

Ari Amanatidis

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EXPERIENCE

Product Experience Designer

Mastercard

New York City, NY

Sept 2020 - March 2023

As a member of the North American Team I helped support various product teams in integrating and improving our “[Click to Pay](#)” product, a digital payment experience which leverages encryption and token technology into a multitude of companies. Clients include: Dunkin’ Donuts, McDonald’s, BJ’s, Barclay’s, Chase, Netflix, DropBox, Samsung, Meta, Microsoft, Amazon and many more. I prototyped use cases, **many times helping improve our customers checkout process**, that was shared with leadership and customers with Figma, and validated the prototypes with user tests on Wevo while reinforcing and enhancing their proprietary design system. I helped advance their Click to Pay product from a button based interface to a fully integrated embedded payment solution.

Developer & Creator

WeatherTunes Music and
Yet Another Spending
Tracker

New York City, NY

2016 - 2020

I created, coded, designed and **launched two apps on the app store**. One is called [Yet Another Spending Tracker](#) and...you guessed it, tracks your spending. You can currently find it on the app store. The other app was [part weather, part music app](#). The app anticipated listener’s music mood based on current weather conditions with an option to customize the music styles and preferences. Unfortunately the API’s were discontinued and was no longer able to maintain it.

UX Design Consultant

Various Clients

New York, NY

2016 – 2020

I served as both the visual designer and the user experience designer for the **Magpie** app, a project that raised 262K on kickstarter.com and was partly backed by [Human Ventures](#). The goal of the project was to create a small hardware device equipped with a GPS that can be tracked through the app anywhere in the world similar to today’s Apple Airtags. The app layout, specs, wireframes, visual design, and prototype were all designed by me.

I created the prototype for an [AdTheorent](#) app which was designed to count user’s steps and location in return for raising money for the charity of their choice. The idea was to collect user data to be used in the AdTheorent an advanced learning platform to deliver real-world value for advertisers and marketers.

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Principle UX Designer

As the only non-founder on the product team:

Tablet Hotels

New York, NY
2014 - 2016

- I worked hand in hand with the CEO & Creative Director in revamping the Tablet Hotels web site. Tablethotels.com faced a numerous amount of usability issues, including not being a responsive site, and bookings suffered as a result. I was instrumental in getting the team to think Lean as I conducted Usability lab studies to continually improved the user experience. We **increased the WoW bookings by 12%** after the site redesign was launched.
- I lead the UX & development of their first iOS app, again conducting Usability lab studies throughout the creation process to insure usability and make sure we were building out the right features, including a social aspect never done before in hotel booking apps. **The app was featured as the [app of the day](#) in 2016** on the [App Store](#), and maintains a 5 star rating to this day.
- I helped launch a new product called Last Minute Tablet - a new SaaS app for the hoteliers to give Tablet their last minute inventory at deep discounts. The usability of the app was considered the best in the market and we saw an immediate increase of inventories with competitive pricing and **last minute bookings were 30% higher MoM**.
- I served as the leading force in transforming Tablet Hotels into a customer focused company by partnering with the customer service team to help recruit users on an ongoing basis to conduct user interviews and usability tests, while training the team to do the tests themselves as well.
- I researched, organized, planned and rolled out the implementation their first comprehensive analytics tracking efforts.

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UX Design Consultant

Various Clients

New York, NY
2011 - 2014

Worked on a project to project basis with several companies to bring their vision to fruition, including:

- Kraft Foods Group, Inc. – Was Lead UX Designer on a mobile-based recipe site.
- Kia Motors Worldwide – Main designer on the mobile tour for the Kia Cadenza.
- Tribal Worldwide Agency – Lead UX Designer on a team which built a B2B site for Exxon Mobile.
- Trojan Condoms – Worked as the main UX Designer and project managed the offshore team in developing Trojan’s first mobile app.
- BlueBite – Used a creative approach to building NFC enabled Campaign Engagement Tracking. My role included: IA, Interaction Design, Storytelling, Visual Design, and Animation.

UX Designer

LimeWire Inc.

New York, NY
2008 - 2011

At the time, working for a growing company I played many roles, including: product planning, interpreting data & making recommendations based on analytics, user testing, UI design, A/B testing, wireframing & creating page flows all while working with various team members, stakeholders & the development team.

Principal UX Designer

Tributes.com

Charlestown, MA
2007 - 2008

Worked under the direction of Jeff Taylor (founder of Monster.com). I was responsible for logo creation for the new company as well as the planning, product development, design, UX, and front end development for the startup’s site.

UX Designer

Eons.com

Charlestown, MA
2006 - 2007

I led the design and UI of online web applications and interfaces Jeff Taylor’s social networking site eons.com, a social network for older generation (50yr+). I worked as part of teams in an agile environment constantly building and improving our online identity and product offerings. I also participated in user testing and user phone interviews helping to improve the product.

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Web Designer

International Data
Corporation (IDC)

Framingham, MA
2005 - 2006

I was responsible for the design and front end development of subsidiary sites of IDC such as energy-insights.com and health-industry-insights.com while building their vertical business identity. I also developed & designed the UI of internal applications. Helped transition web site from mainly table based layouts to semantic CSS based layouts.

EDUCATION

Bachelors of Science – Music Industry

Northeastern University

2000
Boston, MA

Associates Degree – Business Anatolia College

1995
Thessaloniki, Greece

REFERENCES

Available upon request