Evangelos Angelis

UX/UI Designer

Listening to people's complex problems and solving them in the most inclusive way possible.

Based: London, UK
Phone: +44 7927583560
Email: vaggosdesign@gmail.com
Website: vaggosdesign.com

Skills

UX & Product Design: End-to-end design, user journeys, user stories, personas, site maps, wireframing, prototyping, accessibility (WCAG), responsive design, scalable UI systems
Research & Testing: Discovery, usability testing, journey analytics, heatmaps, moderated/unmoderated testing, heuristic audits
Collaboration & Delivery: Agile teams, MVPs, design sprints, developer handoff, component libraries, front-end knowledge (HTML, JS, CSS, React)
Tools: Figma, Miro, Dovetail, Adobe CC, Lucidchart, Webflow, Notion, Jira, Confluence, Tableau, Gainsight, Hotjar, ChatGPT, React.js, HTML

Experience

bnbme / Founding Product Designer, Contract
SEPTEMBER 2024 - NOVEMBER 2025, REMOTE/LONDON, UK

Led the end-to-end redesign of a dual-sided tourism platform (B2C booking + B2B PMS), owning strategy, delivery, and a mobile-first bilingual (EN/AR, RTL) design system.

- Lifted conversion on landing, search, and booking; shipped an in-house checkout to improve completion.
- Designed PMS analytics dashboards for room performance, upsells, and guest sentiment with real-time data.
- Built a scalable component library for fast, accessible, responsive UI across web and mobile.
- Used AI to speed iterations: research synthesis, feedback clustering, EN/AR microcopy drafts, wireframe variants.
- Prioritised roadmap and trade-offs in a startup cadence, collaborating closely with engineering.

Sedex / Senior Product designer <- Product Designer, Permanent
MARCH 2022 - SEPTEMBER 2024, LONDON, UK

Responsible for end-to-end design process for Supply Chain visibility project (traceability/data exchange), self-started Risk Radar (predictive ESG risk) and co-owned the design system.

- Owned E2E: discovery, IA, interaction, prototyping, testing, handoff.
- Supply Chain: AI-powered link deduplication; clearer supplier hierarchies.
- Risk Radar: initiated concept; formed a small squad; shipped MVP for predictive ESG risk.
- Dashboard drill-downs: portfolio → supplier; compliance and remediation paths.
- Design system: WCAG patterns, reusable widgets; Storybook, monorepo.
- Data plumbing: collaborated on Kafka event data for real-time visuals.
- Mentored juniors: weekly crits, pairing, onboarding guides, pattern standards.
- Used AI in design: auto-transcripts, theme clustering, IA/component variants.
- Outcomes: +15% customer retention; −30% time managing supply-chain data.

HCL Technologies / UX Designer, Permanent
OCTOBER 2021 - MARCH 2022, LONDON, UK

Built new components, updated legacy ones, and maintained the existing design system for HCL Software's technical tools, supported by documentation/ wikis/ guidelines, training seminars, and system-aligned demos for sales pitches.

- Created Figma components and variants aligned to existing tokens; refactored legacy parts for consistency and WCAG compliance.
- Maintained shared libraries with versioning, changelogs, and clear deprecation/migration guidance.
- Authored docs and wiki pages (usage, do/don'ts, implementation notes) and contributed to governance workflows.
- Ran recurring training seminars, office hours, and pattern reviews to drive adoption and quality.
- Supported the European Demo Team with system-compliant prototypes for client demos/PoCs (soft-coding, data storage, chatbot assistants).
- Partnered with engineers to validate feasibility and tracked component usage/feedback to prioritise improvements.

adam&eveDDB / UX Designer, Contract
JULY 2021 - SEPTEMBER 2021, LONDON, UK

Worked on the award-winning NOSEiD mobile app for IAMS by Mars Petcare.

- Created wireframes, user flows, and prototypes for iOS and Android.
- Supported research and user testing to validate concept direction.
- Achieved industry recognition: Ranked #7 in Campaign UK's Top Digital Innovations of 2021.

Small contracts / UX/UI Designer, Freelance
JULY 2020 - SEPTEMBER 2021, REMOTE

Delivered UX/UI design for early-stage consumer products across hospitality, entertainment and HR.

- Focused on fast-paced MVPs, user journey design, and accessibility.
- Supported startups in defining key flows and scaling up design maturity.

Tipps Ltd / Junior UX/UI Designer, Contract
APRIL 2020 - JUNE 2020, REMOTE

Redesigned a mystery shopper platform and CMS to improve task clarity, engagement, and development efficiency.

- Created wireframes, gamified interactions, and low-fidelity prototypes for validation.
- Result: Reduced estimated development costs by 50%, with dev firms citing design clarity as key to their updated quotes.

Must store / Junior UX Designer, Freelance

AUGUST 2018 - FEBRUARY 2020, REMOTE

Improved shopping flows and mobile usability for a small fashion e-commerce site, aligning design changes with business goals.

Internships and placements / Look at LinkedIn for more details

MARCH 2016 - AUGUST 2018

- Association of Architects, Larissa – Service Design Intern
- Taylors of Harrogate – Product Design Placement
- Must Store – UX/UI Intern

Education & Certifications

Udemy / Elevate Your Design Toolkit: AI-Driven UX/UI Strategies with ChatGPT, Figma, and Miro + 50 Innovative Prompts for UX.
NOVEMBER 2024

Udemy / How to motivate and engage anyone by learning the psychology that underpins human behaviour.
FEBRUARY 2022

Udemy / Figma - UI/UX Design Essential Training
DECEMBER 2021

Udemy / UX Fundamentals: Practical Usability for Product Design
DECEMBER 2021

Northumbria University / BA(Hons) Design for Industry
SEPTEMBER 2014 - JULY 2019

Other work

ADPList.org / Mentor

SEPTEMBER 2022 - PRESENT

A free-to-use service to find the best designers across the world and exchange helpful resources while also helping juniors enter the industry.

Moonlight Experiences / Web Designer, Volunteer

JANUARY 2021 - December 2022

Creating safer spaces for the LGBTQ+ community globally. Re-designing the website and keeping it up-to-date.