

Adrian Radev

LEAD PRODUCT DESIGNER

✉ adrianradev@gmail.com

☎ +44 7707 959 284

adrianradev.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 2025

- 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 Usertesting

Adobe CC Maze

AEM Listen labs

Decibel insights Adobe analytics

✉ adrianradev@gmail.com

☎ +44 7707 959 284

 www.linkedin.com/in/adrianradev/