# 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

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

APRIL 2026- PRESENT, LONDON, UK

Part of Toyota Financial Services, developing KINTO Join, a mobility platform for car sharing, pooling, and parking, and ZERO by KINTO, an AI-powered carbon accounting platform for tracking, analysing, and reducing emissions.

- E2E Design: discovery, stakeholder workshops, user flows, prototyping, testing, and developer handoff.
- Carbon accounting: designing experiences across all three emission scopes, using AI to process emissions data and recommend improvements.
- Collaboration & roles: creating workflows for assigning tasks, managing contributors, and supporting administrators and data managers.
- Mobility: contributing to carpooling and parking booking and mapping experiences across desktop, Android, and iOS.
- Design system: maintaining shared components and patterns, collaborating with product, engineering, and research to deliver reliable experiences aligned with Toyota's standards.

### 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

FEBRUARY 2020 - OCTOBER 2024, 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/UI 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.