



RADOILA HRISTOVA

SENIOR PRODUCT DESIGNER

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I'm an experienced Senior Product Designer based in Sofia, Bulgaria with 10+ years working in design agencies, gaming & fintech industries. I helped shape products, Design systems, and processes for small businesses through mid-sized startups to gambling giants. I believe in making data-driven decisions, working collaboratively following a well-defined process and beautiful consistent designs.

2019 /

PRESENT

PRODUCT DESIGN LEAD

Xapo Bank, remote

An advocate for the importance of UCD, UX and UX research, lean and agile methodologies throughout the design team and whenever interacting with those outside the design team

Supporting Product & Design teams in shaping the product's strategy and vision by being an active participant in the Ideation and R&D stage

Working with Product Managers and Engineers to grow strategic concepts through design exploration, ideation, and user validation

Working with product and engineering to define and improve the product design process and was the owner of this process.

Acting as a link between the Product, Engineering, and Design teams to solve complex interaction problems, humanize product ideas and develop these ideas into elegant application design

Crafted, defined, and designed the Onboarding, Payments, Account, Card, Profile, Chat, etc experiences within the Xapo Bank app

As part of a cross-functional squad, designing simple, elegant, data-driven, user-centric experiences that delight users in the form of high-quality sketches, wireframes, and mockups at various degrees of fidelity, as necessary throughout a lean design process

Championing design consistency, by managing the brand & marketing website, Xapo's brand guidelines, and offer support to Engineering and Design when contributing to the Design System

Working towards meeting and understanding the user and business needs, testing assumptions, and gathering data to drive and establish people-centric design mentality within the company, defining metrics, identified areas to do further research on, meeting platform-specific demands and guidelines

skills.

Usability testing

Branding & marketing

Agile

Scrum

Planning & prioritization

User research

Leadership

Design systems

UX/UI principles

Working closely with the UX researcher on research plans, moderated and unmoderated usability tests, quant surveys

Actioning insights from research towards iterating on initial hypothesis and designs

Producing journey maps, lo-fi and hi-fi prototypes and designs

Building upon the Design System/Component library collectively with the Design team and Engineering

Defining the Design Team OKRs and took part in recruitment of new members to the team

2018 /
2019

LEAD PRODUCT DESIGNER

TokenMarket, Gibraltar

Redesigned the responsive TokenMarket website

Designed and built upon functionalities by brainstorming and workshops with the wider product team

Designed and built an Exchange platform

Strengthened Token Market's brand presence by creating new brand guidelines, designing marketing materials, etc.

Worked closely with clients on various design projects

Conducted competitor analysis, user research, user testing, etc for both website and exchange

Gathered requirements from the business and collaborated closely with the engineers

Produced wireframes, prototypes, and high-fidelity visual designs

Built a Design System of reusable components to ensure consistency across products

Sketch

Adobe Creative Suite

InVision

Figma

Sympli / Zeplin

Framer

HTML/CSS/JS

Principle

2015 /
2018

SENIOR PRODUCT DESIGNER

William Hill, Gibraltar

Worked on William Hill's in-house web, Android & iOS apps with my primary focus being on their Sportsbook product

Collaborated closely with different parts of the business and team members to solve problems through teamwork, best practices, and user feedback

Played an integral part in setting up work processes in order to build strong relationships both inside and outside of the Design team

Built a Design System from scratch and a component library to be used by team members across locations which increased design productivity by 20% and sped up development

Was in charge of putting together a plan for the process of updating and maintaining the Design System both by design and engineering

Designed and built upon functionalities by brainstorming, taking part in, or conducting workshops with the wider product team

Drove the adoption of adaptive design vs responsive for the Sportsbook product

Worked on William Hill's new look and rebranding of Sportsbook & other products

Recruited and took part in onboarding newcomers and served as a mentor to more junior members of the Design team

Produced wireframes and high-fidelity visuals & conducted user research

Worked closely with Product, Engineering, Architecture & Stakeholders

languages.

Bulgarian: native

English: proficient

German: basic

Russian: basic

2012 /
2014

SENIOR PRODUCT DESIGNER & TEAM LEAD DCore, Bulgaria

Worked on various projects - from small company websites to social networks for global Non-profit Organizations as well as an in-house analytics platform

Participated in designing a white-label solution for tablet applications as a one-stop social platform for celebrities and sportsmen

Participated in designing an internal social and project management platform for the Rotary club

Designed branding and marketing materials, internal company websites, etc.

