Gabriel Agu

Lead Designer

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www.gabrielagu.com

Skills

Extensive working experience with: product design, design systems, interaction design, A/B testing, usability testing, data-informed design, e-commerce conversion optimisation, scaling hiring processes, connecting machine learning with design, process design, iconography, front-end infrastructure, front-end technologies (HTML, CSS, React, Vue).

Experience

Booking.com / Lead designer
JAN 2019 - PRESENT, AMSTERDAM, NETHERLANDS

- working together with other UX leads and product and tech leaders to define and drive the Partner Platform UX roadmap, including longer term assessment of future needs and mapping of current initiatives.

- supporting the partner product teams (50+) through guidance and tactical execution in completing objectives that require horizontal platform thinking such as multi-product/cross vertical problems or regulatory/unexpected scenarios..

- acting as the reference point for UI/UX and design system definitions on the Extranet platform across the organization and developing new, specialized patterns and templates.

- mentoring, onboarding and coaching core and senior designers, coordinating with management on resource allocation and growth opportunities for the design org.

Booking.com / Senior UX designer, design hiring manager
JAN 2014 - 2019, AMSTERDAM, NETHERLANDS

Involved in defining, planning and building different parts of the product-wide design system (guideline and component design and definition, delivery infrastructure, workflow integration) as well as migrating various product areas to the design system

- mentoring and coaching other designers on experimentation methodology, small-step experimentation, evidence-based product development and personal development.

- managing the hiring process for design roles: coordinating with recruitment and leadership on targets and process, interviewing, defining and improving the hiring process and tools, and coaching other interviewers.

Booking.com / UX designer
JAN 2012 - JAN 2014, AMSTERDAM, NETHERLANDS

- analysing customer and business data in order to identify new avenues of

experimentation on the website

- exposing personalisation and recommendations components to the customers to improve the overall user experience and conversion

- iterating rapid small-step A/B experiments to test improvements or new features on booking.com, aimed at improving the user experience, driving conversion and loyalty (ideation, hypotheses, sketching, mockups, implementation (HTML/CSS/JS), user testing, rolling out the code to the live website, starting and monitoring the A/B tests, reviewing the data, planning follow-up steps)

- developing and maintaining tools and processes for both onboarding new designers and improving the workflow for existing designers

Green Pixel / Senior UX designer
JAN 2009 - DEC 2011, BUCHAREST, ROMANIA

Designing and building products and marketing campaigns for various clients (including Vodafone Romania, Tarom, Banca Romaneasca and Savanna)

eAlliance Partners / Senior designer and team leader
JAN 2009 - DEC 2011, BUCHAREST, ROMANIA

Designing and building new product features for the core company product, ContentSpeed, an e-commerce platform and managing a team of designers working on various custom projects.

Eau de Web / UI/Web designer
JAN 2009 - DEC 2011, BUCHAREST, ROMANIA / COPENHAGEN, DENMARK

Provided UI and FE development services for the company clients (European Environment Agency, United Nations Environment Programme and others)

Education

Vasile Alecsandri University / BA in English and French language and literature
SEP 2000 - JUN 2004, BACAU, ROMANIA

St Joseph Catholic Seminary / High school degree in Theological Studies
SEP 1995 - JUN 1999, BACAU, ROMANIA

Other

Speaking engagements:
 - 2014 - TechHub meetup, Bucharest, Romania
 - 2016 - Cariera in CTRL, Timisoara, Romania
 - 2017 - FrontTrends lightning talk, Warsaw, Poland
 - 2019 - UX Crunch meetup, Amsterdam, Netherlands

Languages

Romanian	English	French	Dutch
Native	Proficient	Functional	Beginner