

Adrian Radev

LEAD PRODUCT DESIGNER

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adriyanradev.co.uk

WORK EXPERIENCE

Agoda (Booking Holdings)

Senior Product Designer

Jan 2025 - Present

- Led product vision and design for Agoda's first AI travel assistant. A zero-to-one initiative covering strategy, experience design and senior stakeholder alignment. My work directly contributed to securing a \$5M investment from Booking Holdings. Shipping in May 2026.
- Led a series of A/B experiments across the accommodations funnel. Most notably, redesigning how travellers browse and compare hotels on iOS drove a statistically significant 0.42% booking uplift across 1.45M+ users. Translating to an estimated \$660K+ annualised net contribution.
- Mentored junior and mid-weight designers through regular critiques, 1:1s and design reviews.

British Airways

Product Designer

Apr 2023 - Dec 2024

- Defined the strategy and system that enabled BA's content team to migrate 1,200+ pages to AEM at scale. Delivered a 2x booking conversion uplift at launch, stabilising with sustained performance post-migration.
- Standardised how British Airways displays pricing. Replacing years of inconsistency with a single framework adopted into BA's global design language.

The Independent News

Product Designer

Nov 2021 - Apr 2023

- Unified two fragmented apps into a single product, driving a 4% subscription uplift at launch and giving millions of readers access to all Independent content in one place.
- Co-led The Independent's first design system, establishing a scalable library that brought consistency across the product.

MY APPS



Tilo - The currency app travellers actually need · [Download](#)

Oria - The move-in report that protects your deposit · [Early access](#)

SKILLS

Building and shipping with AI

End-to-end Product design

Cross-platform design

Design systems

Moderated usability testing

Unmoderated usability testing

Designing for accessibility

Stakeholder management

TOOLBOX

Cursor

GitHub

Figma / jam

Claude code

Miro

Ustertesting

Adobe CC

Maze

AEM

Listen labs

Decibel insights

Adobe analytics

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WORK EXPERIENCE

University of Westminster

Content Strategy (Digital) Oct 2018 - Nov 2021

Led on content strategy and digital advertising initiatives. Planning, budgeting and executing campaigns to support wider marketing efforts for the university.

The Walt Disney Company (ESPN)

Content Producer (Visuals) Jan 2018 - July 2020

Designed visual content (graphics and video) for ESPN's digital channels covering Premier League, European and International football.

EDUCATION

Created Academy

UI Bootcamp
2020

UXDI - University of Glasgow

Diploma in UX Design
2019

University of Sunderland

MA in Public Relations
BA Digital Media and Research
2012 - 2016