

Marietta Lazana

mariettalazana@gmail.com | 0030 6957354441 | LinkedIn: [Marietta Lazana](#)

Work Experience

Lead Product Designer

Prosperity, Full-time, Mar 21 - Present

- Coordinate the entire redesign of Prosperity's main products from the ideation phase to the final implementation and launch (*Used by 300k+ users per month*)
- Report directly to the CEO and plan product strategy
- Present action points after user research to increase customer satisfaction
- Took charge of the hiring process of the design team
- Create wireframes and pixel-perfect mockups

User Experience Consultant

Another Circus Agency, Contract, Dec 20 - Feb 21

- Determined UX strategy for a mobile app and suggested new user flows that increased conversion

Product Designer

Blueground, Contract, Nov 20 - Mar 21

- Updated the design system that improved collaboration with the engineering team
- Ran usability tests and presented action points

Product Designer

Parkaround, Contract, Jul 20 - Nov 20

- Suggested and created a global design system that increased scalability and cohesiveness for all products
- Redesigned and tested an online parking software solution used by 100+ parking lots

Education

Design Thinking and Innovation

Harvard Business School, Nano-degree, Jan 22 - May 22

Bsc Management Science & Technology

Athens University of Economics and Business, Bachelor, Oct 16 - Jun 20

Major: Software and Data Analysis technologies

GPA: Honors, Top 5%

Achievements

1st Business plan award

Youth Entrepreneurship Program YES, AUEB

Volunteering

Girls In Tech

Co-managing director, Greek chapter

Guest Lecturer

Athens University of Economics and Business

WomenInTech University Edition

Founder & Team Leader

Web Summit, Lisboa

Event volunteer

TEDXAcademy

Event volunteer

Skills

Personal skills: Public speaker

- Team player •Team leadership
- Resilient •Proactive •Strategic thinker

Design: Strategy & vision

- presentations •User flows
- Information architecture
- Wireframes & mockups •Design System

Research: Data analysis (hotjar,

- google analytics) •Competitor's research •Task analysis & persona hypothesis •Usability testing

Programming: HTML •CSS •JS

- Python •Java