

Elena Markou

Senior Product Designer

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PROFILE

Product designer with 9 years shipping B2B SaaS and fintech interfaces. Led design systems used by 40+ engineers, cut onboarding drop-off by 31% and ran the research that shaped a €4M product line.

EXPERIENCE

Lead Product Designer

Mar 2021 — Present

Northwind Analytics · Athens

- Rebuilt the onboarding flow with 12 usability sessions, lifting activation from 42% to 58% in two quarters.
- Scaled a 210-component design system adopted by 4 squads, cutting UI defects by 37%.
- Ran quarterly discovery with 60+ customers and turned findings into the 2024 roadmap.

Product Designer

Jan 2018 — Feb 2021

Aegean Pay · Athens

- Designed the merchant dashboard used by 18,000 businesses across 6 markets.
- Partnered with engineering to ship a checkout redesign that raised conversion by 12%.

EDUCATION

MSc Human-Computer Interaction

Sept 2015 — Jul 2017

University of Athens · Athens

Thesis on accessible data visualisation for low-vision users.

SKILLS

Design ●●●●● Design systems, Interaction design, Prototyping, Accessibility

Research ●●●●● Usability testing, Interviews, Analytics, A/B testing

Tools ●●●●● Figma, Storybook, HTML/CSS, Jira

LANGUAGES

Greek Native English Fluent German Intermediate