

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.

CORE SKILLS

Product strategy | User research | Usability testing | Interaction design | Information architecture | User flows | Prototyping | UI design | Enterprise workflows | Supplier management | Conversational UX | AI-assisted workflows

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 research and usability testing with global enterprise customers, including Sonova and Baker Hughes, to uncover friction, validate concepts and inform 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 UX and product design for SupplierBase, an enterprise Supplier Relationship Management (SRM) platform.
- Designed end-to-end workflows for supplier information, relationships, performance and operational processes.
- Translated procurement requirements and domain expertise into user flows, interaction designs, prototypes and detailed UI.

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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, Growth Digital Agency and other teams. Selected work included fintech interfaces, COSMOTE, banking and e-commerce experiments, e-shop.gr mobile apps and a MarineTraffic Windows Phone app.

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

Earlier work included Frigoglass and other industrial design teams, spanning physical products, concept development and 3D modelling.

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