

Summary

Product Lead / Product Designer | B2B SaaS | Systems & Data-Driven UX

I design and shape complex B2B products and operational systems from early discovery to scalable UX foundations. My approach combines product analytics, user research, rapid prototyping, and AI-assisted workflows to uncover insights and translate them into meaningful product decisions.

Core Skills

Product Strategy & Systems Design	UX& Research	Tools & Tech
- Systems Thinking - Product & Domain Modeling - Product Discovery - Scalable UX Design - Product Analytics & Insight Generation - Cross-functional Leadership	- Information Architecture - Design Systems - Complex User Flows - Usability Testing & UX Diagnostics - Prototyping	- Figma · FigJam · Framer - Bolt · Lovable · v0.dev · Readdy - Jira · Miro · Agile workflows - Prototyping with React (working knowledge) - AI-assisted prototyping workflows

Experience

Product Lead

RadPass (UK) — Dec 2024 – Present · Remote

Product lead for an early-stage **clinical operations and safety platform**, responsible for shaping the product from concept through partner validation in a regulated healthcare context.

- Defined the product vision, domain model, and system architecture for a tablet-based clinical operations platform supporting role-based workflows, auditable state transitions, and safety-critical constraints.
- Led end-to-end product discovery with clinical and technical stakeholders, translating complex operational workflows into **testable UX hypotheses and validated product flows**.
- Designed scalable UX and interaction patterns for machine states, permissions, handovers, and configuration flows, balancing usability with clinical safety requirements.
- Built high-fidelity interactive prototypes (Bolt + React) to **rapidly validate workflows, edge cases, and operational constraints with partners before engineering investment**.
- Established a modular design system and UX foundation intended to scale across multiple personas, devices, and future AI-assisted insights.
- Produced developer-ready specifications and documentation to support future engineering implementation.
- Product currently in concept and validation stage, with a path toward phased MVP delivery.

Senior Product Designer

CatchMetrics, Remote (UK) — 2025

- Led UX strategy and product design for a Core Web Vitals analytics platform.
- Performed competitive research & analysis of user flows in existing tools.
- Designed step-by-step user journeys that made raw performance data easier to understand and act on.
- Built a modular design system and shipped core flows including **signup, onboarding, domain management, and plan selection**.
- Designed an **AI-powered conversational analytics interface** enabling users to explore performance data through natural language queries and uncover actionable insights.

Accelerated go-to-market by designing modular UX foundations that scaled with product growth.

Lead UX Designer

EvaluAgent, Remote (UK) — 2023-2024

- Led UX strategy and execution to enhance a customer-facing evaluation platform.
- Mapped user journeys and conducted interviews to validate and improve user flows.
- Used **product analytics (Pendo) and user research insights** to identify UX improvement opportunities and guide product decisions.
- Delivered low-fidelity wireframes and high-fidelity Figma mockups.
- Guided developers in building a scalable design system with clear UI standards.

Enabled data-driven growth through a scalable design foundation

Senior UX Designer

Intermedia, Hybrid (UK/US) — 2018–2023

- Led end-to-end design of a multi-year analytics platform evolution
- Initiated shift from custom reports to an embedded, dashboard-first strategy
- Created strategic content architecture maps to align stakeholders on reporting goals
- Designed reusable patterns and reporting frameworks for scalable insights
- Partnered with engineering, product, and data teams to align UX with business growth
- Facilitated alignment through workshops, journey mapping, and roadmap prioritization
- Worked closely with engineering and data teams to **translate product usage data into UX improvements and scalable analytics experiences**.

Drove cross-functional collaboration to deliver flexible, insight-rich analytics for 1000+ customers

Earlier Experience

Senior UXUI Designer, Lighthouse, Athens – 2011–2016

Led responsive UX for e-commerce and mobile; collaborated across time zones remotely.

Project Manager, OgilvyOne, Athens, Greece

Managed creative and development teams for high-profile clients (Heineken, Vichy, Nestlé).

UI Designer, OgilvyOne, Athens, Greece

Delivered microsites, campaign assets, and brand websites.

UXUI Designer, 24 Media Group, Athens, Greece

Led the redesign and maintenance of sizable content websites.
Interviewed in-house journalists & developed prototypes to enhance online experience.

Web Designer, Atmel, San Jose, CA

Redesigned corporate site and optimized UX for chip developer tools and e-commerce.

Professional Development

- **AI-Native Product Design workflows**
- **Prompting & AI prototyping tools**
- Volunteering Mentor: [ADPList](#)
- [AI for Product Management](#) – 2024
- [Generative AI with Large Language Models](#) – 2024
- [Business Dashboards](#) – Steve Wexler 2021
- [Data Visualization](#) – Nick Desbarats – 2020
- NN/g UX Certification – 2019
- UX Strat Conference – 2019
- DevelopMe – 2018

Education

- **MFA, Computer Arts (New Media)** – Academy of Art University, San Francisco
- **BA, Fine Art + Computer Science Minor** – University of Laverne, Athens

Portfolio

View featured case studies:

- [Product Strategy · Analytics UX · System Architecture · AI-Assisted Insights](#)
- [Product Lead · Workflow Architecture · UX & Interaction Design · Prototyping · Design System](#)
- [Systems Thinking · UX Frameworks · Product Strategy · Information Architecture](#)

