

# 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