

# Ari Amanatidis

📍 New York, NY

📞 (617) 230-2580 ✉ aamana@me.com 🔗 [www.arianamatidis.com](http://www.arianamatidis.com) 🔗 [www.linkedin.com/in/arianamatidis/](https://www.linkedin.com/in/arianamatidis/)

Human-centered UX designer with 10+ years of experience delivering intuitive, data driven digital products. Expert in leading cross-functional collaboration, user research, and end-to-end design. Proven success at Mastercard and Capital One crafting scalable experiences that align business goals with user needs.

## SKILLS

**UX & Product Design:** Wireframing, Prototyping, UI Design, Design Systems, Interaction Design

**Research & Strategy:** UX Research, User Testing, Design Thinking, Product Discovery

**Tools & Collaboration:** Figma, Sketch, Jira, HTML/CSS, Workshop Facilitation

## WORK HISTORY

### MASTERCARD

Senior Specialist - Product Experience Designer (Consultant) - June 2025 to Present

- At Mastercard Digital Labs, I turn ideas into working prototypes, fast. In 2 to 5 day design sprints with clients, we co-create digital products that go from concept to clickable in days.
- I lead experience design across rapid-fire collaborations with engineers, product leads, and stakeholders, translating business needs into smart, human-centered solutions. Whether it's a fintech tool or B2B platform, I help teams align, ideate, and build momentum with designs that feel real, and move fast.

### CAPITAL ONE

UX/UI Design Lead (Consultant) - April 2024 to April 2025

- Designed and launched Credit Goals and Simulator for [CreditWise](#), along with several credit line management products for their Capital One's main banking app.
- Collaborated with tech, product, and business teams to translate user and business needs into intuitive, impactful design solutions.
- Applied human-centered design methods, discovery, research, ideation, and user testing, to enhance the user experience.

### MASTERCARD

Product Experience Designer (Consultant) - Sept 2020 to March 2023

- Supported product teams in improving and integrating [Click to Pay](#), a secure, token-based digital payment solution, across major clients including Amazon, Netflix, Meta, and Chase.
- Prototyped and refined checkout experiences in Figma, validated through Wevo user testing, and contributed to *evolving the product from a button-based UI to a fully embedded solution*.
- Also played a key role in preparing the Buy Now Pay Later product for production within one year.

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## SELF EMPLOYED

Designer, Developer & Creator / UX Consultant - March 2016 to Sept 2020

- Designed, developed, and launched two iOS apps:
  - [Yet Another Spending Tracker](#) – a data-driven, visual budgeting tool.
  - [WeatherTunes](#) – a music app that adapts playlists to local weather and user preferences.
- Led UX and visual design for Magpie, a GPS tracking app that raised \$262K on [Kickstarter](#) and was backed by [Human Ventures](#).
- Prototyped an app for [AdTheorent](#) that rewarded users for steps and location data by donating to their chosen charities.

## TABLET HOTELS

Principal UX Designer - Jan 2014 to March 2016

- As the only non-founder on the product team, led usability studies that drove a **12% increase in WoW bookings** post-redesign of TabletHotels.com.
- Directed UX and development of the [first iOS app](#), featuring a pioneering social component, earning [App of the Day](#) in 2016 and maintaining a 5-star rating.
- Launched **Last Minute Tablet**, a SaaS tool for hoteliers that led to a **30% MoM increase** in last-minute bookings.
- Collaborated with customer service to recruit users for ongoing testing and mentored the team in conducting interviews.
- Spearheaded the planning and rollout of the company's first comprehensive analytics tracking system.

## SELF EMPLOYED

UX Design Consultant - Jan 2011 to Jan 2014

- Worked on a project basis with clients including **Kraft, Kia, ExxonMobil, Trojan, and BlueBite** to bring digital products to life:
- Led UX for a mobile recipe site (Kraft) and Kia Cadenza's mobile tour.
- Directed UX for ExxonMobil's B2B site with Tribal Worldwide.
- Designed and project-managed Trojan's first mobile app with an offshore team.
- Created NFC-enabled campaign tracking for BlueBite, covering IA, interaction design, visual design, animation, and storytelling.

## LIMEWIRE

UX Designer - May 2008 to Jan 2011

- At LimeWire, wore multiple hats across product planning, analytics, user testing, UI design, A/B testing, and wireframing, collaborating closely with stakeholders and devs.
- Served as a key UX and project lead in building a **fully functional iTunes/Spotify** style hybrid music platform, ready to ship in under a year.

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## TRIBUTES.COM

Principal UX Designer - March 2007 to May 2008

- Led all UX, design, and front-end development at Tributes.com as part of a small 8-person team under Jeff Taylor (founder of Monster.com).
- Created the logo, planned and developed the product end-to-end.
- The company was successfully acquired and remains active today.

## EONS.COM

UX Designer - Jan 2006 to March 2007

- Led UX/UI design for Jeff Taylor's social network Eons.com, focused on users 50+, including the travel section as lead designer and project manager.
- Worked in an agile team to evolve the product and online identity.
- Conducted user testing and phone interviews to inform design decisions.

## IDC

Web Designer - Feb 2005 to Jan 2006

- Designed and developed front-end for IDC subsidiaries like energy-insights.com and health-industry-insights.com, helping establish their vertical brand identity.
- Built UI for internal apps and led the transition from table-based to semantic CSS layouts.

## EDUCATION

### Bachelors Of Science – Music Industry

Northeastern University - Boston, MA 2000

### Associates Degree – Business

Anatolia College - Thessaloniki, Greece 1995

References available upon request