

Dimitris Kontaris

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Design leader with 17+ years of experience shaping enterprise-grade digital products across financial services and regulated industries. Currently directing a 70-person UX organisation spanning three global offices, with deep expertise in scaling design teams, establishing design governance, and partnering with Product and Engineering leadership to align design with business strategy. Proven track record of building and leading high-performing teams within Tier-1 banking environments, delivering customer-facing products at scale.

CORE COMPETENCIES

- Design Strategy & Governance
- Organisational Design & Scaling
- Executive Stakeholder Management
- Design Systems & Ops
- UX Maturity & Transformation
- Regulated & Compliance Environments
- User Research Integration
- Cross-functional Leadership
- Accessibility & Inclusive Design

EXPERIENCE

User Experience Director

Jan 2022 - Present

Global Relay · Enterprise Communications & Compliance

- Direct a 70-person UX organisation across London, Vancouver, and New York, encompassing UX Design, UI, Research, and Design Systems. Achieved 93% team retention across all offices.
- Grew the London design studio from 5 to 40, building the management layer, defining career frameworks, and establishing the structure to support enterprise-scale delivery.
- Founded the Design System team and led the migration to a unified system now adopted across all product offerings, reducing cross-product fragmentation and improving delivery consistency.
- Drove a UX maturity programme grounded in Nielsen Norman Group's framework, raising the organisation's maturity level by nearly 2 points through clearer process, embedded research, and defined governance.
- Established design sign-off protocols and ownership models, eliminating ambiguity in decision-making across product lines.
- Streamlined hiring and performance management processes, improving consistency, accountability, and quality of hires across geographies.
- Partner closely with Product and Engineering VPs on roadmap prioritisation and strategic direction.

Head of User Experience

Feb 2017 - Jan 2022

HSBC UK · Commercial Banking

- Led the design direction of HSBC Kinetic, the bank's commercial banking app for iOS, Android, and Web, from initial concept through to market launch.
- Built, grew, and led a multidisciplinary team of 20 UX designers, visual designers, copywriters, and researchers, fostering a culture of customer-centric design and continuous improvement.
- Maintained design consistency and quality across concurrent workstreams while managing senior stakeholder relationships up to executive level.
- Introduced structured UCD practices tailored to each initiative's ways of working, increasing adoption of design thinking across the programme.
- Kinetic achieved a 4.8 / 5.0 App Store rating from 22,000+ reviews. Winner of Best Mobile Initiative for Business (Banking Tech Awards, 2023 & 2024), Best App Based Business Bank Account (Money.net)

Awards, 2022–2025, four consecutive years), and Webby Awards nominee for Best User Experience (2021).

Digital Product UX & Design Lead

Feb 2017 - Jun 2018

HSBC UK · Personal Banking

- Owned end-to-end experience and service design for international customer onboarding across Web and iOS.
- Led the research strategy, information architecture, and stakeholder management for account-opening products within a complex regulatory framework.

Senior Interaction Designer

Jul 2014 - Dec 2016

Thomson Reuters · Financial Data & Analytics

- Led experience design from concept through to implementation for the Eikon trading platform's core applications.
- Spearheaded responsive design standards for the Eikon platform using analytics and behavioural data.
- Delivered the redesign of Eikon's flagship application, receiving strong positive feedback from institutional clients.

Senior User Experience Consultant

Aug 2013 - Jul 2014

Accenture · Management Consulting

- Managed teams and led UX engagements across finance, government, and energy sectors.
- Scoped, pitched, and won large-scale UX projects for high-profile enterprise clients.

Senior UX Architect

Sep 2012 - Aug 2013

NICE Actimize (via RedKite acquisition) · Financial Crime & Compliance

- Part of the product leadership team post-acquisition; led UX design for compliance and case management products, embedding user-centred design principles into the development process.

Earlier: UX Researcher, **Sony CEE** (2012) · UX Designer & Developer, **CosyLlab** (2009–2011)

EDUCATION

MSc Human-Computer Interaction with Ergonomics

2011

University College London, UK

MSc Digital Systems and e-Learning

2009

University of Piraeus, Greece

BSc Mathematics

2003

Aristotle University of Thessaloniki, Greece

PATENTS & PUBLICATIONS

US Patent Application No. US 2024/0143598 A1 (Filed 2022, Published May 2024)

Co-inventor on a gesture-based system for searching electronic records, enhancing interaction efficiency within enterprise data environments. Assigned to Global Relay Communications Inc.

ACM Publication: "Feelybean: Communicating Touch at a Distance" (2011)

Co-author. Peer-reviewed HCI research exploring remote tactile communication through interactive hardware prototyping.