

I'm Xenofon — a Senior Product Designer with 12+ years of turning complex problems into products people actually want to use.

I specialise in end-to-end product design, from early research and strategy to polished design systems and final specs. My work sits at the intersection of user needs and business goals — and I care deeply about the craft, because details are where trust is built or lost.

12+ Years
of product
design



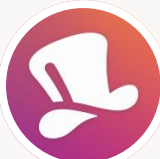
Passionate
about fintech
& SaaS
products

Based
in Athens,
Greece



BOX (2025 - PRESENT)
Senior Product Designer

- Led the redesign of the Product Page
- Optimized Navigation Flow for seamless user experience
- Led the development of a scalable Design System
- Designed and launched the innovative "SKU Loop" feature
- Introduced strategic sponsorship placements in listing and product pages



SKROUTZ (2024 - 2025)
Senior Product Designer

- Led the redesign of the Product Page
- Optimized Navigation Flow for seamless user experience
- Led the development of a scalable Design System
- Designed and launched the innovative "SKU Loop" feature
- Introduced strategic sponsorship placements in listing and product pages



VIVA.COM (2022 - 2024)
Senior Product Designer

- Redesigned the POS App for improved usability
- Revamped the Banking App for enhanced customer experience
- Developed card management, time deposits, and savings plans features for the banking app
- Designed a New Onboarding Flow to drive user activation
- Redesigned the Smart Checkout process to create a faster and more intuitive user experience
- Collaborated with a team to create a Design System



YODECK (2019 - 2022)
Product Designer

- Led the redesign of web app platform
- Maintained and expanded platform functionality with new features and widgets
- Collaborated with a team to create a Design System



GLOBE ONE DIGITAL (2016 - 2019)
UI / UX Designer

- Designed websites for 30+ brands
- Created 7+ apps for startups and Kickstarter projects
- Developed brand identities
- Maintained and updated marketing materials



I graduated from AKTO Art & Design School — a college of Middlesex University — with a degree in Web & Graphic Design. Alongside it, I studied Computer Science at the Technological Educational Institution of Western Macedonia, and later completed a Web Design & Development programme at Intergraphics in 2016.

Design was never a sudden discovery for me. It was a slow pull. First I was drawn to how things were built, then to how they looked, and eventually to how they made people feel. That last part — the feeling — is what led me into UX, and what's kept me there ever since.