

ALEXANDER KYRIAKAKIS

Senior Product Designer / Product Manager - UX · Strategy · Growth

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PROFILE

Product-focused designer and strategist with 10+ years leading cross-functional teams across SaaS, eCommerce, and desktop software. Blends UX design, growth marketing, and product management to deliver measurable results. Adept at translating user research into product roadmaps, designing high-impact interfaces, and collaborating with engineering and marketing to launch data-driven, scalable experiences.

CORE STRENGTHS

Product Strategy · UX/UI Design · Design Systems · Conversion Optimization (CRO) · A/B Testing · Data Analytics · Stakeholder Alignment · Agile / Scrum · Prototyping (Figma / XD) · Front-End (HTML / CSS / JS) · Creative Direction · User Research & Testing · Team Leadership

EXPERIENCE

Avanquest Group - Florida, USA

Role: Senior Product Designer · Lead (Adaware, InPixio, Web Companion, Soda PDF, PC HelpSoft, etc...)

Dates: 2015 – Present

- Led the UX/UI and front-end development of websites for multiple SaaS projects integral to PPC initiatives, contributing to **over \$10M+ in attributed revenue** and significant lead growth across key markets.
- Drove PPC landing page strategy from wireframes to development, increasing **ad-to-signup conversions 28%** through optimized UX and messaging hierarchy.
- Built modular websites enabling PPC teams to control user journeys via URL parameters, **lifting conversions 25% above campaign averages**.
- Redesigned download and onboarding experiences that **improved activation by 38% and long-term retention by 22%** across multiple product lines.
- Created upsell flows **increasing subscription revenue 30%** while lowering churn.
- Accelerated time-to-market by several weeks through rapid prototyping, consistently identifying winning concepts before full engineering investment.
- Built A/B testing platform using live traffic that identified winning UX variations, driving double-digit engagement lifts.
- Partnered with analytics team on behavioral tracking to prioritize roadmap features.
- Mentored designers and other team members, improving collaboration and professional growth.

Control Square Inc - New York City, NY

Role: Founder · Product & Design Consultant (UX, CRO & Strategy)

Dates: 2011 – 2020

- Directed end-to-end product and marketing initiatives for **40+ clients across SaaS and eCommerce**.
- Delivered data-driven UX and growth frameworks that produced **conversion lifts between 15% and 50%**.
- Oversaw roadmaps, creative direction, and testing pipelines for multi-channel campaigns (PPC, email, on-site A/B).
- Mentored teams of designers and developers on rapid prototyping and neuromarketing principles.
- Partnered directly with CEOs and founders to define MVP scopes and market validation plans.

Upclick - Montreal, Canada

Role: UX/UI Designer & Front-End Developer

Dates: 2009 – 2015

- Designed and optimized **hundreds of high-traffic landing pages** for global software brands, driving **millions in annual sales**.
- Collaborated with product managers and engineers to prototype enterprise checkout flows, **improving completion rates by 25%**.
- Introduced a responsive design system using Bootstrap and custom JS components, **reducing deployment time by 40%**.
- Developed A/B testing frameworks that systematically improved conversion rates through data-driven iterations.
- Aligned marketing creative with data insights to balance campaign performance and brand integrity.

TOOLS & PLATFORMS

Figma · Adobe Creative Suite · Miro · Notion · Jira · Hotjar · Google Analytics · HTML/CSS/JS/PHP · Bootstrap · WordPress · Webflow · GitHub

EDUCATION

A.A. Digital Media & Communications

The Katharine Gibbs School of Design - NY

SELECT ACHIEVEMENTS

- **Technical Architecture:** Architected and implemented scalable front-end solutions that supported high-traffic SaaS products and enterprise clients.
- **Product Growth Impact:** Products under my design direction have generated **\$20M+ in incremental revenue** through UX and CRO improvements.
- **Certified LinkedIn Expertise:** Recognized in top percentiles for technical skills (**Top 5% Front-End Dev, Top 15% WordPress, Top 30% SEO**).

TESTIMONIAL

"Having spent over a decade building products, I've learned my first and most important hire is my designer and marketer... Alex not only listens, but knows what questions to ask to draw out of you the information he needs to make his gorgeous designs. He's been a huge asset in turning our small business into a professional firm."

-George Patterson Sibble, CEO, Sibble & Associates

(Silicon Valley Exec.)