



Elina Dobekidou

elinadobs.com

About me

Senior Product Designer with 9+ years across startups, agencies, and in-house teams. Multi-disciplinary by nature, I own projects end-to-end — from strategy and user journeys to polished delivery — crafting solutions that are intuitive, scalable, and genuinely delightful for users.

Experience

Senior Product Designer — Rolle

May 2025 - Present

- Shaped UX across search, checkout, account, payments and onboarding flows across multiple EU markets.
- Embedded in agile sprints with PMs and engineers.
- Built and worked with consistent Design Systems.
- Collaborated with PMs and engineers.
- Translated AI-driven features into clear, user-centred interfaces.

Product & Brand Designer — Self Employed

Sep 2024 - Apr 2025

Took on selective consulting engagements for brand and product clients, applying design systems thinking and strategic brand development to client work.

Senior Art Director — The Flying Pot

Oct 2023 - Sep 2024

- Translated briefs into effective visual and brand solutions.
- Managed concurrent projects across identity, motion, and print.
- Collaborated across teams under tight timelines.
- Contributed to strategic new business pitches, translating briefs into structured visual narratives.

[LinkedIn](#) 

[Portfolio at elinadobs.com](#) 



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Experience

Senior UX/UI Designer — Trebble

Jan 2022 – Sep 2023

Took full ownership of complex, multi-stakeholder product engagements from discovery through delivery. Covered UX, UI, motion, and branding across multiple product lines within a fast-paced agency environment.

UX/UI Designer — Trebble

Jan 2020 – Dec 2021

Joined as a product and UI designer working across a diverse client portfolio — contributing to collaborative briefs, building craft, and developing fluency across mobile, web, and interaction design.

Digital Art Director — The Flying Pot

Mar 2019 – Dec 2019

Contributed to the full creative mix for multiple industries: digital advertising campaigns, brand identity systems, social media creative, and motion — building the cross-format fluency that later fed directly into design systems thinking.

Digital Art Director — NetPlanet

Jul 2018 – Feb 2019

- Design and craft visually stunning custom web solutions.
- Craft customer's social media presence and ad campaigns.
- Estimate costs, propose and design custom solutions for websites, applications digital assets.

Junior Digital Art Director at SOLID HAVAS

Aug 2017 – Jul 2018

- Creating digital assets
Create Brand identities
- Design webpages
Create social media campaigns and monthly calendars.



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Skills

Product & UX UX/UI Design: · Wireframing & Prototyping · User Research · Information Architecture · UX Writing · Design Systems · Interaction Design · Responsive & Mobile-first · Usability Testing · Accessibility

Brand & Visual: Brand Identity & Strategy · Print Design & Production · Packaging · Social Media Design · Campaign Design · Illustration

Motion & Strategy: Animations & Micro-interactions · Motion Graphics · Creative Direction · Digital Strategy & Consulting · Stakeholder Communication · AI-Assisted Design Workflows

Tools: Figma · Sketch · Adobe CC Suite · Lotie · Procreate · Midjourney · Claude · Gemini · Linear · Notion

Interests

Illustration, Ceramics, Cooking, Reading, Pilates Reformer & spending time with friends and family.

Education

Bachelor's Degree as a Political Scientist, Panteion University

September 2008 – June 2012

Statistics, social analysis, strategy, constitutional and political history of the country.

Print and Digital Design at AKMI College

Jan 2014 – Sep 2015

Learned color theory, the basics of printing, editing photos, branding, art history, etc.

e-learning class at the NKUA

Jan 2014 – Sep 2015

Expertise and Certificate for all Adobe suite programs.

Social Media & Youtube Seminar at Google Greece

Apr 2019

Youtube and social media strategy by Google
Facebook digital Content by Google.