

Thomas Meimarides

Currently: Design Leadership at Booking.com, Amsterdam, NL*

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

CURRENT ROLE

2017 to present

Lead Product Designer (Managing)

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

My work encompasses three areas of influence across multiple global departments and business units:

Management & Mentorship

- Managed UX roles for multiple teams tasked with building account functionality for over 150M active users.
- Managed UX roles in our China Business Unit tasked with building new products and features and localizing global products for the Chinese market, creating relevant design craft roles to fill strategic needs, recruiting and hiring for these roles.
- Provided strategic guidance and mentorship for UX teams focusing on machine learning and personalization, B2B SaaS solutions, market localization, marketing, and service design.
- Mentored designers through regular critique, feedback sessions, pair-design exercises and career coaching, leading to multiple senior/lead promotions and measurable design quality improvements.

Design Strategy

- Optimized evaluation, allocation, resourcing and role definition practices for design roles for a global community of over 250 UX designers.
- Developed and delivered training in Design Thinking and Product Development Processes for UX, copywriting, research and product communities across multiple business areas and global locations.
- Strengthened collaboration between individual contributors, managers, directors and C-level leadership to effect cultural change and greater inclusion of design in determining and validating strategic directions.
- Drove qualitative user study, use cases and journey definition, and holistic end-to-end practices to establish better design practices and align teams to strategic and measurable outcomes.
- Devised and implemented product design and review processes with executive leadership to improve visibility and quality of design work.

Individual Contribution to Product Vision and Tactical Design

- Defined and prototyped vision for Booking.com's 3-5 year vision of the 'Connected Trip' as a founding member of a "Global Strategic Initiatives" tiger team of principal designers.
- Defined strategy and vision for account-related functions such as Identity & Access Management, user settings and privacy across business verticals, platforms, and sister brands (Kayak, OpenTable and RentalCars.com).
- Drove development and adoption of centralized Design System component implementation, UI guidelines, documentation and tooling.

PAST EXPERIENCE

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