Elias Sardonis

Product Design Leader

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SUMMARY

Experienced Product Design leader with a proven track record of building and guiding high-performing design and research teams in both B2B and B2C product companies. Known for creating collaborative, user-centered design processes that drive product innovation and business impact. A strategic partner within product leadership, bringing the voice of the user into company vision and decision-making, helping shape product strategies that are as intuitive as they are effective.

EXPERIENCE

Listrak — Lititz, PA

Director of Product Design — April 2024 - May 2025

- Served as the first product design leader at the company, elevating and reinvigorating the role of UX in their PDLC.
- Created and instituted new design processes, including defining a new alignment and partnership with the product management team that allowed for deeper collaboration and better designs.
- Did a deep assessment of the platform, spoke with customers, and documented and prioritized UX issues across the product, setting the vision and direction for a next generation user experience.

Litmus — Cambridge, MA

Director of Product Design — February 2020 - November 2023

- Responsible for design and research, including design vision, strategy, and process.
- Partnered closely with Product Leadership to craft our product strategy and roadmap.
- Oversaw and guided individual projects through the design phase.
- Hired and managed the entire design team.

Fuze — Boston, MA

Director of Product Design — June 2016 - December 2019

- Responsible for design and research, overseeing vision, strategy, and process across the full product line: Desktop, Web, and Mobile end-user apps as well as a Portal for IT administrators and a data analytics platform.
- Managed a team of 13 designers and researchers who were responsible for the full product line.

Carbonite — Boston, MA

Manager, User Experience — September 2014 - May 2016

- Set the vision for a next generation of user-centric designs for each of Carbonite's products, creating a cohesive experience and visual identity across the Carbonite product line for the first time.
- Managed the team of designers and researchers that were responsible for the user experience of all of Carbonite's products, and led their work in crafting our next-gen product vision.
- Transitioned UX at Carbonite from an afterthought to a full-fledged pillar of the product development process, including successfully making the case at the executive level for the value of a user-centric focus.
- Grew the UX team from 3 to 10.

Jenzabar — Boston, MA

Head of User Experience — March 2004 - September 2014

- Oversaw the design of all of Jenzabar's various products, taking each from an antiquated experience to a modern, user-focused design
- Developed a UX design process, and brought it to several products that had never had design, growing the Jenzabar UX team from 1 to 6 to support the greater scope and responsibility.
- Led that cross-product team of UX designers to improve the overall usability of their products and to start working toward a more cohesive UX brand for the company.

PORTFOLIO

For deeper descriptions of these companies and roles, as well as project case studies and work samples, please see my portfolio at www.eliassardonis.com

EDUCATION

Oberlin College, Oberlin OH - *BA in Digital Arts*