LUKAS KALI

Creating Extraordinary Enhanced Streaming,
Gaming, Web, Mobile, E-commerce Experiences.

http://www.lukaskali.com

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Cell US: +1 929-424-6258
Los Angeles, California

DESIGN FOCUS
DESIGN LEADERSHIP & MANAGEMENT, PRODUCT DESIGN, USER EXPERIENCE, INTERACTION DESIGN, USER RESEARCH, DESIGN SYSTEMS.

QUALIFICATIONS: As a seasoned **UX Director/Manager** with a proven track record of leading teams and driving outstanding results, I am excited to bring my expertise in design leadership, cross-functional collaboration, and user research to a new opportunity. My hands-on experience in both Agile, as well as my ability to mentor and guide designers, make me a valuable asset to any organization. I am eager to bring my passion for creating compelling user experiences to drive business growth to a new role.

SPECIALIZED SKILLS:

▪ Lead, Direct, Align, and Motivate	▪ Hands-on: Research, Interaction, Visual Design, and Prototyping
▪ Build, Develop, and Manage a team of designers	▪ Implement Strategy & Process Execution
▪ Interviewing, Evaluating, Hiring Candidates	▪ Knowledgeable with Accessibility and Localization
▪ Collaborate, Delegate, Time & Risk Management	▪ Strong communication and problem-solving skills
▪ Lead Multiple Initiatives Simultaneously	▪ Keeping up with the latest design and AI technologies
▪ Creating Roadmap and Product Requirements	▪ Spearhead Design System Initiative
▪ Conducting Qualitative & Quantitative Research	▪ Ensuring successful engineering handoffs
▪ Experienced ideation workshops leader/facilitator	

PROFESSIONAL WORK EXPERIENCE

Design System Manager | Paramount, Pluto TV | November 2021 – 2022 | www.pluto.tv

As an experienced Design System Manager at Paramount and Pluto TV, I have demonstrated an ability to lead initiatives and drive the entire design system process forward.

My responsibilities included:

- Creating and implementing a long-term strategy for the design system, and overseeing the design, development, documentation, and maintenance of design system libraries and documentation that are used by product teams.

- Led research, visual and technical direction of the multiplatform design system, component documentation, evaluated new technologies, and ensured that the design system is used consistently and correctly across all projects, and for making decisions about when and how to update or change the system.

- Established and clarified staff capacity for design system work relative to other commitments to deliver releases at a predictable pace and sequence. Accountable for the design system roadmap, Jira ticket backlogging, and Jira Issue Tracker. Determined priorities, timing, risks, the importance of tasks, and possible breaking changes.

- Evangelizing and communicating the value of the design system to the organization, cross-functional teams and providing training and resources like onboarding and training material to help teams adopt and use the system effectively. Establishing design system governance to ensure it is applied consistently and correctly. IA Restructuring and created documentation in Zeroheight, measured the impact of the design system through Figma Organization edition.

- Investigated Design Tokens, Hooks, and a common place where built components can be viewed in isolation for front-end development, and how to fully scale and integrate our DS across all our platforms.

Amazon FBA Seller | Self Investment E-Commerce Opportunity | December 2020 - October 2021 | www.amazon.com/galactix

As an Amazon FBA Seller, I gained valuable experience in e-commerce through my self-investment opportunity from December 2020 to October 2021. My brand, Galactix, was a successful venture where I sold my own gaming products to the US market by utilizing the Fulfillment by Amazon service.

My responsibilities included:

- Sourcing, manufacturing, and importing products from China, as well as collaborating with international freight forwarders for ocean supply chain management.

- Activating product listing details and uploading content material on Amazon's backend Seller Platform, setting up and optimizing product detail pages and listing images. Creating the product brand, product imagery, design layouts, videos, and copywriting.

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- Managing and optimizing paid advertising campaigns on Amazon's ad platform by targeting the appropriate audience, adjusting bids and budget to enhance performance and tracking conversion rates.

- Developed an e-commerce store on Shopify platform and integrating Amazon inventory through API to expand sales channels. Creating Facebook ads with Facebook Ads Manager for additional promotional power and listing products in Google Shopping.

- Evaluating sales data and customer feedback, utilizing data-driven insights to enhance customer experience and boost customer engagement. ***Launched. Sold out. Profited. Great experience.*** *Reorders have been paused due to the covid and Ukrainian situation and astronomical increases in materials and shipping costs.*

Lead Product Designer | Sony PlayStation | April 2019 – Nov 2020 | www.playstation.com

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As a Lead Product Designer at Sony PlayStation, I have honed my skills in creating cohesive multi-device patterns and behavior experiences for PS5 and PS4 on Console 10 ft design / TV, PC Desktop / Mobile. I have a strong understanding of design thinking and user-centered design principles and I have an ability to clearly communicate design concepts in a professional, inspirational, and logical manner. I have experience in leading and managing several complex projects simultaneously and have a track record of demonstrating creative problem-solving skills.

