

# STYLIANOS SAVVIDES

## Strategic Product Designer

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 London, UK | Remote/Hybrid Available

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## 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.

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## 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

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## 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

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## 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)

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## Education

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

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# 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.

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## 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
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## 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
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## 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