George Beretas

Product Designer

I design journeys people finish, and know how they get built. Eleven years in software delivery before design.

+30 6970 609776
+44 (0)7427 671452
g.beretas88@gmail.com
linkedin.com/in/georgeberetas
georgeberetas.com
Thessaloniki, Greece · remote

PROFILE

Product designer. I design journeys from research to interface, and eleven years in software delivery mean I design with how they'll be built in mind, so what I hand over is ready to build.

Most recently at the British Heart Foundation, where I co-led the design system built for the rebuild of the whole website, and owned the donation, fundraising and sign-up journeys the charity depends on for income. Before that, the Gift Aid redesign at Cancer Research UK. I am looking for a product or UX design role where research is the starting point rather than a formality, and where a designer who knows how things get built is an advantage.

EXPERIENCE

Mellav — Product Designer & Front-End Developer, independent product

2025 – present

- Pet-care app, from problem definition to a working MVP now preparing for beta.
- Designed and built end to end: research, information architecture, interface design and the build (React Native for iOS and Android, a web app, and a Go API on AWS).

> **Hellenic Armed Forces —** mandatory military service
>
> Jul – Dec 2025
>
> Compulsory national service, completed in full. Relocated from London to Thessaloniki earlier that year.

British Heart Foundation — Digital Product Designer

Nov 2022 – Feb 2025

- **Co-led the design system** created from scratch for the rebuild of the entire BHF website — component architecture, patterns and documentation, annotated for developers and checked against accessibility standards.
- Owned the end-to-end design of the income journeys inside it: **donation forms, fundraising pages, the Heart Matters sign-up journey** and the house clearance journey.
- Redesigned the online donation form as a four-step journey with clearer Gift Aid and a running donation summary; completion rose from **38.2% to 45.6%**.
- Ran the research behind them — usability testing, interviews, surveys, journey mapping and heatmap analysis — and facilitated the stakeholder workshops that set the direction.
- Worked alongside the CRO lead on conversion funnels across high-value pages, designing and testing changes to improve completion.

SKILLS

Design

Design systems · UX & UI design · user research · usability testing · information architecture · journey mapping · wireframing & prototyping · accessibility (WCAG) · conversion & funnel design

Technical

HTML · CSS · JavaScript · React Native · Go · SQL · Salesforce (LWC, Apex, Aura)

Tools

Figma · Webflow · Google Analytics · Useberry · Qualaroo · Mouseflow · Trello

Working with people

Stakeholder workshops · requirements analysis · team leadership · presenting & storytelling · consulting

EXPERIENCE CONTINUED

Salesforce — Senior Support Engineer — May 2020 – Oct 2022

- Diagnosed and resolved complex platform issues for enterprise customers, and guided them towards user-centred solutions using the Salesforce design library.
- Prototyped fixes and ran usability tests on the platform; wrote the functional specifications the development team built from.

GOLIN — Senior Support Manager — Jan 2019 – Jan 2020

- Defined and implemented the support process for a global user base; **reduced ticket volume by 65% in three months**.
- Mediated daily between the business and front- and back-end development teams to keep deliverables to standard.
- Change ambassador for a major client migration to a new ticket management system.

Christie's — Support Manager — Aug 2017 – Sep 2018

- Impact analysis on change requests and enhancements; documented business requirements with BAs and stakeholders.
- Developed enhancements with the Siebel development team and hosted workshops with the global user base.

Cancer Research UK — Siebel Developer & Open UI Specialist — May 2015 – Jul 2017

- **Interim project manager and lead developer on the Gift Aid redesign**, building functionality the platform did not support natively using JavaScript, jQuery, CSS and HTML.
- Gathered requirements across business levels, prototyped solutions and ran usability tests before build.
- Presented solutions and design rationale back to the business.

Boxfusion Consulting — Senior Business Application Consultant — Oct 2011 – Apr 2015

- Investigated, designed and implemented CRM solutions for client organisations; configured software to fit the business rather than the reverse.
- Trained end users, mentored colleagues, and built the training material for Boxfusion's in-house Open UI programme.

EDUCATION

Nov 2021 – May 2022
General Assembly
User Experience Design Immersive

Sep 2010 – Sep 2011
University College London
PG Certificate, Computer Graphics, Vision and Imaging

Sep 2006 – Aug 2010
University of Macedonia, Thessaloniki
Graduate Diploma, Applied Informatics (2:1)

WHAT COLLEAGUES SAY

> *"His background in software development has allowed him to flourish as a UX Designer. His solutions allow users to achieve their goals whilst still meeting the needs of the business."*
>
> Imran Majid — UX/UI Lead, British Heart Foundation

> *"Always super engaged, full of ideas and recommendations, absolutely focused on the user's needs, backed up by user testing and insight."*
>
> Femi Olajiga — Lead of CRO, British Heart Foundation

OUTSIDE WORK

Gaming — which sharpened an eye for detail, systems and pattern recognition, and a habit of wanting to gamify anything dull. Currently learning Japanese, arrived at through a long-standing love of anime.