

Radi Hristova

Product Designer with 15+ years of experience across SaaS & fintech, among other industries.

As both a design leader and individual contributor, I have shaped teams and transformed product development through scalable design systems and efficient processes. I lead projects end-to-end while transforming complex systems into intuitive experiences. From hypothesis through research and user journeys to prototyping, delivery and building scalable design systems, I bring clarity to complexity through user centricity, collaboration and storytelling.

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EXPERIENCE

Lead Product Designer @ PandaDoc

Jan 2025 - present · Remote

PandaDoc is a document automation platform for sales, HR, legal, and operations teams.

 **Leading design for PandaDoc's workflow-first transformation, shaping how workflows integrate into the platform's core flows: template and document creation.**

- Driving end-to-end product discovery, conducting moderated and unmoderated research to validate UX hypotheses and inform product strategy as well as leading continuous discovery efforts during rollout.
- Defining UX for automation workflows, approvals, reminders, integrations, and document orchestration in a complex SaaS environment.
- Acting as design lead across multiple product tracks, aligning product, design, engineering, and research on shared UX direction.
- Collaborating with 3+ engineering teams simultaneously to deliver scalable workflow experiences.
- Translating research insights and business goals into product strategy, prototypes, and shipped features.
- Influencing product direction through cross-team collaboration and design leadership.

Senior Product Designer: Growth @ Maze

May 2022 - Jan 2025 · Remote

Maze is a user testing and research platform helping product teams validate ideas and improve UX at each stage of product development.

 **Led pricing experiments contributing to Maze's 10x revenue growth**

 **Introduced reverse trial model that drove 4x increase in PQL conversion, 2.5x boost in premium feature engagement, and 3.5x rise in sales meetings**

- Sole designer in Maze's Growth pod, driving end-to-end product development from hypothesis to delivery
- Focused on growth strategies related to monetization, activation, and engagement, especially for enterprise customers
- Created enterprise collaboration features (Workspaces & Role-based access controls) **enabling scalable team workflows**
- Collaborated with Product Managers, Engineers, and stakeholders to align design with business and user goals
- Conducted user research and data analysis to inform user-centric designs, developing and testing hypotheses through mixed methods
- Facilitated design workshops, created high-fidelity prototypes, and contributed to a reusable component library
- Improved internal processes including design rituals and systematic resolution of UX/UI debt
- Presented concepts to stakeholders and refined them, fostering a collaborative culture.
- Introduced or improved a variety of core table stakes features.

 [Reinventing Maze's enterprise offering \[case study\]](#)

 [Crafting a guided onboarding journey: Unlock Maze's full potential](#)

Senior Product Designer || Project Lead @ Kraken

Oct 2021- May 2022 · Remote

Kraken is one of the world's largest and most trusted cryptocurrency exchanges, offering secure trading and financial services.

 **Successfully launched a Referral program across Kraken's mobile apps**

**aiming to increase user engagement and acquisition at a low at low CAC
(customer acquisition cost)**

- Managed two design projects through the entire product lifecycle, focusing on consumer-friendly web and mobile experiences and a referral program.
- Led UX improvements for web and mobile, refining end-to-end flows for account management and trading.
- Worked on core features, user retention, loyalty, and growth.
- Collaborated with cross-functional teams on both desktop and mobile platforms, creating data-driven designs of varying fidelity.
- Developed a component library for consistent design and championed design thinking to balance user, business, and technical needs.
- Partnered with UXR for research, usability testing, and iterative design improvements.

[Rewards program](#)

Head of Design @ XapoBank

Dec 2020 - Oct 2021 · Remote

XapoBank is a fully licensed digital bank offering secure crypto and fiat banking solutions.

 **Scaled and managed a team of product designers, a researcher, a UX writer, a web developer and a visual designer.**

 **Successfully led two app redesigns supporting the shift of the company from a bitcoin wallet to a licensed bank with a bitcoin and investment platform offerings**

- Actively contributed to product strategy and vision through participating in ideation and R&D stages.
- Established workflows and improved collaboration between design, engineering,

and product.

- Led two major app redesigns, evolving the platform from a crypto wallet to a fully licensed neobank.
- Championed accessibility and inclusive design, ensuring a frictionless experience for all users.
- Worked closely with UXR to develop research strategies.
- Set Design Team OKRs, led recruitment, and onboarded new team members.
- Supervised projects, allocated design resources, and facilitated deadline adherence.
- Cultivated a collaborative, enjoyable design environment

Senior Product Designer @ XapoBank

Jan 2019 - Dec 2020 · Remote

 **Successfully launched 4 distinct debit card products across key regions for the business boosting CLV and number of transactions made per active user**

- Acted as the main designer for Xapo's debit card product
- Led design projects through the full product lifecycle, focusing on seamless experiences for XapoBank's core features like onboarding, payments, accounts, and more.
- Created data-driven experiences within a cross-functional team, with varying levels of fidelity.
- Crafted intuitive, elegant and user-centric design solutions across iOS, Android and Web
- Delivered towards Onboarding, KYC, Payments (both cash and crypto), Chat & support, etc
- Partnered with UXR and/or led research on multiple research initiatives
- Contributed to the creation, organization and maintenance of the Design System
- Actively took part in shaping the evolution of the product from a design and strategic standpoint
- Applied design thinking to balance user, business, and technical needs.
- Ensured design consistency by managing the brand website, guidelines, and Design System.

