

ANNA SOTIROPOULOU

SENIOR PRODUCT DESIGNER | SENIOR UI/UX DESIGNER

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Senior Product Designer with 20+ years of experience designing complex digital products across web, iOS and Android. Experienced in B2B SaaS, consumer products, design systems and cross-platform workflows, from product discovery and information architecture through UI design, developer-ready delivery and post-launch iteration. Works closely with product and engineering to turn complex requirements into clear, practical experiences.

CORE EXPERTISE

Product Design: Product Discovery, UX Strategy, Information Architecture, User Flows, Wireframing, Prototyping

Systems & Delivery: Design Systems, Figma, Responsive Web, iOS & Android, Interaction Design, Design QA

Collaboration: Product & Engineering Collaboration, Stakeholder Presentations, Agile / Iterative Design, Developer Handoff

EXPERIENCE

AISLE AHEAD - UI/UX & Product Designer

December 2018 - July 2026

Remote employee | Products: BigOven, BigOven Build, and FoodCity

- Led end-to-end product design across BigOven, BigOven Build and FoodCity, covering product discovery, information architecture, UX/UI design, prototyping, stakeholder presentations, developer-ready delivery and post-launch iteration.
- Designed **BigOven Build**, a B2B food-content management platform, from the ground up, defining complex workflows, reusable patterns and the overall product experience for brands and retailers.
- Designed the original **FoodCity** experience and later led its full redesign across responsive web, iOS and Android, including shopping, checkout, lists, favourites and planning flows.
- Continuously improved **BigOven** across web, iOS and Android through new features, refined user flows and interface improvements informed by customer feedback, App Store reviews, competitor research and product knowledge.
- Built and evolved reusable component libraries, design systems and interaction patterns, and worked closely with product, engineering and QA throughout implementation and release.

FREELANCE - Independent UI/UX & Product Designer

January 2013 – December 2024 · Part-time / concurrent

Concurrent with full-time roles below

- Designed responsive websites and digital products for clients across multiple industries, from requirements and UX structure through UI design and delivery.
- Worked directly with clients to balance user needs, business goals and brand requirements while managing multiple projects and deadlines.

COPELOUZOS GROUP | UI/UX Designer (Full-time)

January 2013 – July 2015

- Designed and maintained websites and digital experiences across companies within the group.
- Created digital and print assets for websites, presentations, campaigns and corporate communications.

GENERATION Y - Senior Web Designer

November 2011 – July 2012

GREEK GEEKS - Senior Web Designer

July 2007 – October 2011

EPICOS S.A. - Web Designer

June 2004 - July 2007

e-On INTEGRATION - Web Designer

April 2001 - April 2003

LANGUAGES & WORK ELIGIBILITY

Greek: Native · English: C2 · Spanish: Basic

Right to work in the EU

Remote roles preferred · Open to contract opportunities

EDUCATION

University of the Arts London | *Certificate, Service Design*

2019

AKTO | *3D Computer graphics animation*

1997 - 1999