

constance alexandra georghiou frankart

Senior UX / Product Designer | Design Systems · Visual Design · UX Strategy
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Summary

Senior UX and product designer with **14+ years of experience** creating scalable digital experiences across complex client and agency environments.

Combines strong visual design craft with a systems mindset, translating brand and UX standards into responsive interfaces, reusable patterns, and component-based experiences.

Experienced collaborating closely with developers from concept through implementation and design QA, with a focus on accessibility, consistency, usability, and technical feasibility.

Experience

Red Orange Studio — Richmond, VA

Director of UX & Web Strategy (UX Director / UX Lead) | October 2022 – Present

- Leads UX strategy and product design for responsive digital experiences, guiding work from discovery and information architecture through visual design, implementation, QA, and optimization
- Creates scalable visual systems and reusable UI patterns in Figma, using component-level thinking to translate brand standards and user needs into consistent, responsive experiences
- Works within established client design systems and brand standards, adapting components and interaction patterns to specific audiences and use cases while maintaining visual and functional consistency
- Partners closely with developers throughout the product lifecycle, providing design direction and specifications, resolving technical constraints, reviewing implementations, and conducting design QA across responsive breakpoints
- Integrates accessibility and inclusive design principles into UX and UI decisions, including hierarchy, contrast, interaction patterns, responsive behavior, and semantic structure
- Uses research, stakeholder and user feedback, analytics, and iterative refinement to balance user needs, business goals, visual quality, and technical feasibility
- Creates documentation, reusable templates, and training while leading cross-functional initiatives across designers, developers, strategists, clients, and remote development partners

Red Orange Studio — Richmond, VA

Senior Designer | October 2019 – October 2022

- Designed digital experiences, brand systems, and visual identities across diverse client portfolio
- Managed website maintenance program supporting 30+ clients, using analytics, SEO monitoring, and ongoing refinement to improve digital performance
- Developed brand guidelines and reusable visual standards supporting consistency across digital and physical touchpoints
- Collaborated across creative, account, and development teams to carry work from concept through production

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circle S studio — Richmond, VA

Designer | Design & Account Hybrid | October 2015 – September 2019

- Designed digital, web, and brand experiences for 20+ clients across diverse industries
- Managed website content and design across WordPress and Django platforms
- Supported digital campaigns and performance using analytics and marketing automation tools

Pulsar Advertising — Richmond, VA

Account Coordinator | August 2014 – October 2015

- Designed digital and marketing materials
- Managed client schedules, budgets, campaigns, and reporting
- Improved internal workflows and developed a new proposal system to increase team efficiency

Education

Old Dominion University, 2008 – 2013

Bachelor of Fine Arts (BFA)

Graphic Design & Illustration

Skills & Expertise

UX & Product Design

- UX / Interaction Design
- Information Architecture
- Content Strategy
- Wireframing & Prototyping
- User-Centered Design

Design Systems & UI

- Visual & Interface Design
- Design Systems
- Component-Level Thinking
- Reusable UI Patterns
- Responsive Design
- Typography & Visual Hierarchy
- Brand Systems

Accessibility & Optimization

- WCAG 2.1 AA Accessibility
- Accessible Design
- Design QA
- Analytics-Informed Optimization
- SEO-Informed UX

Leadership & Collaboration

- Cross-Functional Collaboration
- Developer Handoff & Implementation
- Design Rationale & Presentation
- Stakeholder Management
- Team / Project Leadership

Tools

Design & Prototyping

- Figma
- Adobe Creative Suite

Web & Development

- WordPress (Custom + Theme-Based)
- Light HTML / CSS

Research & Analytics

- Google Analytics / Search Console / Looker
- Hotjar

AI & Workflow

- ChatGPT
- Claude
- UX Pilot

Certifications

- Udemy UX & Web Design Master Course
- SheCodes: Intro to Coding
- Google Analytics

Awards & Recognition

- ROS Orange Award — 2020, 2023
- CSS “Kick Ass” Award — 2018

Community Involvement

Connor's Heroes — Richmond, VA

Artist Leader | 2022 – Present

Works with pediatric cancer patients to create artwork to be auctioned at annual CH Art Ball