

# Ioannis Nousis

Digital Product Designer

Multidisciplinary Product Designer with award winning Industrial Design background. I help companies create successful products that impact the life of people through designing with empathy, research and data informed decisions.

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## Education

### University of the Aegean Product and Systems Design Engineering | 2007 - 2013

The Department of Products and Systems Design Engineering offers its students holistic design thinking and focuses on the User Experience of products and systems.

## Working Experience

### MOO | April 2017 - Now

Digital Product Designer, London

I lead the template browse experience of the product, from redesigning the filters and product pages to optimizing the experience through remote and A/B testing. I am also responsible for the design of the internal tools that help MOO employees streamline their workflow and processes.

### Pollfish | Dec 2016 - April 2017

Digital Product Designer, Greece

I led the UI design and enhanced the UX by conducting remotely usability tests, ran analytics and established a new styleguide. I collaborated with customer support to get insights in order to optimize the user journeys and tackle pain points in the main flow.

### Transifex | Sept 2015 - Dec 2016

Digital Product Designer, Greece

Helped the product scale in terms of customer retention by redesigning the onboarding experience, re-branding and re-designing the UI and IA. Conducted usability tests both remotely and in lab and used analytics to validate ideas and discover key pain points in various flows.

### Høly | Jan 2015 - Sept 2015

UI/UX Designer, Greece

Designed e-commerce and travel websites as well as being part of the creative team that focused on branding. I also helped two start ups with their product by redefining the user flows and IA and thus build a base to build the UI upon.

### Beeper | Mar 2014 - Jun 2014

UI/UX Designer - Intern, Greece

Led the design for a start up in its very early stages as part of my internship University program. Designed the mobile experience in terms of UI and Information Architecture.

## Skills

### Product Design

Visual Design, Animation/Interaction/Prototyping, Data Analytics, Comp Analysis, Problem Identification, UX Strategy, HTML/CSS

### Research Skills

Market Research, Remote Testing, Usability Testing, Journey Mapping, A/B Testing, Interviews, Wireframing

### Toolbox

Sketch, Photoshop/Illustrator, Invision/Marvel, Zeplin, Principle/AE, UserTesting.com, Fullstory, GA, Mixpanel, JIRA, SublimeText

## Additional Experience

### TedXUofAegean - Speaker - Cosmos of Design

How Design influences our everyday lives both in the digital physical world and how designers create impactful products.

### Behance Portfolio Review - Host/Organizer

Organized and planned 10 BPR events in Athens and London. I was able to find sponsorships in order to scale the event and I was in charge of finding and invite Portfolio Reviewers as well as a venue for the event.

### WIAD Conference - Speaker

I was invited to talk about my University thesis project regarding the Educational mobile app that I designed as a result of my thesis research.

## Honors - Awards

### Featured Designer

Awesome Designers 2017 by WILD studio - John Noussis #11 of 365

### Publication

UI/UX Design - User Interface & User eXperience Book - ISBN 9789881468789, Airbnb Project featured

### Behance Portfolio

14 Projects are featured in the Behance Portfolio Community in the fields of Interface Design, Web Design, Branding, Graphic Design, Packaging Design and Industrial Design.

### Featured Work

My work has been featured in various web magazines and blogs such as: Abduzeedo, Design Taxi, Material Up, CodePen, The Perfect Grid, Redsn and more.