Was responsible for prioritization and assigning tasks to the members of the design team

Took part in the recruitment process for the Design department and onboarded newcomers.

10+ YEARS

PRODUCT DESIGNER & UI DEV Freelancer

As a freelance product designer I have worked on many project covering different areas of design - branding, marketing, web, mobile, etc. I'd normally start with liaising with clients to get their requirements, understand their business and their needs, define the persona of their customers, discuss budget and advise them with regard to design, format, etc. I'd work with the customer on strategies for growing their business in terms of marketing and online presence.

I'd manage the work from typesetting through to design, print/production and develop concepts, graphics and layouts for product illustrations, company logos, and websites/applications.

education.

Bachelor Degree: Engineering Design

Software ergonomics

Graphic Design

Calligraphy & Typography

Software usability

Art History

Logo design

Drawing

3D Modelling

Foreign Language High School

English / German

2010 /
2012

SENIOR DESIGNER & UI DEV

Webstart Ltd., Bulgaria

I worked on small to big website projects, eCommerce stores, wordpress blogs and websites, social media profiles as well as logo design and branding. Thanks to my work there, I understand the process and milestones for creating a custom eCommerce store. I also acted as the project manager for many of the projects, met with the clients and handled the communication with them. I sometimes had to lend a hand to our developer and write part of the HTML/CSS. I onboarded and served as a mentor to more junior members of the team.

get in touch.

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cover letter.



Hey there,

I am Radi - a passionate designer, music enthusiast and espresso lover. My design journey started more than 10 years ago and resulted in accumulating vast experience in designing beautiful and functional cross-platform experiences - mobile apps, responsive web, as well as brand identity, print and graphics.

My next professional challenge must be one that excites me and pushes my boundaries so that I become a better designer and mentor to others. Deep diving into the essence of the business has always given me an edge in helping it grow and be top of the line. On more than one occasion, my inner designer's strive for problem-solving has been recognized and I've been an integral part in shaping strategies and successful working processes within mine or across multiple departments.

"Coming together is a beginning, staying together is progress, and working together is success." -- H. Ford.

It's essential to collaborate effectively with talented people across the board who give their all to create usable & masterfully crafted products and who care about the end result as much as I do. That said, I balance well when communicating with stakeholders, engineers and fellow designers. I've been fortunate enough to have worked in multicultural agile environments with individuals spread across the globe, where some companies were fully remote, and every time I've managed to build long-lasting and impactful relationships with my colleagues.

A great, strong team is vital, but the heart of every successful product is the user. I am a firm believer in continuous improvements and uncovering the users' goals and pain points to get a product to the next level. What I can bring to the table in that area, is experience with moderated and unmoderated user testing, data analysis and coming up with actionable insights. The fact that I am a solutions-oriented person has always helped me in doing that.

When it comes to solutions, in today's hectic and competitive world, staying on top of things and being proactive is key. Consequently having to act fast, changing strategies and priorities is an event that happens in almost every business. I am no stranger to circumstances such as these and I've thought myself to be organized, self-motivated and to always be well-ahead of a deadline.

And meeting a deadline is not always easy. You need to also be prepared with the right tools in order to be fast and efficient. That is why I have a soft spot for design systems. Being a strong advocate for consistent design has helped me build such from scratch. I've had to convince businesses of the need to have one and managed to do so. I have a deep understanding of the processes, strategies and expected outcomes involved. Not only that, but I also have the skills to do it and I feel confident passing my knowledge to other designers as I have done so in the past.

I find Figma to be a great tool to build a design system especially one to be used by a remote team, but I've also done it using Sketch. And speaking of software, besides these two, I have a long and trustworthy relationship with the Adobe Suite, and occasionally I meet up with InVision, Principle, etc. I have no issues with trying out and learning the ropes of a new software. On the contrary, I quite enjoy it and it helps that I am a quick learner. I've also always been curious about HTML/CSS, and although my code-writing skills are a bit rusty, I have no problem understanding the engineers when they speak code to me.

And here I am, ready for the next chapter of my professional life. A venture where my skills will be used at their highest power and potential, working on a product that excites me and motivates me to perfect it. Hopefully, thriving in a respectable and organized environment where I can work with amazing people. People who I can learn from, but also to whom I can pass on my expertise and knowledge.

Looking forward to hearing from you.

Regards,

Radi