

Ari Michaelides

FREELANCE SENIOR PRODUCT DESIGNER

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📍 Europe (remote)

EDUCATION

B.Sc International Management

University of Manchester

Manchester , United Kingdom

2012 - 2016

LANGUAGES

English | Fluent

Greek | Native

Spanish | Beginner

QUALIFICATIONS

Conversational Design

June 2020

AWARDS

Global Travel Hackathon 2019 winner

SKILLS

TECHNICAL SKILLS

UX Design

UI Design

Prototyping

Wireframing

Usability Testing

User Flow Mapping

SOFT SKILLS

Analytical thinking

Teamwork

Communication

Presentation

Attention-to-detail

Data-driven

PROFILE

Ari is a collaborative and multi-disciplinary freelance product designer. Previously at Vogue. He specializes in UX Design, UI Design, Prototyping, and Usability testing.

EXPERIENCE

Product designer

Freelance, Europe (remote) | Dec. 2021 - Present

Improved the product experience for several (early-stage) startups in the fintech, manufacturing, consumer and web3 space, by delivering high-fidelity wireframes, user flows, prototypes and mock-ups.

Startup founder

Platd, Europe (remote) | Dec. 2021 - Present

Building a food-focused social app, designed for easy and personalised recipe inspiration. Think Instagram for food.

Product designer

Conde Nast, London, U.K. | Feb. 2019 - Dec. 2021

- Designed the Vogue Runway Android app to help the brand grow its app audience and international presence.
- Evaluated key user flows on both mobile and web to identify pain points; then designed and prototyped several options to test, that could potentially solve these.
- Conducted usability tests to help inform which prototypes were most preferred and understood by our target users.
- Created style guides and robust component libraries, whereby each possible state had a corresponding component variation.
- Collaborated early-on with developers to ensure alignment on the desired interactions across screens.

Data analytics consultant

PA Consulting/Capgemini, London, U.K. | Apr. 2017 - May. 2019

- Worked with organisations across industries including financial services, health care, logistics and utilities, using analytics to frame and solve the right questions using the right data.



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[Twitter profile](#)