# Evi Malisianou

*Product & Experience Leader*


## CONTACT

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## SKILLS

**Strategic & operational leadership**

Enterprise DesignOps, multi-tiered team scaling, organisational design, budgeting and UX metrics alignment, cross-functional executive diplomacy from C-suite to engineering.

**Systemic experience quality**

Design systems as a product, global information architecture, component token governance, product design strategy, systems thinking.

**Research, content & inclusivity**

Mixed-methods research roadmaps, contextual inquiry, content design, institutional WCAG accessibility, inclusive design frameworks.

**Emerging technologies**

Agentic UX, AI trust, safety and explainability, prototyping in code with React, Tailwind and component architecture.


## SUMMARY

Twenty years building, scaling, and structuring multi-tiered design functions for complex digital ecosystems with large global user bases across e-commerce, energy, fintech, and intelligence platforms. I lead product design, UX research, and content design as a unified craft, bridging long-range business strategy with hands-on, world-class standard setting. Expert in establishing the DesignOps frameworks, enterprise design systems, and rigorous governance that preserve systemic experience quality through rapid corporate scale. An executive customer advocate who builds cross-functional alignment up to the C-suite, embeds accessibility as an institutional baseline, and works AI-native to responsibly pilot emerging technologies into real user journeys.


## EXPERIENCE

### Kaluza

Product & UX Director, Energy platform · Sep 2022 - Present

- **Organisational team development:** Accountable for the growth, culture, and performance of a 27-person multi-disciplinary practice across product design, research and content. Scaled and led a multi-tiered team by mentoring and managing the design leaders who run individual business units.
- **Enterprise design systems & governance:** Own the Nebula design system as a commercial product, defining its multi-year roadmap, cross-organisational adoption, and contribution model, alongside the global information architecture that lets the ecosystem scale across markets and regulatory frameworks.
- **DesignOps frameworks:** Rebuilt the operating model to shift focus from asset approval to systemic experience quality. Lifted delivery throughput tenfold, accelerated design cycles by 150%, and cut designer reassignments by 90%, holding core components to under 1% deviation.
- **Executive collaboration & metrics:** Partner as a peer to Engineering, Product, and Data executives, translating UX outcomes into the subscription, growth, and product analytics metrics the business runs on.
- **AI in product & research:** Steer the vision and agentic UX for an AI-powered customer care platform, with human-in-the-loop control, auditability and trust frameworks. Championed an AI-moderated research method running 135 depth interviews at an estimated tenth to fifteenth of the conventional cost, weeks not months, every transcript analysed.
- **Accessibility & inclusion:** Embedded WCAG compliance and inclusive design into the standards from day one, pairing the automated research method with targeted human research for the customers AI moderation under-represents.

## EDUCATION

### Delft University of Technology

MSc, Design for Interaction

### Technological and Educational Institute of Athens

BA, Interior Architecture and Product Design

## REFERENCED AS

*The epitome of cross-functional thinking. Others look to you for direction and clarity as an informal leader across Product, Engineering and Design.*

Neel Gulhar, Chief Product & Technology Officer, Kaluza

## EXPERIENCE, CONTINUED

### Shopify

Senior UX Manager (Maternity cover), E-commerce · 2021 - 2022

- **Strategic design leadership:** Managed UX teams within a 500-person global UX organisation, reporting to the Global VP of UX.
- **Future-horizon visioning:** Ran speculative design and futures-thinking workshops that set the next-generation strategy for Shopify's core analytics and data visualisation products, well beyond immediate release cycles.
- **Practice upskilling:** Established the data visualisation practice across the design team, improving cross-functional workflow between design and engineering.

### Brandwatch

Lead Designer to VP, User Experience · 2015 - 2021

- **Executive customer advocacy:** Promoted to the executive table to lead a multi-disciplinary practice, connecting business silos to strengthen the end-to-end experience and introducing UX outcomes as a shared growth metric.
- **Research function scaling:** Founded and scaled the company's first UX Research department, with a mixed-methods roadmap grounded in contextual inquiry and a researcher embedded in every product line.
- **Systemic redesign:** Led the redesign and information architecture of Vizia. Drove increased sales, faster task completion, higher satisfaction, and consolidated feature pipelines from 35+ intake channels into a single tool.

### Deutsche Bank & RBS

Independent Design Consultant, Financial Services · 2011 - 2014

- **AutobahnFX (Deutsche Bank):** Led the UX strategy and interface overhaul of a premier trading platform, turning dense regulatory criteria into an intuitive experience, with multiple top-tier industry awards and a marked rise in adoption.
- **MicroRates (RBS):** Directed the architecture and design for a specialist risk-management and hedging application, cutting user calculation errors to near zero and lifting task completion.