

STEVEN GIANNAKOUIROS

sgianakouros@gmail.com · +1 917 359.5245 · Los Angeles, CA · [LinkedIn](#)

SUMMARY

Design leader with deep roots in craft and a passion for building design-forward products and brands with talented, collaborative teams. Known for strong taste, positive energy, and the ability to bring creative and analytical groups together to get meaningful work done. Comfortable operating hands-on early, leading at scale, and advising when clarity matters most.

LEADERSHIP PROFILE

Designer by training and design leader by practice, experienced operating across altitudes from hands-on craft to org-level leadership. Most effective where taste, clarity, and momentum are needed, and known for building trust, aligning teams, and moving complex, cross-functional work forward together.

EXPERIENCE

Product & Design Advisor

Aug 2024 - Present

- Advise early-stage startups on product strategy, UX, and brand
- Hands-on support through product reviews, design direction, and founder decision-making

Magic Labs | VP of Design

Sep 2022 - Aug 2024

- Led product and brand design across core product experiences and marketing
- Helped define design standards, team culture, and the evolution of the Magic brand

Netflix | Product Design, Brand, and Strategy

Sep 2013 - Nov 2020

- Led brand design through a global refresh, partnering with product, marketing, and content
- Served as an IC during the early growth of Netflix Originals, shaping product experiences in close collaboration with Product, Engineering, Content, and Marketing
- Later led product design and creative innovation efforts, bringing creative and analytical teams together to move complex, cross-functional work forward

Vista (formerly VistaPrint) | VP, UX and Design

Nov 2020 - Jul 2022

- Built and led a global UX organization focused on scalable product design and personalized e-commerce

KinoSaito | Advisory Board

Sep 2021 - Present

- Support leadership with fundraising awareness, context, and general advisory feedback

Wealthfront | Design Director

Sep 2012 - Sep 2013

- Developed intuitive interfaces for a leading digital finance platform, enhancing user satisfaction and brand cohesion

Intuit | Design Director, Personal Finance (Mint.com & Quicken)

Apr 2010 - Sep 2012

- Led a world-class team of designers and developers, driving user experience improvements across financial management products

Early Career

Acxiom | Global Creative Director

KOUROSdesign | Owner and Operator

- Built and led creative teams and client work across brand, digital, and interactive design

EDUCATION

School of Visual Arts | BFA | Graphic Design