

# **ILEKTRA RACHOVITSA**

UI/UX Designer & Front-End Developer

## **PERSONAL INFORMATION**

Date and place of birth: November 1st 1983, Thessaloniki

Residence: Athens

Phone: +30 6980403035

Email: ilektra@ilektrarachovitsa.gr

Portfolio: <https://www.behance.net/ilektrarachovitsa>

Marital Status: Single

## **EDUCATION**

### **Master of Fine Arts in Web Design & New Media**

Academy of Art University - [www.academyart.edu/interaction-ui-ux-design-mfa](http://www.academyart.edu/interaction-ui-ux-design-mfa)

San Francisco, CA, USA | 2008 - 2011

Expertise in Interaction & UI/UX design

### **Bachelor of Fine Arts in Fine Arts and Art Sciences**

University of Ioannina - [arts.uoi.gr/web](http://arts.uoi.gr/web)

Ioannina, Greece | 2002 - 2006

## **WORK EXPERIENCE**

### **UI/UX Designer & Wordpress Developer**

AFOI KARPODINI – Property Management Company

Athens | 01/2024 - Today

- Creation of digital brand identity and strategic planning of the group's online presence from scratch
- UI/UX design for the group's website
- Business needs analysis and market and competitor research
- Website development and implementation using Wordpress

### **Graphic & Web Designer, Front-End Developer**

Bel Air Resort & Residences - [belairtremblant.com](http://belairtremblant.com)

Miami Beach, FL, USA | 10/2020 - 12/2021

- Designed websites, logos, graphics and marketing materials
- Developed e-commerce online ordering system using Woocommerce
- Improved UI/UX, functionality and performance of existing websites
- Created and managed company social media profiles
- Assisted with SEO optimization (titles, metadata, descriptions)

### **Freelance**

**Graphic & Web Design | Web Development | Digital Marketing**

San Francisco, CA, USA | 03/2012 - 08/2020

Provided end-to-end design and development services for businesses in hospitality, restaurants, health care, construction, e-commerce and local services

## **Agencies Collaboration**

### **Web Designer/Developer**

*OMC Design Group | San Francisco, CA, USA | 09/2016 - 02/2020*

*Blu Marketing Solutions | Bay Area, CA, USA | 02/2013 - 12/2016*

- Designed and developed responsive websites ((HTML5, CSS3, JavaScript, PHP, Wordpress)
- Created UX flows and wireframes and improved websites' UI/UX using new features
- Maintained websites including content updates, plugins/themes, and troubleshooting
- Managed hosting, DNS, backups, and technical support
- Designed graphics and print marketing materials

### **Selected Clients & Projects**

*Full Bloom – Gourmet Vegan Cuisine (Miami Beach)*

- Brand identity design
- Website development (HTML, CSS, JavaScript, PHP, WordPress)
- Online ordering integrations
- SEO and digital marketing

*Liaison Hardscapes | Struxure Outdoor |*

*SkinTie | Aviva In-Home Care (San Francisco, USA)*

- WordPress & Shopify development
- E-commerce functionality
- Branding & marketing materials

*Annunciation Cathedral (San Francisco, USA)*

- Recovered their website after security breach and developed a new Joomla website
- Data migration & UX improvements
- Email marketing & newsletter management

*Sebastien Entertainment (San Francisco, USA)*

- Website & social media management
- Digital content creation
- Newsletter & subscriber management

*Splinter Locksmith (Bay Area, USA)*

- Responsive website (HTML5, CSS3, jQuery, PHP)
- SEO & digital strategy

*Cardiotone Fitness Studio*

- Web & Mobile UI/UX design
- Flow diagrams & user experience architecture

## **VOLUNTEER EXPERIENCE**

### **Digital Designer**

*P.A.D.A. Institute Anti-Drug Action  
Athens, Greece | 06/2023 - Today*

- Create digital content including graphics, videos and presentations

### **Web Designer/Developer**

*Circulo de Vida Cancer Support and Resource Center  
San Francisco, CA, USA | 02/2012 - 12/2016*

- Designed the website with focus on UX improvements
- Developed website (HTML, CSS, JavaScript, PHP)
- Provided hosting, technical support and troubleshooting

## **TECHNICAL SKILLS**

WordPress, Joomla, Shopify, HTML5, CSS3, PHP, JavaScript, jQuery, Bootstrap,  
MySQL, Photoshop, Illustrator, Canva, Figma  
SEO, Social Media, Keynote, Pages, Microsoft Word, PowerPoint

## **LANGUAGES**

Greek – Native

English – Proficiency of Michigan Examination and 14 years living in the USA

German – A2 level (Elementary), Grundstufe completed