

# Sofia Charalampous

Head of Product Design

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**LinkedIn:** linkedin.com/in/scharalampous | **Portfolio:** heyitssofia.com

## Summary

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Strategic Product Design Leader and entrepreneur with 20+ years shaping transformative digital experiences across fintech, e-commerce, travel, and gaming. Proven track record building and scaling design teams, establishing design systems, and translating complex business challenges into intuitive solutions that drive engagement and measurable outcomes. Known for fostering deep collaboration across cross-functional teams, building trust, and combining strategic vision with hands-on design and frontend development expertise.

## Current Focus

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**Freelance Design Consultant & AI-Powered Product Builder** | Oct 2024 - Present

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- Building AI-powered web applications, leveraging modern AI capabilities for product development and personalization
- Expanding expertise in AI-driven design and personalization strategies

## Work Experience

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### Lead Product Designer

*Betsson Group (Remote) | Feb 2024 - Oct 2024 | Malta*

- Sole product designer in Greece, collaborating with distributed teams across Malta and Latin America to drive UX strategy
- Spearheaded strategic UX optimization of casino onboarding processes, enhancing user experience and guiding design decisions across multiple brands
- Strengthened design processes and team collaboration within the UX department

### Product Design Manager

*Motorway (Hybrid) | Mar 2023 - Jun 2023 | London, UK*

- Managed and mentored a multidisciplinary team of designers and copywriters, fostering user-first thinking and design excellence
- Established and refined UX processes, improving alignment and efficiency across product and engineering teams
- Provided hands-on coaching and strategic direction to elevate overall design quality

### Head of Product Design

*Auden (Hybrid) | Oct 2021 - Dec 2022 | Manchester, UK*

- Built and led a cross-functional design team, aligning UX, product, and graphic design efforts to drive cohesive product experiences
- Defined and implemented company-wide UX vision, enhancing usability, accessibility, and user satisfaction
- Led strategic initiatives shaping fintech user experiences and platform design

### Lead Product Designer

*AO.com (On-site) | Aug 2019 - Oct 2021 | Manchester, UK*

- Provided strategic design leadership at one of the UK's largest online electronics retailers, managing and mentoring UX designers across cross-functional product teams
- Directed three key product teams (Product Page, Lister Page, Findability), optimizing design to drive user engagement and conversion
- Developed a Design Competency Framework establishing clear career progression paths and elevating team capabilities
- Spearheaded creation of a unified Design System, improving efficiency and consistency across all products
- Balanced stakeholder priorities across B2B and B2C initiatives while maintaining design integrity

## **Senior Product Designer**

*BookingGO (On-site) | Feb 2019 - Aug 2019 | Manchester, UK*

- Played a key role within Booking.com's mobility division, designing end-to-end experiences that simplified car rental bookings across web and mobile
- Created high-fidelity prototypes and user flows, partnering with researchers to conduct usability testing and translate insights into actionable improvements
- Delivered solutions that enhanced usability and improved customer retention across the ground transport platform

## **Senior Product Designer**

*Retail InMotion (On-site) | Mar 2018 - Dec 2018 | Dublin, Ireland*

- Enhanced digital experiences for a leading aviation retail technology provider, redesigning critical touchpoints in airline retail platforms
- Conducted user research and usability testing to inform design decisions and optimize in-flight retail operations

## **UX Designer**

*Booking.com (On-site) | Jan 2017 - Mar 2018 | Amsterdam, NL*

- Drove UX innovations for the world's leading online accommodation marketplace, identifying user pain points through data-driven research
- Designed and executed A/B tests that improved user engagement and satisfaction across desktop, mobile web, iOS, and Android
- Collaborated with product and engineering teams to deliver seamless experiences driving customer loyalty and new product adoption

## **Founder, Project Manager & Lead Designer**

*CortexWave Agency | Jan 2011 - Dec 2016 | Athens, GR*

- Founded and led a digital agency delivering full-scale product design and development services, building and managing cross-functional teams
- Defined product strategies aligned with client business goals, conducting comprehensive user research and usability testing
- Established end-to-end project management processes ensuring seamless execution and delivery
- Led agency through significant growth, establishing reputation for user-centered design thinking and client collaboration

## **Skills**

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**Design & UX:** User Experience Design, User Research, Product Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Design Systems, Accessibility, A/B Testing, Data-Driven Design, Mobile UX, AI-Driven Design & Personalization, AI Design

**Product & Strategy:** Product Strategy, Cross-Functional Collaboration, Agile & Lean UX Methodologies, User Testing & Usability Research

**Leadership:** Team Leadership & Building, Hiring & Talent Development, Mentorship & Coaching, Design Process Optimization, Stakeholder Management

**Design Tools:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD)

**Product & Collaboration Tools:** Jira, Trello, Miro, Confluence, Notion, PowerBI

**Technical Skills:** Frontend Development (HTML, CSS, JavaScript), Full-Stack AI-Powered Product Development

## AI & Technology Certifications

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### Vanderbilt University

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- Agentic AI and AI Agents: A Primer for Leaders (Oct 2025)
- Generative AI Deep Research: Strategic AI Edge for Leaders (Oct 2025)
- Generative AI Primer (Oct 2025)
- Skills: Artificial Intelligence (AI), GenAI, AI Prompting, Strategic AI Application

### Google

- Attract and Engage Customers with Digital Marketing (Oct 2025)

## Leadership & Design Certifications

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### Leadership & Management

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- **Northwestern University:** High Performance Collaboration, Leadership Communication for Maximum Impact, Leadership Through Social Influence
- **University of Michigan:** Inspiring and Motivating Individuals, Managing Talent, Influencing People, Leading Teams

### Design & UX

- **IxDF - The Interaction Design Foundation:** Human-Computer Interaction, User Research Methods & Best Practices, Conducting Usability Testing, Mobile UX Design, UX Management Strategy & Tactics, Gestalt Psychology, Accessibility Design
- **Google Professional Certifications:** Google AI Essentials, Project Management, Project Initiation, Project Planning

## Education

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**Homer Educational Group** | Associate's Degree in Sound Engineering & Music Technology (2004 - 2006)  
Foundation in audio, music production, and creative technology

## Languages

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- English (Professional Level)

- Greek (Native)
- German (Basic Level)