STYLIANOS SAVVIDES

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PROFILE

Award-winning Senior Product Designer with 15+ years' experience crafting high-fidelity B2C mobile app experiences for major UK brands. Expert in translating complex retail and service propositions into intuitive native interfaces built to Apple Human Interface Guidelines and Android Material Design. Proven track record at Compare the Market and Currys Plc in driving customer engagement through user-centered design, advanced prototyping and robust design systems, blending aesthetic excellence with data-driven insights for millions of customers.

CORE COMPETENCIES

- Mobile App Design: Native iOS & Android Design, Apple HIG & Material Design, Mobile-First Strategy.
- Visual & Interaction: High-Fidelity UI, Micro-interactions & Animation, Wireframing, Prototyping.
- Product Strategy: Design Systems (App Patterns), Information Architecture, A/B & Multivariate Testing.
- Collaboration: Cross-functional Leadership (Product, Eng, Marketing), Agile/Scrum, Workshop Facilitation.
- Tools: Figma (Advanced Components & Prototyping), Framer, Maze, UserTesting, Google Analytics.
- AI Tools: ChatGPT & Claude for research synthesis.

PROFESSIONAL EXPERIENCE

Independent Product Design Consultant — London, UK

Jan 2024 – Present

- Delivering strategic mobile and web design solutions for startups, focusing on scaling consumer-facing applications.
- Conducting UI/UX audits to optimize visual hierarchy and interaction patterns for improved retention.
- Developing scalable design systems to ensure consistency across native mobile and responsive web touchpoints.

Senior Product Designer — Compare the Market (B2C Platform)

Mar 2022 – Nov 2023

- App & Web Experiences: Owned the holistic design strategy for complex financial comparison journeys serving millions of users, focusing on reducing cognitive load and enhancing visual appeal.
- Design Systems Leadership: Architected an enterprise-grade, tokenized Figma design system adopted across 15+ product teams. Defined core app patterns and components to ensure visual consistency between native app and web platforms.
- Data-Driven Iteration: Turned insights into action by utilizing A/B testing and behavioral analysis to optimize designs, achieving a 68% uplift in user engagement and a 25% reduction in drop-off.
- Cross-Functional Collaboration: Built strong relationships with product, engineering, and data teams to deliver scalable interaction patterns, reducing design-to-development handoff time by 40%.

UI/UX Design Manager — iD Mobile (Telecom & Fintech)

May 2021 – Feb 2022

- Native App Redesign: Directed the comprehensive redesign of the iD Mobile consumer app, strictly applying iOS and Android design guidelines to elevate the brand experience.
- Visual & Functional Impact: Improved Customer Satisfaction (CSAT) scores by 35% by creating a unified, reassurance-focused UX strategy for billing and data management.
- Design System Governance: Built and governed design standards across four product teams, establishing a consistent visual language and motion design principles for mobile touchpoints.
- Research & Validation: Established remote usability testing processes (Maze) to validate mobile interaction flows, increasing confidence in design decisions and speeding up validation cycles by 25%.
- Senior UI/UX Designer - Currys / Carphone Warehouse (Retail E-commerce)

Dec 2016 - Apr 2021

- Retail Innovation: Pioneered immersive AR product visualization features for the mobile experience, enabling customers to explore products virtually, which reduced purchase anxiety and return rates.
- Personalization: Designed ML-driven personalization features and recommendation engines (e.g., "You might also like") similar to fashion/lifestyle retail patterns, improving conversion rates.
- Checkout Optimization: Owned end-to-end checkout and post-purchase experience design; optimized complex mobile flows using experiment-driven design to support informed purchase decisions.
- Component Development: Collaborated with engineering to define accessible, reusable mobile components, ensuring production parity with high-fidelity Figma designs.

EARLIER ROLES

- Creative Digital Designer — Algebra Consulting (2016)
- UI/UX Designer — Webarts (2015)
- UI/UX Designer — Falcon Brokers (Financial Services, 2012–2015)

EDUCATION

BA (Hons) Graphic Design & Communication — University of Nicosia, Cyprus | 2011