

Ioanna Kastanioti

Senior Product Designer | Enterprise B2B SaaS & AI-enabled UX

Athens, Greece | Remote opportunities

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PROFILE

Product designer with 20+ years of design experience across enterprise B2B software, banking, fintech and digital services. Combines user research, systems thinking and hands-on interaction design to simplify complex workflows. Recent work focuses on supplier management, AI-assisted experiences and automation that reduces manual work while keeping users in control.

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 UX direction.
- Designed data-heavy workflows across supplier onboarding, supplier information, performance and operational processes for internal teams and suppliers.
- 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.
- Shaped a 12-month UX vision for AI-assisted workflows, intelligent automation and reduced manual work.
- Explored conversational interactions, document-driven data extraction and patterns that distinguish AI-generated information from user-provided data.
- Partnered with Product, Engineering and Customer Success; provided design direction within a small UX team.

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 (SRM) platform.
- Translated procurement requirements into clear supplier information, relationship and performance workflows, from user flows to prototypes and detailed UI.

helvia.ai | UX / Product Design Consultant & Mentor

Jan 2024 - Mar 2025 | Freelance, remote

- 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, providing feedback and guidance on their design work and approach to product challenges.

Ioanna Kastanioti

Senior Product Designer | Experience continued

Douleutaras | Lead Designer

Jul 2019 - Mar 2021

- Designed both sides of a services marketplace: customers finding professionals and professionals managing leads and jobs.
- Delivered UX improvements that contributed to higher conversion and revenue, improved customer satisfaction and fewer support tickets.

Agile Actors | User Experience Designer

Nov 2018 - Jun 2019

- Designed Piraeus Bank's internal customer relationship management (CRM) system for bank employees.

Camelot Lottery Solutions | User Experience Designer

Oct 2016 - Oct 2018

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

Nannuka | Product Designer

Apr 2016 - Sep 2016

- Designed a two-sided childcare platform for parents searching for nannies and nannies seeking jobs.

EARLIER EXPERIENCE

UX/UI and fintech work | 2013 - 2016

BDSwiss Labs, Threenitas, OgilvyOne and Growth Digital Agency. Work included fintech, COSMOTE, banking and e-commerce experiments, and mobile apps.

Respi | Product Designer | Sep 2013 - Feb 2014

Designed a phone-connected spirometer and its companion mobile app. The project was accepted into DreamIt Health Baltimore 2014, powered by Johns Hopkins University.

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: professional working proficiency (Cambridge Proficiency) | Italian: limited working proficiency | Spanish: elementary