

Gabriel Agu

Senior UX Designer

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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 / Senior UX designer, design hiring manager

JAN 2014 - PRESENT, 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

- involved in defining and experimenting with our web components infrastructure
- working on performance optimization and front-end code scalability
- creating and maintaining technical documentation for various elements of our technical infrastructure
- 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 candidates for design roles, defining and improving the hiring process and tools, coaching other interviewers.
- involved in defining, managing and improving the promotion process for design roles.
- working on migration of various product areas to the design system

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
- improving design systems and user experience using data science / machine learning
- creating and iterating rapid small-step A/B experiments to test refinements or

new features on the booking.com website, aimed at improving the user experience, driving conversion and loyalty (this involves: ideation, sketching, mockups, implementation (HTML/CSS/JS), rolling out the code to the live website, starting and monitoring the A/B tests, reviewing the data, planning follow-up steps)

- coordinating with other teams and other designers to achieve a visually cohesive product

- 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