

Vasiliki Bourli

Senior Product Designer · Regulated Identity & Trust Infrastructure

I design the systems other teams build products on · eIDAS · QES · SCA · EUDI wallet

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Profile

I have shipped KYC and signing flows under eIDAS, designed wallet authentication for SCA, and built design systems other teams ship on. Trained architect: I design systems, not just screens.

Experience

Verimi · Berlin | 05.2023 – present

Senior Product Designer, promoted 05.2026

- **ID2GO: self-service KYC product live in two weeks (0→1).** Sole designer. Kept scope deliberately narrow, triaged launch issues by severity, and got a decision on every legal point: fix or accept. Wrote part of the Shopify code myself, with Claude. Live since 15 June 2026.
- **LEAN ID: verification flow five steps shorter, no mandatory login.** Owned UX and aligned Legal, Engineering and management; built by Engineering, not released. Replaced a proprietary app with the government eID client (live), cutting running costs.
- **Identity-flow completion raised from about 1 in 5 to 1 in 3, for a major mobility partner.** Five on-site usability tests showed the real problem. Redesigned the UI for clarity and trust, then made registration optional.
- **Design system: 230 screens reduced to 34 page types and 12 components.** For a statutory health insurer's identity app (iOS and Android, 0→1). A separate team built and shipped on it. Designed the change-approval process and guided a working student.
- **Accessibility by default: about 50% less development and testing effort, per Frontend and QA.** Built legal requirements directly into the components and merged 30+ layouts into one structure, across 9 flows and 100+ screens.
- **EUDI wallet authentication for banks (SCA).** Translated EU rules into testable design requirements and designed a wallet component that fits into any bank's flow. Design completed; wrote engineering tickets and acceptance criteria before the project was stopped.
- **Signing recovery: switched from SMS to email.** Designed the change of recovery channel for signing. The SMS looked like spam and had no room for guidance; the email led users back clearly and saved running costs per message.
- **Signing drop-offs: found the real cause (own initiative).** Pulled and presented the data myself: the flow breaks during asynchronous identification, not because of the waiting time. Presented three options to Legal and Architecture, weighed by UX, legal risk and effort. The architect confirmed: feasible.

Talentwunder · Berlin | 11.2021 – 11.2022

Product Designer

- **Built the company's first design system.** Redesigned the core onboarding flow based on my own usability tests, with Product and Engineering.

Architect & Urban Designer · Athens, Florence, Berlin, Freiburg | 2008 – 2021

- **Housing, schools and urban design under regulation.** The systems-level foundation for my product work.

Skills

Expertise: Product Design, UI/UX Design, Interaction Design, Visual Design, Mobile Design (iOS, Android), Design systems, Prototyping, Wireframing, Usability research & testing, Accessibility, Flow & systems architecture, Identity orchestration, Stakeholder management, KPIs & measurement, 0→1 product discovery, AI-assisted concept testing

Domain: eIDAS, QES, SCA, EUDI wallet, KYC

Languages: English (fluent), German (fluent), Greek (native)

Tools: Figma, FigJam, Framer, Shopify, Jira, Confluence, Claude (AI-assisted coding, research & concept testing)

Education

M.Sc. International Cooperation & Urban Development · TU Darmstadt & UIC Barcelona | 2019

M.Sc. Urban Design · TU Berlin | 2014

Diploma in Architecture · DUTH, Greece | 2008

Further training

UX/UI Bootcamp · Ironhack Berlin | 2021