

NATALIA KRITSALI

Product & Experience Lead

PROFILE

Passionate about design and technology. I enjoy working on complex problems that require the ability to zoom in and out from the details to the overall picture and building digital products that enable a healthier and happier future.

Three things about me: fanatic puzzle solver, art museums regular and soon-to-be pro surfer.

DISTINCTIONS

Forbes 30 under 30

Featured in the Forbes 30under30 list for Greece Athens, July 2019

WEF Global Shaper

a World Economic Forum community Jun 2016 - Present

Ashoka Changemaker

an Ashoka Global community Dec 2015 - Present

AWARDS

Global Finalist & European Winner

Global Entrepreneur Student Award by EO Bangkok, May 2016

Leadership Award

JA Europe Lisbon, Jun 2015

Clinton Global Fellow

Angelopoulos Clinton Global Fellowship Miami, May 2015

Social Impact Award

Impact Hub Athens Athens, May 2014

CONTACT

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EXPERIENCE

Head of Experience & Interim Head of Product | Tuune

London | April 2020 - Present

Tuune is femtech VC-funded startup enabling women to understand and live better with their hormones. I first got engaged with Tuune as a Product Strategy Advisor in April 2020 while working at R/GA and transitioned to leading the Experience Team in June 2020.

- Successfully raised 4.6M USD from leading VC's including Octopus Ventures
- Designed Tuune's MVP and onboarded the first 100 users
- Defined product and experience strategy, executed product-market fit experiments and produced the product roadmap UK launch and upcoming US launch
- Defined, planned and implemented product experiments (like A/B testing) and extensive user testing
- Designed, planned and executed the product launch of Tuune in the UK (March 2021)
- Onboarded MAKE, a brand design agency, and oversaw the roll out of the new design system following Pexxi's re-branding to Tuune
- Managed the Experience Team: product designer, visual designer, researcher and ux copy and hired the first product manager of the team

Co-Founder, Chair of the BoD, Former CEO | Bloode.org

Athens | May 2014 - Present

Bloode is the first digital platform for blood donation in Greece.

- Orchestrated and founded Bloode that has directly impacted 10,200 critically ill patients, organised 102 blood drives and designed the first board game aiming to cultivate a volunteering culture
- Defined the service model and designed the digital product as well as the donor experience
- Designed the social business model resulting to clients like PwC, Novartis and DeliveryHero
- Headed fundraising from Philanthropic Foundations, Companies and Private donors raised 150K
- Served as the Managing Director (May 2014 - Sep 2017) and managed a team of 3 team members and 22 volunteers

Experience Designer | R/GA

London | May 2019 - June 2020

Clients: NikePlus, Nike NTC, Nike NTC Women, Ikea, Project 0 and Eurosport.

- Designed an end-to-end digital experience for NikePlus London, EMEA and Global, planned & executed testing pilots in key markets and managed delivery with the tech team in Bucharest. The NIKE pilots led to a 12% increase in user retention and 5.5M new users.
- Headed the design of a product that enables women to train according to their cycle for NIKE NTC and defined the pilot testing and GMT plan in collaboration with the Strategy Director (launched Feb 2021)
- Formed the strategy, concept and service proposition for IKEA Family and presented at IKEA BoD
- Defined the holistic experience for Eurosport Tokyo 2020 Team Refugee campaign for both the athletes and the Home Crowd (launching during Tokyo 2021)
- Designed and Co-led the internal impact accelerator, engaging 45% of the employees

Service Designer

London | Aug 2017 - May 2019 • Freelance

During my studies at RCA I engaged in projects with clients from the university and outside. I mostly worked with Telefonica's moonshot factory, Alpha exploring product and service propositions for the future of happiness and defined the methodology & framework for future visioning, trends analysis, scenario planning and ethnographic research. The product propositions developed then led to Koa Health, a spin-off that later raised 36.4M USD in Series A funding.

Other clients induced: Moovel, Bounce Works, Mango Tree Uganda.

Social Entrepreneurship Expert | Mscomm

Athens | Sep 2016 - Jun 2017 • Contract

- Worked on the Athens Brewery (Heineken Group) account and reported directly to the CEO
- Led the sustainability and service strategy for the pitch (corporate comms account).
- Won the Heineken account, as a result of the strategy and program development for social agri-preuners

EDUCATION

MA in Service Design

Royal College of Art, Sep 2017 - Jun 2019

Bachelor in Management Science & Technology

Athens University of Economics & Business Sep 2012 - Jun 2017