeako.com [Check-in with Benefits]. As a UX Designer i applied a UX Research tactics & strategies to valuate our users market. Prototype developed with Sketchapp & UI wireframes for multiple mobile platforms (iOS, Android & Windows mobile).
*The app conquered the 3rd place at the finals of National Bank of Greece competition (2015).

Bachelor Degree In Digital Design (1st Class).
Applied Art Studies College, Campus University Of Central Lanchashire,
[UCLAN], U.K

SOFT SKILLS

- Motivated, Team player
- Enthusiastic
- Well-disciplined
- Flexible, Patient
- Solving problem skills
- Creativity & self-motivation
- Sociable
- Extrovert & tolerant

SOFTWARE SKILLS



PROTOTYPING TOOLS

- Sketch (macOs)
- Invision App
- Proto.io

INTERESTS

- Design Conferences
- Books (relative in UX)
- Sports
- Music