**STYLIANOS SAVVIDES**

**Strategic Product Designer**

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📍 London, UK | Remote/Hybrid Available

**Professional Summary**

Strategic Product Designer with 15+ years of experience designing user-centered digital products across fintech, e-commerce, and telecom platforms. Proven expertise in transforming complex workflows into intuitive experiences, with deep knowledge of cross-functional collaboration, design systems, and enterprise-scale product development. Skilled in translating broad conceptual ideas into scalable design solutions that drive measurable business impact.

**Key Skills**

**Design & Research**

* User Experience Design • Interaction Design • Visual Design • User Research • Usability Testing • Behavioral Analytics

**Technical Proficiency**

* Figma (Advanced) • Design Systems • Prototyping • Framer • Webflow • AI-assisted Design Tools • Maze (Remote Testing)

**Platform Expertise**

* Web Design (Primary) • Mobile (iOS/Android) • Desktop Applications • Responsive Design • Cross-Platform Consistency

**Collaboration & Leadership**

* Cross-functional Team Leadership • Agile/Scrum • Design Team Management • Stakeholder Presentations • Mentoring

**Development Understanding**

* Design-to-Development Handoff • Component Libraries • WCAG 2.1 Accessibility • Frontend Collaboration

**Professional Experience**

**Independent Design Consultant — Product Designer | *2024 - Present***

* **Conducting strategic UX audits** enhanced by AI-powered accessibility scanning and conversion analysis, identifying optimization opportunities 60% faster than traditional methods
* **Expanding technical capabilities** in AI-assisted prototyping using Framer, Webflow, and next-generation AI design tools to deliver cutting-edge, intelligent design solutions
* **Pursuing continuous learning** in AI-enhanced UX specialization, researching machine learning applications in user experience design and automated design system generation
* **Implementing AI-driven design processes** for client projects, integrating intelligent personalization, automated A/B testing, and predictive user behavior analysis

**Senior Product Designer | Compare the Market | *Mar 2022 - Nov 2023***

*Leading price comparison platform serving millions of users*

* **Led complex design projects** from discovery to implementation, architecting enterprise-grade tokenized design system in Figma that accelerated design-to-development handoff by 40% across 15+ product teams
* **Drove user-centered design approach** through mixed-methods UX research (user interviews, usability testing, behavioral analytics), directly influencing $2M+ product roadmap decisions
* **Designed intuitive user flows** for complex insurance comparison pathways, achieving 68% increase in user engagement through strategic simplification of multi-step processes
* **Optimized conversion funnels** through strategic user journey mapping and wireframe design, reducing drop-off rates by 25% in first quarter post-launch
* **Collaborated effectively** in cross-functional teams within high-velocity Agile environment, consistently delivering sprint commitments while maintaining design quality standards
* **Presented data-driven recommendations** to C-suite stakeholders, demonstrating strong communication and business alignment skills

**UI/UX Design Manager | iD Mobile | *May 2021 - Feb 2022***

*Mobile telecom platform serving 500K+ B2C customers*

* **Led design team transformation** of mobile and web platforms, resulting in 35% improvement in customer satisfaction scores through enhanced user experience design
* **Mentored and guided design talent** by establishing unified UX strategy across 4 product teams, creating consistent design language and user experience standards
* **Championed accessibility standards** by embedding WCAG 2.1 compliance into design workflows, ensuring inclusive design while expanding market reach
* **Drove continuous improvement** through implementation of remote usability testing protocols (Maze), reducing validation time by 25% and accelerating feature delivery
* **Managed end-to-end product experiences** across web and mobile platforms, ensuring seamless cross-platform consistency
* **Fostered collaborative design culture** through cross-team knowledge sharing and design system evangelism

**UI/UX Designer | Currys / Carphone Warehouse | *Dec 2016 - Apr 2021***

*E-commerce platform generating £1B+ annual revenue*

* **Owned end-to-end design execution** for e-commerce checkout experience, improving task completion rates through comprehensive friction analysis and user journey optimization
* **Led experimentation initiatives** in collaboration with data science team, creating ML-driven UX personalization that increased conversion rates across customer segments
* **Delivered innovative solutions** including AR-based product visualization tools that enhanced customer decision-making and improved post-purchase satisfaction
* **Established user-centered practices** within Agile framework, facilitating cross-squad alignment and ensuring consistent experience across multiple touchpoints
* **Designed complex workflows** for inventory management and customer service tools, translating business requirements into intuitive interfaces
* **Collaborated with engineering teams** to deliver scalable design solutions across web and mobile platforms

**EARLY CAREER PROGRESSION**

**Creative Digital Designer** — Algebra Consulting (2016)
**UI/UX Designer** — Webarts Agency (2015)
**UI/UX Designer** — Falcon Brokers (2012–2015)
**3D Stage Designer** — Stagecraft Audiovisual (2009–2012)
**Junior Interactive Designer** — Hypermedia (2007–2009)

**Education**

**Bachelor of Arts in Graphic Design & Communication** | *University of Nicosia, Cyprus* | 2011

**Notable Projects & Achievements**

**Enterprise Design System Architecture | *Compare the Market***

Led development of comprehensive design system serving 15+ product teams, reducing design-to-development time by 40% and establishing scalable component library for complex financial comparison tools.

**Cross-Platform UX Transformation | *iD Mobile***

Managed complete redesign of mobile and web platforms serving 500K+ users, achieving 35% improvement in customer satisfaction through unified design language and improved user workflows.

**ML-Driven Personalization | *Currys***

Collaborated with data science team to create AI-powered user experience personalization, increasing conversion rates across customer segments on £1B+ revenue platform.

**Key Achievements**

* **15+ years** delivering product features from concept to launch across web, mobile, and desktop platforms
* **Reduced design-to-development handoff time by 40%** through strategic design system implementation
* **Improved user engagement by 68%** through intuitive workflow design and user research
* **Led cross-functional teams** of 15+ members across multiple product squads
* **Established design systems** adopted by multiple product teams and organizations
* **Mentored design talent** and fostered collaborative design culture across organizations

**Professional Attributes**

* **Self-starter** with strong ownership mentality and proven ability to work independently on complex projects
* **Detail-oriented** with exceptional eye for craft and ability to create cohesive, elegant user experiences
* **Excellent communicator** skilled at presenting to C-suite stakeholders and collaborating across disciplines
* **Fast-paced environment expertise** with proven ability to deliver consistently in high-velocity Agile environments
* **Innovation-focused** with keen interest in AI-powered design tools and emerging technologies
* **Team leadership experience** with track record of mentoring designers and establishing design culture

**Technical Proficiencies**

**Design Tools:** Figma (Advanced), Sketch, Adobe Creative Suite, Framer, Webflow, Principle
**Research & Testing:** Maze, UserTesting, Hotjar, Google Analytics, A/B Testing Platforms
**Development:** HTML/CSS, Design Systems, Component Libraries, Accessibility Standards (WCAG 2.1)
**AI & Emerging Tools:** AI-assisted prototyping, Machine Learning UX personalization, AR visualization