

Rafaela Chatzigiannaki

Senior Product Designer

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Senior Product Designer with 12 years of experience working at the intersection of design, product, and engineering, turning good ideas into shipped products. Established and owned a company-wide design system twice, building 50-plus reusable primitives and composed blocks and setting most of the product's navigation patterns and overall aesthetic, work that reached every team rather than a single squad. Introduced a standardised design process across three to four cross-functional teams that reduced post-handoff rework by validating design and product decisions with users and stakeholders before build. Comfortable operating across ambiguity, from 0-to-1 exploration to org-wide process and systems ownership, with a consistent focus on accessibility (WCAG 2.1 AA) and cross-functional alignment.

EXPERIENCE

Senior Product Designer at Sitecore

April 2022 - March 2026

- Owned end-to-end UX across five CMS product pillars (content authoring, media management, commerce, personalisation, and admin), working within an embedded product squad from discovery to handoff.
- Introduced a standardised design process adopted by 3 to 4 cross-functional teams, each including a product manager and 3 to 4 front-end developers; resulted in faster handoff and fewer post-handoff changes, since designs and features were already validated and agreed with product and users before build.
- Co-built Sitecore's company-wide design system twice, migrating from Chakra to Shadcn, as one of two system owners; established 50-plus primitives and composed blocks and set most of the product's navigation patterns and overall aesthetic, adopted across the entire company rather than a single team.
- Designed AI-powered interfaces including a chat-driven component generator, AI content generation, and multi-language AI translation flows.
- Mentored 2 designers and led regular design critiques, contributing to team growth beyond individual delivery.

UX Designer at PRODYNA

October 2019 - March 2022

- Delivered end-to-end UX across long-term client engagements spanning web, mobile, and internal tooling, from discovery through final handoff.
- Led research and facilitated discovery workshops, translating ambiguous client briefs into clear design direction.
- Presented and defended design decisions directly to clients, aligning user needs with business goals and technical constraints.
- Built client-specific design systems in Figma, including component libraries and usage documentation.

UI/UX Designer at 3DS

November 2017 - May 2019

- Designed and shipped web, mobile, iOS, and Android products across multiple client engagements, collaborating closely with engineering, growth, marketing, and sales teams throughout delivery.

UI Designer at Upmate

April 2015 - July 2016

- Executed UI design across multiple client projects, working closely with engineers through implementation.

SKILLS

Design Leadership & Systems:

Design Systems Ownership / 0-to-1 Product Design / Enterprise SaaS / Design Process Standardisation / Cross-Functional Collaboration / Remote & Async Teams

AI-Native Workflows:

Figma Make / Figma MCP / Cursor / Claude (Code & Design) / Lovable

Tools

Figma / Maze / Dovetail / Useberry / PingPong / Miro

Accessibility

WCAG 2.1 AA

EDUCATION

Professional Diploma in UX Design

UX Design Institute

2020 - 2021

Higher Vocational Education Diploma (EQF Level 5) in Graphic Design for Print and Digital Media

DELTA Vocational Training Institute (IEK DELTA) | Thessaloniki, Greece

2012 - 2014