

NICHOLAS PANTELIS

Product Designer - Lead UX/UI Designer

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THE FRAGRANCE SHOP - Lead UX, Product Designer (August 2023 - Current)

Heading the UX team to shape the new TFS user centric design and journey across all digital platforms. I collaborated with key departments heads, directors and stakeholders to deliver on that goal.

- My work directly contributed to an increase in conversion rates by **15.8%** from PDP to checkout, an AOV increase by **9%** due to add-ons and subscriptions to membership by **3.2%** due to user centred onboarding.
- Led and managed end-to-end UX/UI design for both mobile and in web, enhancing users experience, user engagement and driving conversions.
- Owned all UX projects from conception through to completion, ensuring a high standard with a user-centric approach.
- Established UI guidelines for brand consistency across all platforms.
- Collaborated with in-house and agency developers for smooth implementation of projects.
- Managed, led and mentored the UX team, fostering development and improving skills.
- Spearheaded project presentations with stakeholders and lead on team workshops and strategy.
- Created innovative and paid collaborations with brands to "takeover" the Home Screen that increased the brands sales by **23%**.

HOPE FOR JUSTICE - Design Manager, Product Designer, UX/UI Designer (February 2021 - August 2023)

Headed the design team across all the diverse projects in digital and print. From conception to completion I ensured that all projects resonated with a global audience and were delivered within budget and timeline.

- Owned and managed the new UX for Slave Free Alliance and the coalition to stop slavery for both mobile and web.
- Established the global rebrand across all digital and print materials boosting the global visibility of the companies brands.
- Spearheaded impactful data-driven designs that engage and resonate with donors.
- Collaborated closely with cross-functional teams to guarantee project execution and success.
- Led, managed and mentored design team enhancing their skills, consistency and growth.
- Collaborated with other charities and stakeholders on various coalition projects.

The Training Hub -Senior UX/UI Designer, Product Designer (August 2020 - January 2021)

Led the UX and UI for TTH, I redesigned and enhanced the digital presents of the company and all its SaaS projects for both B2B and B2C users.

- Managed and delivered user-centred designs that boosted engagement and conversions for TTH.
- Led on presentations to key stakeholders and collaborators for SaaS projects.
- Established and improved upon the brand guidelines for all TTH affiliates.
- Owned and managed the UX and UI of the development for a start-up that will be added to the company.
- Created a diverse range of marketing projects in both digital and print media within timelines and budgets.
- Presented design solutions and case studies to non-design audiences.

Lifts To / Ski Lifts / Golf Drives - Product Designer - UX/UI Designer (October 2019 - September 2020)

Owned and Led, end-to-end UX and UI design for both mobile and web through user research and user testing sessions. Identified key pain points within the user journeys and enhanced overall user experience.

- Headed discussions and collaborations with key stakeholders and presented UX solutions securing project budgets.
- Established a responsive UX component library and guidelines, improving accessibility consistency and over all look and feel.
- Collaborated with marketing to create a new brand identity, increasing recognition and improving engagement.

Nycomm - Digital Designer (March 2019 - October 2019)

Print & Cut - Graphic Designer (June 2018 - February 2019)

Vape Dinner Lady - Digital Designer (March 2018 - June 2018)

LW Graphics | Reforma UK - Graphic Designer (May 2016 - July 2017)

EDUCATION

UX Design Institute - UX Design (2019 - 2020)

Salford University - Graphics Design (2013 - 2015)

Aegean College - Graphic Design & Web Design (2007 - 2010)

Additional work experience details and references are available upon request.