

## Thomas Meimarides

**Currently:** Principal Design Manager, Microsoft Ireland\*

**Portfolio:** [www.six-twentythree.com](http://www.six-twentythree.com)

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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