My responsibilities included:

- Conducting user research and testing to gather insights and inform design decisions. Actively contributing to creating wireframes, prototypes, and high-fidelity visual designs, version polishing, red line specs and assets for the product.

- Creating design requirements based on PlayStation 5 visual design language, style guides, and design system components to achieve user needs and company's goals and objectives.

- Effectively contributing to the design system by creating components, writing instructional documentation, and submitting them to the design system team.

- Participating in the design process of PlayStation 5 Store - E-commerce, PS5 Plus - Membership Service, PS5 Now - Membership Streaming Service, PS5 Mobile Application & PS4 PlayStation Now streaming service and communicated design decisions and rationale to stakeholders and team members. Continuously monitoring and measuring the product's performance and making improvements as needed.

- Launched new features and enhancements on PS4, and other improvements to the product.

- Collaborating with cross-functional teams such as UX Research, Product Management, Engineering, QA, and Business Intelligence to evaluate, validate product designs, and refine.

UX Director | Atcom Digital Agency | 2014–2018 | Europe, Greece | http://www.atcom.gr

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As a UX Director at Atcom Digital Agency, I have a proven track record of leading and inspiring teams to achieve outstanding work and innovative product ideas based on user research and insights. I have design leadership experience and led projects using both Agile and Waterfall methodologies. **My responsibilities included:**

- Developing a deep understanding of the needs, requirements, and constraints of customer's product implementation and integrating the product development life cycle.

- Leading strategic design projects for web & mobile that presented multidisciplinary challenges and spanned multiple departments. Providing leadership on web technologies, underlying data infrastructure, new features, customization, and prioritization for websites, e-commerce, and mobile apps.

- Leading web projects and providing guidance and feedback to ensure the highest quality outcomes. Holding team members accountable for their contributions and conducting performance evaluations to drive growth and development. Mentoring designers to foster their professional development and improve overall team performance.

- Conducting both quantitative and qualitative user research, including surveys, focus groups, and usability testing to inform design decisions and validate hypotheses.

- Developing a vision and strategy for design, leading by example, and fostering a culture of design thinking, problem-solving, and creativity.

- Leading and guiding cross-functional teams to conduct user research, gather insights, and make data-driven design decisions. Providing feedback and mentorship to designers to improve their skills and performance. Collaborating with team members from product management, engineering, and business intelligence to ensure that designs meet user needs and business goals.

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Co-Founder & Creative Director | GlobalStar Digital Agency | 2000–2014 | Europe | www.globalstarinteractive.com

As a Co-Founder and Creative Director at Global Star Digital Agency, I have a proven track record of driving business development and creative strategy for web and e-commerce sites, mobile UI/UX, web portals, and microsites. I have successfully established and cultivated relationships with leading companies across marketing, IT, and other business sectors.

My responsibilities included:

- Presenting creative concepts, designs, and solutions to clients, leading brainstorming sessions and defining project requirements with clients.

- Providing creative direction and adapting to the different creative design approaches and technical specifications of each client while ensuring the goals of the project were met.

- Leading, training, and managing a team of 10 designers to deliver exceptional user experiences across the entire digital ecosystem, boosting online and cross-channel customer satisfaction and ensuring KPIs and OKRs were met.

- Successfully participating in and managing more than 150+ projects for clients such as Ogilvy, Panasonic, Peugeot, Coca-Cola, Casio, Subaru, Village Cinemas, NEOSET, Singular Logic, Golden Hall, The Mall Athens, and others.

- Providing lifecycle project management, including gathering and defining requirements, preparing budgets, identifying resources, and assembling business teams.

Graphic & Web Designer | Red Design Consultants | 1998 – 2000 | http://www.reddesignconsultants.com

- Designed graphics for web and print branding, packaging design, and other below the line (BTL) activities.
- Prepared branding guideline manuals to ensure consistency across all media.
- Managed final DTP assets and oversaw the printing process with offset printing house partners.
- Delivered design work including sketches, wireframes, and prototype designs that lead to intuitive user interfaces
- Worked with and took direction from design management and other departments.

EDUCATION

Master of Science in Interactive Media / UNIVERSITY OF WESTMINSTER, London, UK

Bachelor of Arts in Visual Communication Design / MIDDLESEX UNIVERSITY, London, UK

SOFTWARE SKILLS

Prototyping Tools	Figma, Fig Jam, Sketch, Proto pie, Principle, In Vision, Lucid chart, Miro, Usertesting.com
Design Tools	Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects, Cinema4D
Responsive Design	HTML5, CSS3, Bootstrap Framework
Backend/CMS Platforms	WordPress, Drupal, Joomla, Magento, Flutter UI
Digital Advertising	Amazon PPC, FB Business Suite, Google Shopping, Google Analytics, Google AdWords
Project Mgmt. & Team Collaboration	Atlassian / Jira & Confluence, Google Workplace Suite, Microsoft Suite, Keynote

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Dual Citizenship: USA / European Union Greek