

Paul Pastourmatzis

Senior Product Designer · Design Systems

Thessaloniki, Greece / Umhausen, Austria · EU citizen · Remote / Hybrid
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Senior Product Designer with 15+ years designing complex B2B products and multilingual experiences, specializing in design systems and accessibility. Known for asking better questions before opening Figma. Most recently a core contributor to the Schoox design system; before that, seven years at eyeo across 30+ markets. Founder of Pueblo Vista Music & Media (pvmm.), my creative studio and a music label with 3,000+ releases and 700M+ streams.

CORE EXPERTISE

Design Systems · Design Tokens & Component Architecture · Complex B2B / SaaS · Accessibility / WCAG · User Research & Usability Testing · UX/UI & Interaction Design · Prototyping · Documentation & Governance · Product Strategy · AI-assisted Workflows

EXPERIENCE

Senior Product Designer, Design Systems | Schoox LLC

Thessaloniki · Orlando · Austin | Sep 2025 – Sep 2026

- Audited 100+ components across Figma, Storybook, Jira and Chameleon with a frontend engineer, using Figma usage data to decide what to keep, merge or deprecate, and reworked 60 of them hands-on.
- Owned the UI foundations: design tokens, component architecture, variants and accessibility standards.
- Refactored about 20 product pages onto current system patterns and redesigned about 10 core pages and flows.
- Set up documentation, governance and contribution workflows so multiple teams could adopt and extend the system.
- Designed the Summary Card from a sidebar brief; adopted into the official component library.
- Designed and presented an AI-content disclosure system to the CEO in under two weeks, one consistent pattern from a small list indicator to entire pages, securing buy-in from senior management.

Founder & Product Designer | pueblo vista music & media (pvmm.)

Innsbruck · Thessaloniki | Apr 2014 – Today

- Built and run an independent digital music label: 3,000+ releases, 700M+ streams and 5M+ downloads across major platforms.
- Designed and shipped the label’s own multimedia platform: a 5★ iOS/Android radio app that reached 30,000+ customers, plus the web ecosystem and publishing pipeline.
- Own the brand identity, UX/UI and design system across the platform, and manage distribution partnerships and audience strategy.

Senior Product / Visual Designer | eyeo GmbH

Cologne · Berlin · Innsbruck | Sep 2016 – Jul 2023

- Led the 2022 eyeo rebrand and the 2021 Acceptable Ads brand evolution, from identity to live websites and products.
- Owned UX/UI and the visual system for the eyeo.com redesign: simplified navigation, restructured information architecture and a modular component system for all page types.
- Designed the UX/UI of eyeo hub, the internal project management and ticketing tool.
- Established reusable patterns and WCAG-conscious design standards across a multilingual product ecosystem serving 30+ markets.
- Partnered with UX research, product, content and engineering through user interviews, questionnaires and usability testing of prototypes before launch.

Digital Project Manager | p&p Marketing GmbH

Innsbruck | May 2016 – Aug 2016

- Led end-to-end delivery of digital campaigns, landing pages and microsites from brief to launch.
- Translated client goals into creative briefs and clear direction for design and development teams.

Product Designer | MED-EL GmbH

Innsbruck | Aug 2012 – Apr 2016

- Designed and evolved digital experiences across 50+ regional healthcare websites for global health markets.
- Designed myMED-EL for Professionals, a secure web portal for audiologists, ENT surgeons and clinical staff.
- Created reusable responsive patterns for a multilingual ecosystem, reducing one-off design decisions across markets.
- Worked with healthcare professional (HCP) and communications teams on international platforms and product launches.
- Implemented interfaces in HTML/CSS within a custom CMS, bringing design decisions closer to production.

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EXPERIENCE · CONTINUED

Web & Graphics Designer | Shanti Music Productions Renold & Co.

Schönenwerd, Switzerland | Aug 2011 – Aug 2012

- Revamped the brand identity and UX for digital and print communications.
- Designed marketing materials and edited video for promotional campaigns and press.
- Drove early digital brand-building across web and social media channels.

ADDITIONAL EXPERIENCE · GREECE · 2003–2011

Senior Application Consultant · Metropolis Informatics

2008–2011 · Microsoft Dynamics CRM implementations and IT projects, managing the installation teams.

Founder · Retail & wholesale stationery business

2005–2008 · Built the business from the ground up, including its brand, website and e-shop.

IT Support Technician · Eurohouse Mobile, Pharmagora

2003–2005 · IT support, ISO quality procedures and a first corporate website.

EDUCATION

UX Design · Google
UX Design · UX Design Institute
BSc Computer Science · University of Sunderland
BSc Computing for Industry · Heriot-Watt University

LANGUAGES / TOOLS

German · English · Greek
Figma · FigJam · Storybook · Adobe CC · Jira ·
HTML/CSS · AI workflows

SELECTED CASE STUDIES · [PUEBLO-VISTA.COM/PORTFOLIO](#)

- Schoox: Finding the pattern behind the interface (design system audit and refactor)
- Schoox: Making AI visible without making it loud (AI-content disclosure system)
- eyeo: The Second Chapter (2022 company rebrand)
- eyeo: Reframing Acceptable Ads (2021 brand evolution)
- eyeo hub (internal project management and ticketing tool)
- Pueblo Vista Radio: bringing an old product back to life
- BODYfit: designing a connected fitness experience (independent concept)
- myMED-EL for Professionals (secure portal for healthcare professionals)