 [A bank that rewards you \[case study\]](#)

 [MyXapo \(card\) journey \[case study\]](#)

 [XapoBank concepts \[portfolio\]](#)

Lead Product Designer [contract] @ TokenMarket

May 2018 - Jan 2019 · Gibraltar

TokenMarket was a blockchain-powered investment platform specializing in tokenized securities and crowdfunding.

 **Led UX and visual design for a crypto exchange, focusing on trust, security, and compliance.**

- Strengthened brand identity and design consistency across the platform.
- Collaborated with the product team through brainstorming and workshops to refine functionalities.
- Worked with clients on various design projects, conducting competitor analysis, user research, and testing.
- Partnered with engineers to gather business requirements and created wireframes, prototypes, and high-fidelity designs.
- Developed a Design System to ensure consistency across products.

Design Lead // Design system @ William Hill

Sept 2017 - May 2018 · Gibraltar

William Hill was a leading global betting and gaming company, offering digital sportsbook and casino experiences.

 **Established a Design System from scratch and managed the implementation & adoption of it, boosting productivity by 40% for both design and development**

 **Drove adoption and defined approach for adaptive design vs responsive, primarily for Sportsbook, influencing other product verticals**

- Managed the process of updating and maintaining the design system across 2 company locations and multiple teams, including business, engineering and design.
- Set up work processes for strong relationships within and outside Design team.
- Led Design System adoption and monitored implementation across cross-functional teams.
- Actively contributed to the William Hill rebranding for Sportsbook & other product verticals.
- Recruited, onboarded newcomers, and mentored junior Designers.
- Collaborated with Product, Engineering, Architecture, and various stakeholders.

Senior Product Designer @ William Hill

Jan 2015 - Sept 2017 · Gibraltar

🏆 Successfully launched revamped experiences for the Horse Racing offering, the core navigation and the betslip (checkout) **increasing bets placed core metric & conversion rates**

🏆 Drove migration from a responsive to adaptive approach aiming to **increase bets placed core metric & conversion rates** and ensuring consistency across the product

🏆 Revamped the onboarding experience and **increased sign-up to first deposit conversion**

- Contributed to the development of responsive web and mobile solutions for William Hill, with a focus on mobile-first, user-centric designs for the Sportsbook product.
- Created prototypes, wireframes, and high-fidelity mockups to support design processes.
- Defined features for responsive websites, as well as iOS and Android apps.
- Assisted in coordinating team workflows and task assignments to improve productivity.

 [William Hill Design System](#) [case study]

 [William Hill: Improving conversion](#) [case study]

Design Team Lead @ DCore/Brandtix

Aug 2012 - Jan 2014 · Bulgaria

Brandtix was a startup developing an analytics platform providing real-time brand and performance insights for athletes and celebrities as well as tablet and mobile apps.

🏆 Designed a white-label tablet app tailored for celebrities and sports figures.

 **Built an internal social and project management platform for the Rotary Club.**

 **Led UX strategy for an analytics dashboard, making complex data accessible and actionable.**

- Crafted branding, marketing materials, and internal websites to support company initiatives.
- Contributed to a variety of projects, from small websites to global non-profit networks and in-house analytics platforms.
- Designed white-label tablet apps for sports and entertainment professionals.
- Worked closely with data scientists and engineers to transform insights into intuitive experiences.
- Managed and scaled a team of designers and led communication with business stakeholders

Senior Product Designer @ [Webstart.bg](#)

2010 - Aug 2012 · Bulgaria

Webstart.bg was a design agency working with a variety of clients across multiple industries which was building e-commerce platforms, small websites, brand and marketing materials.

- Developed custom WordPress themes, balancing aesthetics with usability.
- Spearheaded diverse projects, including websites, e-commerce platforms, WordPress blogs, social media profiles, logo creation, and branding initiatives.
- Provided onboarding and mentorship to junior design team members, fostering their growth and development.
- Developed in-depth expertise in custom e-commerce store creation, overseeing key processes and milestones.
- Took on the role of project manager, liaising with clients and efficiently managing project timelines.

- Collaborated with developers, offering support in HTML/CSS tasks as required.

Product Designer // UI Developer @ Freelancer

10+ years

- As a freelance product designer, worked on a range of design projects including branding, marketing, web, and mobile.
- Collaborated with clients to gather requirements, define personas, discuss budgets, and offer design expertise.
- Developed strategies to grow clients' businesses through marketing and online presence.
- Managed everything from typesetting to design, production, and created concepts, graphics, and layouts for illustrations, logos, and websites.

EDUCATION

Bachelor Degree in Engineering Design

Technical University · 2006 - 2010 · Bulgaria

High School Education// English-German

Foreign Language High School · 2001- 2006 · Bulgaria

SKILLS

Product Design / User Interface / User Experience / Information Architecture /
Wireframing / Rapid Prototyping / User Research / Branding & marketing / Illustration /
Agile & Scrum / Leadership / Design thinking / Design systems / Interaction Design /
Mobile (iOS/Android) / Web apps / Journey mapping / User-centered design /
Stakeholder management

TOOLS & TECHNOLOGIES

Figma / Sketch / Adobe Creative Suite / Principle / Maze / HotJar / Typeform / HTML /
CSS