Ioan Sameli

I design and build products.

Product designer and front-end engineer: 11+ years designing complex B2B and consumer products, and 18+ years writing front-end code. Built production design systems at Rakuten and ZAIKO, from the Figma library to the coded components engineering teams use, and led product redesigns from user research to A/B-tested results.

Portfolio
https://ioan.sameli.net
Case studies on design systems, product redesigns and A/B-tested results.

At a glance — Available now



Ioan Sameli
Senior product designer · design systems

11+ years in UX and product design

18+ years writing front-end code

Based in	Montreux, Switzerland
Email	ioan@sameli.net
Phone	+41 76 430 66 05
Portfolio	ioan.sameli.net
LinkedIn	linkedin.com/in/ioansameli
Expertise	Design systems, design-to-code workflow, complex B2B products
Companies	ZAIKO, Rakuten, CI&T, Custom Media, RTS
Worked in	Tokyo: 11 years Switzerland: 12 years
Languages	English, French
Citizenship	Swiss
Tools	Figma, Claude Code, Jira, Adobe CC, Storybook, JavaScript, CSS

Where I've worked

ZAIKO
2021 – 2025 · Tokyo

Rakuten Logistics
2018 – 2021 · Tokyo

CI&T
2017 – 2018 · Tokyo

Custom Media
2014 – 2017 · Tokyo

Oxegena
2007 – 2013 · Lausanne

Swiss Broadcasting Corporation
2003 – 2013 · Geneva

Highlights

5,000+
businesses using BOSS by late 2021, up from about 1,000 accounts
Rakuten

+1.5%
conversion on the redesigned ticket funnel, A/B tested
ZAIKO

90+
UI components designed and coded, used by 5 engineering teams
Rakuten

5 → 3
sprints from design to release, after reworking handoffs
Rakuten

Expertise

Design systems	Figma libraries, design tokens, coded component libraries, documentation, versioning and adoption across teams.
Product and UX design	Complex B2B workflows and mobile-first consumer flows, from discovery to specs, build follow-up and QA.
Research and measurement	User interviews, competitive analysis, prototype testing, A/B testing and product analytics.
Front-end engineering	HTML, CSS, JavaScript and Vue, with accessibility (WCAG AA) built into components.

Tools and languages

Design & prototyping	Figma, FigJam, Adobe CC
Analytics	PostHog, A/B testing
Project management	Jira, Confluence, Notion
Development	HTML, CSS, JavaScript, Vue, Vite, Storybook, Git, Claude Code

English and French, both native level

Experience

ZAIKO
2021 – 2025
Tokyo

Product owner, Lead UX designer

Ticketing platform where event organisers sell concert, festival and livestream tickets through their own branded event pages.

- Started and led the Creator Hub design system (Figma, Vue, Storybook): 37 reusable components replaced about 12 design languages, with an accessibility baseline (WCAG AA).
- Led the redesign of the event page and checkout, mobile-first because over 90% of visitors use phones: +1.5% conversion in ZAIKO's first A/B test.
- Rebuilt event page SEO (titles, metadata, AI-summarised descriptions, structured data): +60% search traffic within 3 months.
- Reworked the checkout upsells, adding tipping for artists and fan subscriptions: +2% average order value.

Case studies
Creator Hub design system
Ticket funnel

Rakuten Logistics
2018 – 2021
Tokyo

Product & UX designer, Front-end engineer

BOSS, an order management SaaS that brings Japanese sellers' orders into one back office. Product and design team of 3, about 40 engineers in 5 teams.

- Redesigned BOSS end to end, from seller interviews to tested prototypes and specs: 80+ screens across 35 feature areas. BOSS grew from about 1,000 accounts to 5,000+ businesses by late 2021.
- Designed and coded the UI library: 90+ components used on every screen by 5 teams, 62 releases with zero breaking changes, and 88% less UI JavaScript.
- Reworked how designs were handed to engineering (direct handoffs, spec checklists, a design check before QA): a typical feature went from 5 sprints to 3, with 10–20 issues caught before QA.

Case studies
BOSS relaunch
Design system
Design and engineering workflow

CI&T
2017 – 2018
Tokyo

Lead UX designer, Front-end engineer

- Ocean Network Express (ONE): designed the public websites of a new major container shipping company, two dozen global and localised sites, with a design system handed off for future development.
- Astellas: designed the public websites of a multinational pharmaceutical company and led front-end development.
- Suitsbox by AOKI: market research and UX design for a fashion subscription app, developed and launched.

Custom Media
2014 – 2017
Tokyo

Project manager, UX designer

- Built websites and ecommerce platforms for banks, real estate, consumer goods, non-profit and university clients.
- Migrated the agency's infrastructure and all client hosting to AWS.

Oxegena
2007 – 2013
Lausanne

Co-founder

- Co-founded a consultancy for private clients, building web applications and e-commerce websites.

Swiss Broadcasting Corporation
2003 – 2013
Geneva

Web developer

- Designed and developed a video streaming web app for all TV programmes and their archive.
- Designed and built a forum with live chat for a political debate programme, which ran for over a decade and gathered several million posts.

Education

Computer Scientist, Federal VET Diploma

2000 – 2004
École des Arches, Lausanne

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