Ari Amanatidis

New York, NY
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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

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.

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.

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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.

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.

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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