Greta Bartkute

UX / UI Designer

Contact

📞 +44 793193 2576

✉️ gretabartkute1@gmail.com

🌐 www.gretabartkute.site

📍 Open to relocation

Skills

Design
- Figma, Sketch

Prototyping
- Figma, Axure RP

Research
- User Interviews, Surveys
- Unmoderated and moderated usability testing
- Contextual Inquiry
- UX Maps, User Journeys, Persona
- Data analysis using SPSS, R language
- A/B Testing & Experiment

Development
- HTML/CSS/JavaScript
- Java (basics)

About Me

I am a passionate and driven UX/UI designer with 6+ years of experience, dedicated to creating exceptional user experiences. With expertise in user-centered design, research, analysis, and programming, I bring a holistic approach to every project. I have a keen eye for detail and a focus on delivering impactful solutions that drive measurable results. My goal is to enhance the way users interact with digital products and services.

Experience

JAN 2022 - Present

UX / UI Designer - FX Digital

Leading design and research for multiple video streaming projects, I have successfully delivered exceptional user experiences across CTV, mobile apps, and web interfaces. I led and contributed to projects such as GCN, UKTV Play, and DYN, resulting in client retention and positive user feedback. Through my UX design and user research expertise, I have successfully guided cross-functional teams, including developers, PMs, designers, business analysts, QAs, and clients, to achieve outstanding outcomes. Additionally, my mentoring of a junior UX designer has resulted in their professional growth and contributed to the team's overall success.

JAN 2020 - JAN 2022

UX Designer - Entain

As a UX Designer at Entain, I played a pivotal role in optimizing the betslip UX and various user journeys for the Bwin product. Through thorough design concepts and extensive usability testing, I significantly increased conversion rates, resulting in substantial revenue growth for the company. By collaborating closely with the in-house UX team, PMs, developers, and business analysts, I ensured a shared vision and successfully executed projects that exceed user expectations.

JULY 2017 - OCT 2018

UX Analyst - Nordcode Technology

Influencing the design direction and development decisions for over 15 B2B and B2C products, I consistently delivered impactful user experiences. I successfully delivered projects that improved user engagement by leveraging my expertise in requirements gathering, information architecture, user journeys, wireframes creation and interactive prototypes. Collaborating closely with project managers, developers, designers, and clients, I fostered a cohesive and goal-oriented environment to achieve exceptional outcomes.

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Speaker

Innovation in Technologies 2017
Topic: Website Usability Testing

Experience (continued)

JAN 2017 - JUL 2017

UX Designer and Web Dev - OFoundation (Internship)

As an intern at OFoundation, I designed, developed, and launched the user-centric OFoundation & Wundermax website. Through extensive usability tests, including think-aloud, eye tracking, card sorting, and AB testing, I enhanced the user experience and drove significant user engagement. By creating research-based user journeys and personas, I ensured that each design decision made a tangible impact on the target audience.

JAN 2017 - APRIL 2017

Designer - Fiesta Personae

I delivered exceptional design solutions, including prints, books, newspaper layouts, and social media concepts. My commitment to meeting deadlines and exceeding client expectations resulted in high levels of satisfaction.

JUNE 2016 - SEP 2016

Designer - Oview App (Internship)

During my internship at Oview App, I played a crucial role in designing and developing the representative website for the product. By creating compelling design briefs, infographics, and promotional materials, I effectively communicated the product's value proposition, resulting in increased user adoption and engagement.

Education

SEP 2018 - DEC 2019

MSc Human - Computer Interaction - University of Birmingham (Distinction)

Initiated & contributed to several projects related to behaviour change design, voice user interface, and context-aware systems.

SEP 2014 - JUN 2017

B.Eng Multimedia Technology - Kaunas University of Applied science

Main subjects: graphic design, media communication, programming, mathematics.