STAFF & LEAD PRODUCT DESIGNER
SOFIA, BULGARIA
CONTACTME@RADOILA.COM
RADOILA.COM

RADI HRISTOVA

PROFILE

I work on products at the point where business complexity meets user experience. At XapoBank and Kraken, that meant designing financial products across banking, payments and crypto; at PandaDoc and Maze, shaping SaaS products, workflow-driven platforms and growth models. Across different industries and stages of company growth, I've spent 15+ years tackling the same challenge: making complex products easier to understand, use and grow.

My work spans the full end-to-end product development lifecycle — from understanding problems and shaping product direction to interaction design, systems, experimentation and delivery. I'm equally comfortable exploring an idea, working through the details of an experience or getting hands-on with technology. Claude Code and Cursor have become part of my process, helping me prototype, analyze data, build product experiences and create tools that make teams more effective.

A big part of my work goes beyond individual features and interfaces. I care about how the pieces fit together — defining interaction patterns, shaping workflows, establishing guidelines and building systems that help teams deliver coherent and consistent experiences as products grow.

EXPERIENCE

PandaDoc, Remote — *Lead/Staff Product Designer*

JAN 2025 - PRESENT

- Led the design direction and delivered design solutions for PandaDoc's shift to workflow-first template and document creation, shaping the end-to-end experience and coordinating delivery across multiple product tracks, 5+ engineering teams and 10+ designers.
- Led discovery and validation using qualitative research, moderated and unmoderated usability testing, concept testing and post-launch evaluation to shape product direction and refine the experience.
- Redesigned the document-creation experience across template, blank-document and upload journeys, coordinating its delivery with the new editor.
- Built internal tools with Claude Code, including a ticket-generation tool and a UX quality dashboard connected to Jira.
- Currently leading product design for PandaDoc's mobile app, translating core product capabilities into a native experience across iOS and Android.
- Leading discovery and design for PandaDoc's API customer experience, shaping how developers integrate with the platform.

Roovent — *Founder, Product & Design Lead*

2026

- Built Roovent from the ground up, taking a European festival discovery and trip-planning platform from concept and product architecture through design, development and launch across mobile and web.
- Defined the product experience across discovery, personalisation, travel planning, accommodation, budgeting and on-site festival information, integrating third-party services and APIs.
- Used AI-assisted development tools, including Claude Code and Cursor, to prototype, build and ship product functionality.

Maze, Remote — *Senior Product Designer, Growth*

MAY 2022 - JAN 2025

- Led product design across Maze's Growth domain, partnering with product, engineering and business stakeholders across acquisition, activation, monetisation and retention.
- Designed and validated the product experience for a reverse-trial model that increased PQL conversion 4×, premium-feature engagement 2.5× and sales meetings 3.5×, addressing a key activation gap among ICP free-plan sign-ups.
- Led pricing experiments, value-metric testing and willingness-to-pay research in partnership with the business and cross-functional stakeholders. This work contributed to enterprise ASP growing from $25K to $35K and enterprise revenue from $10M to $13M.
- Designed enterprise collaboration capabilities, including Workspaces and role-based access controls, informing enterprise differentiation across product areas.
- Introduced self-serve cancellation, giving the business a direct view of churn reasons.

Kraken, Remote — *Senior Product Designer / Project Lead*

OCT 2021 - MAY 2022

- Led design for a mobile referral and rewards programme across iOS, Android and web, defining its structure with product, PMM and engineering and designing acquisition loops informed by competitor analysis and customer research.
- Co-led the consumer web redesign and improved account-management and trading journeys.

XapoBank, Remote — *Head of Design*

DEC 2020 - OCT 2021

- Set design direction through the transition from Bitcoin wallet to licensed bank and investment platform
- Led full mobile-app redesigns.
- Built and led a 7 person multidisciplinary team across product design, research, UX writing, web development and visual design
- Set design team OKRs and led hiring, onboarding, team development and resource allocation.

XapoBank, Remote — *Senior Product Designer*

JAN 2019 - DEC 2020

- Led product design for our debit card product, launching four market-specific card products across the US, EU and South America.
- Designed end-to-end journeys for the card product for iOS and Android
- Solved for onboarding, KYC, payments, accounts, chat and more on iOS, Android and web.

TokenMarket, Gibraltar — *Lead Product Designer (contract)*

MAY 2018 - JAN 2019

- Led UX and visual design for a crypto exchange and tokenised-securities platform, addressing trust, security and compliance;
- Established a design system.

William Hill, Gibraltar — *Design Lead, Design System*

SEP 2017 - MAY 2018

- Built a design system from scratch and drove adoption across two locations and multiple teams, improving design and development productivity by 40%
- Evolved Sportsbook from responsive to adaptive design, establishing a more consistent experience across web and native mobile.

William Hill, Gibraltar — *Senior Product Designer*

JAN 2015 - SEP 2017

- Redesigned Sportsbook's core navigation and the betslip against the company's core value metric: bets placed
- Rebuilt sign-up to shorten registration-to-first-deposit in a regulated flow.

EARLIER EXPERIENCE

DCore / Brandtix, Bulgaria — *Design Team Lead*

2012 - 2014

Real-time brand analytics for athletes; led the team and shaped dashboard UX.

Webstart.bg, Bulgaria — *Senior Product Designer*

2010 - 2012

E-commerce, web and brand work; mentored junior designers.

EDUCATION & PROFESSIONAL DEVELOPMENT

Technical University, Bulgaria — *Bachelor's degree in Engineering Design*

Reforge courses — Product-Led Growth · Monetization + Pricing · Retention & Engagement.

TOOLS

Figma · Claude · Claude Code · Cursor · Amplitude · Hex · Snowflake · Dovetail · Maze · PostHog · Jira · HTML · CSS · Linear