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**THOMAS
MEIMARIDES**
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I'm a design leader with 15+ years of industry experience **designing products, user experiences, interfaces and services.** These days, you'll find me driving product design strategy, leading UX initiatives in multiple global divisions while enabling designers to do their best work.

EXPERIENCE

2017 - Present **Lead Product Designer & Manager, Accounts & Identity** **Booking.com (NASDAQ: BKNG) – Amsterdam, NL**

Prior roles: Lead Designer, Global Strategic Initiatives (2019 - 2020); UX Manager, China (2018 - 2019); Lead Designer, BookingSuite (2017 - 2018)

I lead design strategy and execution for feature teams building the Identity Platform which supports all global booking.com products and platforms and services over 150MM active user accounts. Through the management of direct reports, my own design work and collaboration with directors and C-level leaders I affect organizational change, improve processes and build scalable products for the travel industry.

My current focus includes: Definition of holistic UX vision for Identity & Access Management, settings management and privacy settings across business verticals and platforms; Leading account UX with sister brands (Kayak, OpenTable and RentalCars.com).

I provided design strategy for the company's ambitious Connected Trip initiative; I supported remote divisions in Shanghai, China and Tel Aviv; Managed UX roles and strategy focusing on product localization for the China market; I optimized Design Operations including evaluation, allocation and resourcing practices for 250+ designers; I developed and delivered design thinking training for the UX & product communities; I mentored multiple designers leading to craft excellence and individual promotions; I led product unification strategy and Design Systems application for B2B SaaS products for hotel partners.

2012 - 2017 **Director of UX** **Axial – New York, NY**

Prior roles: Lead UX Designer (2014 - 2015); UX Designer (2012 - 2014)

As UX director I supervised all UX design and implementation for Axial's fin-tech SaaS product.

I was responsible for: Recruiting and managing performance of skilled multi-strength product designers; Coordinating team deliverables against product roadmap; Driving higher-visibility product review processes with stakeholders; Owning overall usability research and insights.

Prior to my role as director, as Lead UX Designer I worked with product managers and development teams on product architecture, data visualization, and led the UX implementation of all product design, including: New-user acquisition and on-boarding; Search and messaging; Buy-side and sell-side workflows; Mobile app workflows and relevant feature sets; Design patterns and style-guides.

2010 - 2013 **Consultant, UX & Graphic Design** **Freelance**

I provided design services for creative solutions and deliverables in 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.

2011 - 2012 **UX Designer** **Bloomberg LP – New York, NY**

I focused on the general UX, information architecture, and UI design systems for customer-facing web products and editorial tools for internal editors and content creators of bloomberg.com and businessweek.com. These websites each had over 300mm monthly active users. My 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 and guidelines for editorial content templates & special sections (events, 2012 presidential election, editorial features); User experience and product flows for editorial tools.

2005 - 2010 **Creative Director (2009 - 2010)** **Sliced Bread Co – Athens, GA**

Prior roles: Art Director (2006 - 2009); Graphic Designer (2004 - 2006)

My professional career began as a Graphic Designer, advancing to Art Director, and in my final year to Creative Director. Throughout that time, I designed and developed work independently and with a creative team; designed and applied identity systems; created advertising for print, web, and TV; developed promotions; designed collateral materials and managed pre-production; designed and developed websites and interactive media; shot, edited and post-processed video. As Creative Director from 2009-2010, I supervised all identity, advertising, promotions, print production and collateral, websites and programming, and videography; designed projects directly with clients; and facilitated communication and streamlined interactions between each client, project manager, designer, marketing specialists, and engineers.