

Kalliopi (Kelly) Michailidou

Product & UI/UX Designer | SaaS & AI Products | Design Systems | Figma

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PROFILE

Product & UI/UX Designer with experience designing AI and SaaS products across web and mobile platforms. Skilled in user research, user flows, wireframing, prototyping, interaction design, and developer collaboration. Passionate about creating intuitive, accessible, and user-centered experiences.

EXPERIENCE

Freelance Product & UI/UX Designer

March 2024 – Present

- Designed user interfaces and prototypes for small business and personal projects.
- Translated project requirements into design solutions across user flows, wireframing, and prototyping.
- Iterated on designs based on feedback and project goals.

UI/UX Designer Apparent Services

September 2025 – August 2026

- Designed web and mobile experiences for AI and SaaS products across B2C, B2B, and B2B2C environments.
- Supported product discovery through user flows, wireframes, prototyping, and interface design.
- Redesigned key workflows across AI and SaaS products to improve navigation clarity and support diverse user needs.
- Contributed to a design system and reusable UI patterns within an existing production product.
- Collaborated with developers to ensure design consistency during implementation.
- Created high-fidelity prototypes in Figma and AI-assisted concepts using Cursor, accelerating design exploration and stakeholder feedback cycles.

Chef de Partie Various Restaurants

June 2008 – October 2024

- Worked in high-pressure environments where teamwork, adaptability, and attention to detail were essential.
- Collaborated across kitchen and front-of-house teams to deliver consistent customer experiences.
- Contributed to the launch of new restaurant concepts, balancing customer expectations with operational constraints.
- The skills I built here — reading people quickly, deciding fast, caring about the full experience — still shape how I approach design.

EDUCATION & TRAINING

Culinary Art O.T.E.K.

09.2007 - 06.2009

Various online courses on UI/UX designer Skillshare, Udemy, Google, LinkedIn

02.2023 - Present

UI Design Foundation All Women

05.2023 - 07.2023

Elements of AI business WE LEAD

06.2025 - 07.2025

Artificial Intelligence & Digital Skills Programme DYPA (EU-funded)

10.2025 - 01.2026

SKILLS & TOOLS

UX Design | UI Design | User Flows | Wireframing | Prototyping | Design Systems
Information Architecture | Developer Handoff | User Research | Interaction Design
Usability Testing | User Journey Mapping | Accessibility (WCAG) | Responsive Design
Product Discovery | UX Strategy | User-Centered Design | Mobile Design
Figma | FigmaJam | Cursor | Claude | ChatGPT

LANGUAGES

Greek - Native
English - Level C1