

Sotiris Akridas

Product Designer

Karditsa, Greece Notice period: 1 month EU citizen, no visa needed in the EU

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Summary

Product designer with 3+ years in product roles across marketplaces and public services. I work on discovery, trust, and conversion in complex platforms — research-led and hypothesis-driven, comfortable owning a problem from ambiguity to shipped interface.

Experience

Product Designer · eduki

January 2025 – Present · Remote

- Designing a quality module for eduki's product pages that gives every criterion an AI assessor rates high one checkable line about the material. Wrote the rules a generator would have to follow; in round 1, 72.7% of teachers read the lines as specific to the material, though few used them. Round 2 in progress.
- Designed and ran a discovery before anything was built for eduki's Q3 bet on AI-assisted search: in 7 moderated sessions, no teacher asked for sentence-style search unprompted, and the bet didn't go ahead. Designed the next-word search suggestions that came out of the study, which shipped.
- Built and organised eduki's research participant pool — segmentation plus governance rules other designers follow, so it stays usable as it scales.
- Run mixed-methods research end-to-end: user interviews, moderated and unmoderated testing, 5-second tests, preference tests, and surveys (UXtweak, UserTesting).

Product Designer · Choose Strategic Communications Partner

2023 – 2025 · Greece

- Led UX for two national government platforms (1555.gov.gr, Psifiaki Karta) serving a general-public audience with low average digital literacy.
- Redesigned 1555.gov.gr from a basic site into a usable service — in surveys of 200 users before launch and 200 after, the share with a complaint fell from roughly 50% to 10%.
- Simplified request submission across complex public-service structures: regrouped services where the structure allowed, and carried citizens' choices into the form.

Founder & Product Designer · DiverBubbles

2020 – Present · Remote

- Built and run a live e-commerce product end-to-end since 2020 — brand, product design, Shopify build, merchandising, paid acquisition, and ongoing UX.
- Audited my own store and paused its redesign: at 3 sessions a day the constraint was traffic, not the storefront. The store is live and earning; I still design the prints.

Skills

Product design — end-to-end UX/UI for complex platforms

Research and testing — hypothesis design, user interviews, usability studies (UXtweak)

Marketplace and discovery — search, trust signals, conversion

Design systems

AI in the product and the workflow — rules for an AI copy generator; prototyping with Claude Code and the Figma MCP

Figma, UXtweak, Microsoft Clarity, UserTesting, accessibility evaluation

HTML and CSS

Education and credentials

University of Michigan — User Experience Research and Design (6-course specialization)

Google UX Design Certificate

Smashing — Smart Interface Design Patterns

Smashing — Measure UX and Design Impact

Smashing — Design Patterns for AI Interfaces

IxDF — User Research: Methods and Best Practices

IxDF — Accessibility: How to Design for All

IxDF — Data-Driven Design: Quantitative Research for UX

IxDF — Get Ahead in Product Design with AI

IxDF — Agentic AI for Everyone

IxDF — Complex UI Design: Practical Techniques

IxDF — Conducting Usability Testing