

Ioannis Nouis

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 Senior Digital Product Designer, London

I lead the browse experience of the product, from filtering to product pages and 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 work flow and processes. Currently, as a senior designer, I mentor 2 designers, I contribute to the MOODS Design System and facilitate discovery workshops with senior management to get the business input for new initiatives.

Pollfish | Nov 2016 - April 2017 Digital Product Designer, Greece

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

Transifex | Sept 2015 - Nov 2016 Digital Product Designer, Greece

Helped the product scale in terms of customer retention by redesigning the on-boarding experience and IA of the main navigation of the platform, I contributed to the re-branding and established a Design System. I Conducted usability tests both remotely and in lab and used analytics to validate hypotheses and discover key pain points in core user flows.

Høly | Oct 2014 - 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 built 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, 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/Organiser

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 inviting Portfolio Reviewers as well as a venue for the events.

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.