

Evangelos Angelis

UX/UI Designer

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

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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

[KINTO Join Ltd \(part of Toyota\)](#) / Senior UX/UI Designer, Permanent

APRIL 2026- PRESENT, LONDON, UK

Part of Toyota Financial Services, the business develops KINTO Join, a mobility service covering car sharing, car pooling, and parking, and ZERO by KINTO, an ESG tracking product, where I focus my work.

- E2E Design: discovery, workshops, user flows, wireframes, prototyping, and delivery support.
- Team setup: part of a four-person design team split across the two product areas, under a Head of Design and alongside a UX Researcher.
- Collaboration: worked closely with product, engineering, and research to shape new features.
- Component library: supported consistency and scalable delivery across the wider team.
- Quality: designed experiences that reflect the reliability and quality of the Toyota brand.

[bnbme](#) / [Founding Product Designer](#), Contract

SEPTEMBER 2024 - NOVEMBER 2025, REMOTE

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.
- Lead research and user testing to validate concept direction.
- Achieved industry recognition: Ranked #7 in Campaign UK's Top Digital Innovations of 2021.

Freelance and Contract Work / [UX/UI Designer](#), Contract

APRIL 2020 - JUNE 2020, REMOTE

Delivered across early-stage products in hospitality, entertainment, HR, and mystery

shopping, focusing on MVPs, user journeys, accessibility, and clearer product flows.

- Designed wireframes, prototypes, and journeys for fast-moving product teams.
- Supported validation through testing and low-fidelity concept development.
- At Tipps, redesigned a mystery shopper app and CMS, reducing estimated development costs by 50% through clearer design direction.

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.