



Evi Malisianou

DESIGN AND EXPERIENCE LEADER

Twenty years making dense, regulated, high-stakes products feel simple and human, across financial services, energy, e-commerce and intelligence platforms. I lead design, research and content as a single craft and stay hands-on in it, setting the standard by example. I turn risk, currency and complex decisions into experiences people can trust in seconds, and I work AI-native, building functional prototypes in code and moving teams from screens toward systems, research and orchestration.

EXPERIENCE

Kaluza

Product & UX Director · Energy

Sept 2022 to present
London

Lead design, research and content as one craft for a platform that reaches energy customers through the retailers running on it, a B2B2C model where my focus has moved steadily toward the end customer experience. I hold the standard the team designs to, stay hands-on in the hardest problems, and am accountable for the quality, growth and performance of the people doing the work, 27 across product, content and research.

Own the Nebula design system and the global information architecture that let the product scale across markets, customer types and regulatory contexts without losing what makes the experience good, with accessibility built into the standards and reviews rather than bolted on at the end.

Lead the product vision for AI-powered, agentic customer care, designing conversational and agentic experiences end to end, including payments, refunds and account journeys. I make the case for design with evidence, using product analytics alongside research so it holds up at the most senior levels of the business.

OUTCOME

The design operating model I rebuilt moved the team to a shared standard and lifted delivery sharply: initiative throughput up more than tenfold and design cycles about 150% faster, while designer reassignments fell by almost 90%. The most-used design-system components hold to the shared standard with under 1% deviation.

Shopify

Senior UX Manager, Maternity cover · E-commerce

2021 to 2022
Fully remote

Joined on maternity cover and used it to grow the function: sharpened how it operated, with a focus on upskilling, and established the data visualisation practice. Reported to the Global VP of UX, whose organisation ran to around 500 people.

OUTCOME

Ran a series of speculative design and futures-thinking workshops that produced the next-horizon vision for Shopify's data analytics and visualisation product, setting a direction well beyond the next release cycle.

CONTACT

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Brighton & Hove, UK
Open to London hybrid and remote

EDUCATION

MSc Design for Interaction
Delft University of Technology
2006

BA Interior Architecture and Product Design
Technological and Educational Institute of Athens
2003

SKILLS

- Product and interaction design
- Design systems
- Content design
- Mixed-methods research
- Information architecture
- Prototyping in code
- Team leadership and coaching
- AI-native design practice

EXPERIENCE, CONTINUED

Brandwatch

Lead Designer to VP, User Experience · Insights & intelligence platforms

2015 to 2021
Brighton

Joined as lead designer on Vizia, an enterprise marketing reporting and command-centre platform, and led a full redesign, its information architecture as much as its interface, with new data visualisation at its heart.

As Head of UX Research, I built the company's first research function. I set the UX research roadmap, grounded the craft in contextual inquiry and mixed methods, and embedded a researcher in every product team. The remit later widened to include content design.

Promoted to VP of User Experience to lead a multi-discipline practice, connecting the dots across business silos to strengthen the end-to-end customer experience. Introduced UX outcomes as a shared measure of progress toward a better experience for product teams and squads.

OUTCOME

Across the practice, customer satisfaction rose, time-to-task fell, and in-platform onboarding cut in-house training sharply. The Vizia redesign lifted sales and consolidated feature requests from 35+ channels into one tool, sharpening roadmap and prioritisation.

Further outcomes available on request.

Deutsche Bank & RBS

Independent Consultant · Financial services

2011 to 2014
London

Led UX on two tier-one banking platforms: Deutsche Bank's AutobahnFX, the FX trading platform within the Autobahn suite, and RBS's MicroRates, a digital hedging and risk-management platform for specialist lenders. Both were architectural-level redesigns, not interface polish. On AutobahnFX, I ran the platform-wide user research and used it to move programme leadership from the cosmetic refresh they had scoped to a full rebuild.

OUTCOME

AutobahnFX: the redesigned platform is recognised as a leading electronic FX service, with multiple top-tier industry awards. MicroRates: a sharp lift in adoption, higher task completion and user errors down to near zero.

Earlier career

Product, interaction and service design · Studios and in-house teams

2005 to 2011
London and EU

Design and research lead roles across agencies and in-house teams, including Native Design, Splendid and Empathise, before stepping into senior design leadership.

TOOLS

AI

Claude Code, Claude Design, Claude, Cursor, ChatGPT, Gemini, v0, Figma AI

DESIGN AND DELIVERY

Figma, Miro, Sketch, TheyDo and Smaply (journey management), Adobe Creative Cloud, Jira and Confluence, Dovetail

LANGUAGES

- English (fluent)
- Greek (native)
- Italian (fluent)
- Spanish (beginner)