Ioanna Kastanioti

Senior Product Designer | Enterprise UX, Strategy & AI Experiences

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PROFILE

Senior product designer with 20+ years of design experience across enterprise software, banking and digital services. Combines hands-on research, interaction design and prototyping with strategic UX direction, end-to-end ownership and design mentoring. Turns complex business needs into clear product experiences, working closely with Product, Engineering and enterprise customers to guide decisions and delivery.

EXPERIENCE

HICX | Senior UX / Product Designer

Apr 2025 - Sep 2026

- Led UX and product design for an enterprise supplier management platform, combining hands-on design, customer research and strategic direction across onboarding, data quality and operational workflows.
- Led customer research and usability testing sessions directly with global enterprise customers, including Mars, Mondelēz International, Baker Hughes and Sonova, using insights to validate concepts, uncover workflow friction and influence product direction.
- Partnered with Product, Engineering and Customer Success to shape solutions and delivery decisions; provided design direction within a small UX team while creating and iterating working prototypes.
- Established an AI-assisted design workflow using Claude, Jira and reusable UX skills to organise user stories and design changes, synthesise customer research and publish findings to Confluence.
- Developed interaction flows and prototypes for stakeholder and customer review, incorporating feedback and applying design-system patterns through development handoff.
- Shaped a 12-month UX vision for AI-assisted workflows and automation, connecting reduced manual work with clearer next actions, source visibility and user control.

State of Flux | Senior UX / Product Designer

Mar 2021 - Mar 2025

- Led end-to-end UX and product design for SupplierBase, an enterprise Supplier Relationship Management platform.
- Translated procurement requirements into supplier information, relationship and performance journeys, user flows, prototypes and detailed interface designs.

helvia.ai | UX / Product Design Consultant & Mentor

Jan 2024 - Mar 2025 | Freelance

- Provided UX and product design consulting across Helvia’s products, advising on design decisions and opportunities to improve the user experience.
- Mentored the design team through feedback and guidance on product design work and approaches to product challenges.

EXPERIENCE CONTINUED

Douleutaras | Lead Designer

Jul 2019 - Mar 2021

- Designed customer and professional journeys for a two-sided services marketplace.
- Delivered UX improvements contributing to conversion, revenue, customer satisfaction and reduced support demand.

Agile Actors | User Experience Designer

Nov 2018 - Jun 2019

- Designed Piraeus Bank’s internal CRM for bank employees, simplifying customer management workflows.

Camelot Lottery Solutions | User Experience Designer

Oct 2016 - Oct 2018

- Designed mobile and web experiences for Ireland’s National Lottery, informed by UX research and usability testing.

Nannuka | Product Designer

Apr 2016 - Sep 2016

- Designed a two-sided childcare platform connecting parents and nannies.

EARLIER EXPERIENCE

UX/UI and fintech work | 2013 - 2016
BDSwiss Labs, Threenitas, OgilvyOne and Growth Digital Agency. Work across fintech, banking, e-commerce and mobile apps.

Respi | Product Designer | Sep 2013 - Feb 2014
Designed a connected spirometer and companion app; project accepted into DreamIt Health Baltimore 2014.

Industrial and product design | 2005 - 2013
Physical product design, concept development and 3D modelling at Frigoglass and other teams.

EDUCATION

University of the Aegean
Integrated Master (BSc & MSc), Product and Systems Design Engineering

University of California San Diego
Interaction Design Specialization - Designing, Running, and Analyzing Experiments | 2017

LANGUAGES

Greek: native | English: Cambridge Proficiency
Italian: limited working proficiency | Spanish: elementary