



Alexander Kamburakis

Product Designer | 13+ Years Experience | End-to-End UX/UI | Design Systems

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EXPERIENCE

Senior Product Designer, Wayflyer / Jan 2025 - Present

At Wayflyer, I serve as the sole Product Designer for Fantom (formerly MadeMeBuyIt) post-acquisition, leading design from the ground up. I define the visual language, UX architecture, and core UI components, optimize seller-buyer flows, and collaborate closely with product and engineering to align design with business goals. This role allows me to make strategic design choices that directly enhance conversion, engagement, and overall product quality.

Senior Product Designer, Curated / Jun 2022 - Dec 2024

As a proactive member of the product design team, I played a pivotal role in driving numerous successful product launches, significantly improving conversion rates and contributing to revenue growth. I streamlined the design system, reducing development cycles, and partnered with cross-functional teams to align design strategies with business goals effectively.

Senior Product Designer, Somplo / Jan 2020 - May 2022

As the sole product designer at Somplo, I developed and executed a cohesive product vision, contributing to a significant increase in market share and enabling successful entries into the EU and US markets. My work on branding, user experience and visual design led to measurable improvements in user satisfaction and strengthened the company's competitive positioning.

Senior Product Designer, Samsung Food / Feb 2019 - Jan 2020

At Samsung Food, I contributed to the success of their mobile app by defining its visual and interaction design, improving user retention by 15%. Collaborating with multidisciplinary teams, I delivered cohesive, intuitive, and engaging experiences tailored to the target audience.

Product Designer, Promo / Mar 2016 - Jan 2019

At Promo, I was the sole Product Designer, leading the end-to-end design of a video creation platform for businesses and agencies. I defined the product vision, UX architecture, and visual identity, creating intuitive workflows for video generation, template customization, and brand integration. My work ensured seamless usability across web and mobile, enabling users to easily create and share branded marketing videos.

CORE COMPETENCIES

UX/UI Design, Prototyping, Design Systems, Design Tokens, AI-driven Design Solutions, Mobile Design, Accessibility, UX Research, Usability Testing, Developer Handoff

TOOLS & SKILLS

Figma, Sketch, Adobe CC, HTML, CSS, Zeplin, Principle, Jira, Miro, Slack, ChatGPT, Magician