

NICHOLAS PANTELIS

PRODUCT DESIGNER - LEAD UX/UI DESIGNER

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PROFILE SUMMARY

Strategic and user-driven Senior UX/Product Designer with over 6 years of experience designing and leading end-to-end digital experiences across ecommerce, SaaS, and non-profit sectors. Currently leading UX at The Fragrance Shop, delivering a 15.8% uplift in conversion rates, 9% increase in AOV, and mentoring a junior designer. Strong in UX strategy, CRO, design systems, and stakeholder communication. Passionate about creating impactful, user-centered solutions that meet business goals

EXPERIENCE

The Fragrance Shop - Product Designer - Lead UX/UI Designer Aug 2023 - Present

- Led full UX/UI strategy across web and mobile platforms, contributing to:
 - +15.8% increase in PDP-to-checkout conversion
 - +9% increase in Average Order Value
 - +3.2% increase in subscriptions through UX onboarding
- Defined and maintained design systems and UI guidelines for brand consistency
- Collaborated closely with devs, marketing, and senior stakeholders
- Managed and mentored UX designers
- Delivered high-impact brand takeovers that boosted partner sales by 23%

Hope for Justice - Design Manager - UX/UI Designer Feb 2021 - Aug 2023

- Owned and redesigned digital platforms for anti-slavery initiatives across global markets
- Launched new UX/UI Design for Slave Free Alliance and partner coalition to stop slavery
- Spearheaded a global rebrand, improving engagement and visibility
- Managed a cross-functional design team, aligning design output with mission and donor goals

The Training Hub (SaaS) - Senior UX/UI Designer Aug 2020 - Jan 2021

- Led UX/UI strategy for B2B/B2C SaaS products
- Delivered user-centered redesigns that increased product engagement
- Led on brand expansion and affiliate ventures
- Presented to Key stakeholders and execs

Lifts To - Ski Lifts - Golf Drives - UX/UI Designer Oct 2019 - Aug 2020

- Led, end-to-end UX for mobile and web for niche travel platforms
- Created UX component libraries to improve dev/design consistency
- Rebranded digital presence, improving conversions and brand clarity

Early Career in Graphic & Digital Design 2016 - 2019

Nycomm - Print & Cut - Vape Dinner Lady - LW Graphics/Reforma UK
(Focused on digital design, print media, and creative brand assets)

EDUCATION

UX Design Institute
Professional Diploma in UX Design (2019-2020)

University of Salford
FDA Graphics Design & Advertising (2013-2015)

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

TOOLS & SKILLS

UX Skills: UX Strategy, Wireframing, Prototyping, User Research, A/B Testing, CRO, Accessibility, UI Guidelines, SaaS, B2B, B2C

Tools: Figma, Adobe XD, Adobe CC, Notion, Miro

Collaboration: Agile, Cross-functional teams, Stakeholder workshops, Dev handoff, UX Writing