Ioli Xanthaki

Senior Product Designer · Research-led, End to End

Málaga, Spain, open to remote work within Europe or hybrid in Spain

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Summary

Product designer with 20 years in design, 7+ of them in digital products, from B2B platforms to health apps, in startups and larger companies. A small request often hides a bigger structural problem. I look for it, make the case with research and data, and shape the solution together with product and engineering. Currently building AI-assisted design-to-code workflows. Fluent in Greek, Italian, Spanish and English.

Experience

Career Break: Design Systems and AI-Assisted Design-to-Code Workflows

Jan 2026 – Present

- Designing and building my portfolio site with Claude Code, using an AI-assisted workflow from research to accessibility reviews to publishing with Git.
- Built a sample design system, from design tokens to Figma, deciding where AI helps and where it gets overruled.

Senior Product Designer, Nivoda

Jan 2024 – Dec 2025

Global B2B marketplace connecting jewellers with diamond and gemstone suppliers in 60+ countries, with around 2 million stones listed. Main designer for the buyer side of the platform, on web and app.

- Rearchitected the gemstones category, a catalogue of tens of thousands of stones, laying the foundation for Nivoda's expansion from a diamond platform into one that also serves gemstone buyers. Worked with the PM, a gemstone specialist and engineering.
- Designed the new search to replace a limited legacy one handling about 30,000 searches a month. Worked closely with engineers through a data migration to set the ground for it, shaping a vision that could be released in stages as each category's data became ready.
- Led design for melee, very small diamonds sold by weight, an area with no design process. Designed the special request flow where buyers can ask for stones that are not on the platform without going through the support team. On the support side, the team can follow up on hundreds of requests a month in one place. Also handled urgent fixes and complex component-level UX.

UX/UI Designer, MotorK

Oct 2021 – Nov 2023

CRM for car dealerships, mainly in Italy.

- Ran research end to end: recruited and interviewed dealership owners and sales staff, and built a tagging system in Dovetail that turned interviews and client feedback into a searchable backlog for the whole team.
- Traced recurring usability problems to duplicated records in the CRM's structure, and designed a way to make each stage clear to users.
- Started and ran a weekly live design-debugging session with product and engineering, so small fixes kept flowing without creating a bottleneck.

UX/UI Designer, rindus

Aug 2018 – Sep 2021

Tech consultancy.

- Temedica (rindus client, health tech): designed a two-sided health product end to end, from architecture and logic to main journeys, working with the founder and developers. Also created the brand identity and the physical welcome pack that led into digital onboarding.
- Revamped rindus's own brand and online presence as its in-house designer during a period of fast growth.

Designer, McCann

Mar 2017 – Jul 2018

Global advertising agency. Initiated an effort to create a UX/UI department, involving designers from both the Birmingham and London offices.

Designer, La Cellula Lab

Sep 2010 – Mar 2017

Retail design studio. Creative concepts and project management from proposal to in-store set-up, for a global eyewear retailer and luxury watch brands.

Graphic Designer, design and advertising studios in Athens and Turin

2006 – 2010

Branding, packaging, illustration and art direction, for clients including Ferrero and Martini & Rossi.

Skills

Design
Product design, UX/UI design, problem framing, information architecture, prototyping, branding

Research and strategy
User research, usability testing, product strategy, cross-functional collaboration, B2B

Tools and AI
Figma, Git, HTML, CSS, AI-assisted design, design-to-code workflows, agentic workflows, agent skills, Claude Code

Education

2016 - 2017, US Remote
UI Design, CareerFoundry

2014, On-site, London, UK
Front End Web Development, General Assembly

2004 - 2007, Athens, Greece
BA Graphic Design, Vakalo School of Art and Design

Languages

Native
Greek

Professional
English, Italian, Spanish