

Sarah Khales

Head of Design

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PORTFOLIO sarakhkales.com

Product Design Director with 10+ years shaping product vision, leading design teams, and driving cross-functional collaboration across AI, GreenTech, FinTech, Gaming, and Crypto.

TOOLS

Figma • Adobe Creative Suite • Design Systems • GitHub • Jira • Productboard • Miro • Mixpanel • Notion

EXPERTISE

Product Strategy • Design Leadership • UX/UI Design • Design Systems • Product Discovery • User Research
Team Leadership • Stakeholder Management • AI Products • Gaming Experiences • Web3 • FinTech

EXPERIENCE

Lead Product Design Consultant - Paris, France

Independent Consultant, Sep 2025 – Present

Recent clients: **Trust Wallet • ApeX Protocol • Betsson Group**

- Shaped product vision and drove design strategy alongside founders and C-level leaders.
- Stayed hands-on across the Discover, Define, and Deliver lifecycle, shaping early frameworks and product execution.
- Partnered with Product, Design, and Engineering teams to establish a shared design direction.

ITHAKE - Paris, France

Product Design Director, Jun 2023 – Jul 2025

- Defined the creative vision and product design strategy across a multi-product AI-powered GreenTech ecosystem, including mobile, SaaS, and AI-powered solutions serving citizens, businesses, associations, and local authorities.
- Led the Product and Design teams, managing internal designers and coordinating external designers, developers, and Product Managers from discovery to delivery.
- Owned product roadmaps, backlogs, and executive decision-making with founders, C-level stakeholders, and the Head of AI across the product portfolio.
- Presented the product vision to investors, prepared fundraising demonstrations, and partnered with founders throughout the fundraising process.

MAINBOT - Paris, France

Lead Product Designer, Aug 2022 – Apr 2023

- Led the redesign of Winky Play and Winky Code, managing a team of designers to modernize the player experience across the platform.
- Designed the Winkyverse ecosystem, spanning Web3 gaming, digital ownership (NFTs), marketplace, Battle Pass, brand partnerships, and virtual land experiences.
- Bridged Concept Art and Production teams, collaborating with Unity developers to translate creative vision into engaging player experiences.

INTELLIGENT ENTERTAINMENT - Athens, Greece

Senior Product Designer, Mar 2021 – Apr 2022

- Led the design of immersive gaming experiences and complex back-office platforms for game and venue management.
- Partnered with engineering and business teams to deliver products from concept to launch.
- Represented the company at IAAPA Europe (Barcelona) and IAAPA Middle East (Dubai).

RED DESIGN CONSULTANTS - Athens, Greece

Senior Designer, Oct 2018 – Jan 2021

- Owned branding, packaging, and product design projects for international clients.
- Created concepts that balanced brand identity, business goals, and user needs.
- Led an award-winning design project.

CATY LESCA - Paris, France

Designer, Jul 2016 – Aug 2018

- Designed brand identities, print materials, and digital experiences for fashion brands.
- Prepared communication assets for international trade shows, including Première Vision Paris and Who's Next.
- Collaborated with clients from concept to delivery.

EDUCATION

- Studio Berçot — Design & Creation (2013 – 2016)
- Dalton Maag — Typography Masterclass (2020)