Vasilis Kolip
Product designer

Designing products with user insights.

WORK EXPERIENCE
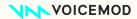
webhotelier | primalres 2024 – Currently

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.

- Orchestrating end-to-end project delivery by working in cross-functional teams to drive improvements
- Maintaining and improving design systems
- Internal workshops for better decision making
- Shadowing sales/support calls to pick feedback
- Mentoring two junior designers, establishing a feedback loop that accelerates their development

VOICEMOD 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

Meta 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

Microsoft 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.**