

Thomas Meimarides

Currently: Principal Design Manager, Microsoft Ireland*

Portfolio: www.six-twentythree.com

LinkedIn: www.linkedin.com/in/tmeimarides

Email: thomas.meimarides@gmail.com

Phone: +353 (89) 602 5768

I'm a product design leader with over 15 years experience managing designers and helping global organizations build products, services, interfaces and holistic user experiences. I seek challenges where I can apply my passion for design by leading teams to achieve their best through influence, craft quality and visibility of product design.

EXPERIENCE

2021 to present

Principal Design Manager, Microsoft Teams for Frontline

Microsoft (NASDAQ: MSFT) – Dublin, IE

I manage a team of UX designers building collaborative workflows, AI-enabled tools and experiences for front-line workers and managers into Microsoft Teams. I lead our Dublin studio in the planning, execution, critique and review processes with local and remote design teams, product stakeholders, select customers and executive leadership. I drive efforts in concept development, qualitative user study, use case and journey definition, and holistic end-to-end design practices that strengthen and align multiple teams to strategic and measurable business outcomes for the Teams organization.

2017 – 2021

Lead Product Designer (Managing), Multiple departments

Booking.com (NASDAQ: BKNG) – Amsterdam, NL

In my tenure at Booking.com I played a pivotal role in shaping the future of user experience, emphasizing strategic vision and holistic design strategies across all areas of the global business. My responsibilities spanned key areas:

Design Strategy & Strategic Vision:

- Defined a transformative 3-5 year product vision, strategy, and guiding principles for a seamless customer experience, emphasizing the "connected trip" concept.
- Executed comprehensive design strategies for B2B/SaaS solutions, consumer travel products, and tailored Design Systems.

Design Management:

- Managed on-site and remote teams across global locations, fostering career growth and IC management.
- Coordinated team priorities and led design strategy for Booking.com's global Identity Platform, Strategic vision initiatives, China-local products, and hotelier-focused SaaS products.
- Defined long-term UX visions, ensuring consistency across brands, platforms, and customer experiences.

Design Operations, Localization & User-Centric Practices:

- Drove role definition, recruitment, and hiring for Shanghai-based teams.
- Transformed Design Operations, evolving processes for evaluation, allocation, and resourcing for UX design roles, fostering a shift from engineering-management to a design-management model for 250+ designers
- Facilitated direct collaboration across disciplines, departments, and geographical locations, effecting cultural change focused on holistic design practices and end-to-end solutions.
- Implemented product design processes aligning Chinese market initiatives with European HQ, strengthening the design community through training on Design Thinking.

Design Leadership & Mentorship:

- Mentored designers through feedback sessions, pair-design exercises, and career coaching.
- Supported multiple successful senior/lead promotions, showcasing a commitment to leadership development.
- Exhibited effective leadership through a holistic approach, aligning teams with strategic goals.

2012 – 2017

Director of UX (2015-2017)

Axial – New York, NY

As Director of UX, I managed the product design team and oversaw UX design and implementation for our fin-tech SaaS product. I was responsible for: recruiting and managing performance of product designers; coordinating team deliverables against product roadmaps; driving product review processes with stakeholders; owning overall usability research and insights. As an individual contributor, I worked with product managers and development teams on product architecture, data visualization and led UX implementation for all areas including: user acquisition and on-boarding; search and messaging; workflows; mobile apps; design patterns and style-guides.

2011 – 2012

UX Designer

Bloomberg LP – New York, NY

I focused on the UX, information architecture and UI design systems for customer-facing web products with audiences of over 300M monthly active users, and editorial tools for internal staff and content creators for bloomberg.com and businessweek.com. Core responsibilities included: data visualization for market data (global equities, commodities, currencies, etc); information architecture and taxonomy design for over 150 content sections; visual design guidelines for editorial content templates and special sections (events, 2012 presidential election, editorial features, etc); user experience and product flows for editorial tools.

2010-2013

Consultant, UX & Graphic Design

Freelance

I provided design services for UX, UI, print, video, and identity systems for a variety of clients ranging from independent entrepreneurs, small businesses, corporate groups, advertising agencies and non-profit groups covering the following industries: Higher education & universities; media/film & creative services; healthcare; legal; B2C sales; real estate.

2004 – 2010

Creative Director (2009 – 2010)

Sliced Bread Co – Athens, GA

My professional career began at a boutique advertising and design agency as a Graphic Designer, advancing to Art Director and then Creative Director. Throughout my tenure I designed both independently and with a creative team where my responsibilities included: design and application of identity systems; advertising for print, web, and TV; marketing promotions; managed print press production; designed and developed websites and interactive media; editing and post-production of video and animation. Later as Creative Director: I supervised my teams working in all aforementioned areas and managed agency's direct relationships with clients.

EDUCATION

2001 – 2005

BFA, Graphic Design

The University of Georgia – Athens, GA

*US Citizen, qualified to work in EU with sponsorship support