



Vasilis Kolip
Product designer

Designing products with
user insights.

WORK EXPERIENCE



2024 - Currently

Senior product designer (full-time)

Driving design improvements for WebHotelier's channel manager, booking engine and reporting tools, focusing on user-centered design to increase conversion rates and deliver greater value to both internal and external users.

- User journeys, wireframes, hi-fi mockups, prototypes and user interviews
- Maintaining and improving design systems
- Internal workshops for better decision making
- Shadowing sales/support calls
- Mentoring two junior designers, establishing a feedback loop that accelerates their development



2022 - 2023

Senior staff product designer (full-time)

Improved Voicemod's voice-changing app on MacOS and Windows, slashing uninstall rates by 80%.

- Led external interviews with users
- Conducted internal workshops with devs and PMs
- Provided constructive feedback and mentorship
- Developed & maintained the design system
- Significantly reduced uninstall & churn rates



2021 - 2022

Senior UX designer (full-time)

Originally employed by accusonus leading to the company's acquisition by Meta Reality Labs, I contributed to the development of cutting-edge audio and visual technologies with practical designs and high aesthetics.

- Designed user-centric experiences
- Collaborated with cross-functional agile teams, reducing development time
- Iterative design processes to improve usability
- Leveraged HTML/CSS/JS for prototypes cutting significantly time-to-production
- Participated in design critiques elevating quality



2019 - 2021

Senior designer (full-time)

Following Softomotive's acquisition by Microsoft, I helped turn Power Automate Desktop (included in Windows 11), a B2B automation building tool, to a great success.

- Served as the principal designer of the agile team
- Led the UX design process & improved accessibility
- Worked on iconography
- Got great reviews at Gartner, Capterra & TrustRadius

SKILLS

DESIGN & UX METHODS

User interviews User journeys User personas

User flows Usability testing A/B testing

Competitive analysis Wireframing Mockups

Hi-fi prototyping Workshop facilitation

Information architecture Design systems

Iconography UI design Motion graphics

DESIGN TOOLS

Figma Illustrator Photoshop Premiere

After effects

TECHNICAL SKILLS

HTML CSS JS

LANGUAGES

English Greek Turkish Dutch

EDUCATION

Middlesex University

BA in animation and interactive media

University of Birmingham

BSc in artificial intelligence and computer science

CONTACT

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To view my complete professional background, **please visit my portfolio.**