

Ari Amanatidis

(617) 230-2580

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EXPERIENCE

Product Experience Designer

Mastercard

New York City, NY
Sept 2020 - Present

As a member of the North American Team I help 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, L.L.Bean, DropBox, Samsung, Shopprunner, and Amazon. I prototype consumer use cases with Sketch and inVision, and validate the prototypes with user tests on User Zoom while reinforcing and enhancing their proprietary design system.

Developer & Creator

WeatherTunes Music and
Yet Another Spending
Tracker

New York City, NY
2016 - Present

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/Visual Designer Magpie

New York, NY
2016 – 2018

I served as both the visual designer and the user experience designer for the Magpie app. 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. The app layout, specs, wireframes, visual design, and prototype were all designed by me. The project raised 272K and was partly backed by Human Ventures.

UX Designer AdTheorent Inc.

New York, NY
2016 - 2018

I created the prototype for the 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.

Principle UX Designer Tablet Hotels

New York, NY
2014 - 2016

As the only non-founder on the product team, I worked hand in hand with the CEO & Creative Director in revamping the Tablet Hotels web site, while leading the UX & development of their first iOS app. The app was featured as the app of the day in 2016 on the App Store. I researched, organized, planned and rolled out the implementation their first comprehensive analytics tracking efforts. In addition, 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.

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Consultant/UX Designer

Various Clients

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

New York, NY
2011 - 2014

Kraft Foods Group, Inc. – Worked on a team designing a web-based recipe site.

Kia Motors Worldwide – Served as a designer on the mobile tour for the Kia Cadenza.

Tribal Worldwide Agency – Worked on a team which built a B2B for Exxon Mobile.

Trojan Condoms – Worked on the developing team for the 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.

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.

Senior UX Designer

Tributes.com Startup

Charlestown, MA
2007 - 2008

Worked under the direction of Jeff Taylor (principal designer at 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 new 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.

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

Ari Amanatidis

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Bachelors of Science – Music Industry

Northeastern University

2000

Boston, MA

Associates Degree – Business

Anatolia College

1995

Thessaloniki, Greece

REFERENCES

Available upon request