

Adrian Magearu

Product Design Lead · UI/UX, Design Systems & AI

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PROFILE

Product design leader with 15+ years in digital creative, from motion design to leading UI/UX and product teams across the Gulf, Europe, the US and China. At Beyond ONE I led a design team of 7 on Virgin Mobile, Friendi Mobile, Friendi Pay and Virgin Connect Roam, taking telecom and fintech products from concept to launch. My core is UI and UX: multi-brand design systems, English and Arabic products, and decisions driven by data, research and business goals. AI is part of how I work every day. I use multiple models for research, copy, imagery, video and coded prototypes, know which one fits which job, and enjoy teaching teams to do the same.

WHAT I BRING

Team leadership	UI/UX and design systems	AI across the workflow	Any audience, any market
Leading designers day to day: priorities, reviews and coaching, in close work with product, engineering and marketing.	Shared components and patterns that keep four brands consistent across mobile, web and marketing, in production.	Heavy daily use of language, image and video models, prototypes in code that can be tested in days, and training teams to use AI well.	English, Arabic (right-to-left) and Chinese products in multiple markets, from young first-time users to expats and travelers.

EXPERIENCE

Senior Product Designer · ARRISE Jul 2026 – Present · Dubai, UAE

- Redesigning ARRISE's two recruitment websites end to end, the corporate site and ARRISE LIVE: information architecture, desktop and mobile design, a careers job board and location pages.
- Built the design system behind both sites: Figma components, tokens synced with the code, and brand guidelines.
- Prototype and build in code with Claude Code, handing developers production-ready HTML, CSS and tokens.

Product Design Lead · Beyond ONE Aug 2024 – Jun 2026 · Dubai, UAE

Virgin Mobile · Virgin Connect Roam · Friendi Mobile · Friendi Pay

- Led a design team of 7 product designers across four consumer brands, setting priorities, reviewing work and coaching, keeping quality consistent from brief to release and training the team to work with AI.
- Owned Virgin Connect Roam's full lifecycle, from concept to launch, and led the key product and design decisions.
- Redesigned Friendi Pay Oman end to end: simpler sign-up and onboarding, and a design system from scratch.
- Owned the design systems shared by all four brands across apps, web, marketing and growth.
- Brought AI into the team's daily work: Claude, Perplexity, Manus AI and other LLMs and agents, plus image, video, voice and avatar models through Higgsfield (Nano Banana Pro, GPT Image, Kling, Seedance and many more) and Midjourney, for research, copy, imagery, video and campaign assets, cutting the time from idea to test.
- Built clickable prototypes in code with Claude Code (HTML, CSS, JavaScript), so stakeholders and engineering could click through real flows, states and motion instead of static screens, before development started.
- Worked with product and engineering on strategy and flows, using research, data and A/B tests to lift conversion.

Virgin Mobile KSA	Friendi Mobile	Friendi Pay Oman	Virgin Connect Roam
2.8M+ users, the region's fastest-growing MVNO	4M+ users across the Gulf, Middle East and Africa	Led design for the launch, ~750K users	20K+ downloads in the first month

Senior UX Designer · IBM

2024 · Bucharest, Romania

- Led UX and content design strategy for IBM.com, aligning user needs with business goals.
- Researched generative AI and other emerging technology to inform design decisions.
- Mentored junior designers on IBM's brand guidelines and the Carbon Design System.

Senior UI/UX Designer · Playtika · Caesars Casino · World Series of Poker

2021 – 2024 · Bucharest, Romania

- Drove UX/UI for two flagship mobile games, covering core gameplay, retention and monetization flows.
- Worked with product, data, live ops and engineering to turn business goals into scalable UX.
- Used research, fast prototyping and shared design systems to keep both games improving and consistent.
- Part of a platform with ~35M monthly active users, in one of the highest-grossing mobile categories worldwide.

Head of Product Design · Sepion

Oct 2017 – Dec 2021 · Hong Kong SAR

- Led the product design team across a portfolio of e-commerce, SaaS and B2B software, from flows to final UI.
- Designed B2B and SaaS products end to end, from onboarding to daily workflows, keeping complex tools clear.
- Worked with Chinese technology partners and spent about a year in China, aligning global product goals with local market needs.
- Ran user research and testing with diverse user groups and turned the findings into product strategy.

Lead Designer · CGS Canada

2015 – 2017 · Bucharest, Romania

- Led explainer videos and animations from concept and storytelling to motion graphics, visual effects and the final edit.

Head of Design · Cocor Media Channel

2015 – 2017 · Bucharest, Romania

- Led the design team across motion, digital out-of-home campaigns and UI/UX and product design.

Senior Designer

2010 – 2014

- Motion graphics and campaigns for LED screens, including the largest media facade in continental Europe.

SKILLS

Leadership	Team leadership · Coaching and design reviews · Stakeholder management · Partner collaboration · Agile delivery
Product and UX	Product strategy · B2B and SaaS products · UX research · Usability testing · User journeys · Information architecture · Interaction design · Accessibility · A/B testing · Conversion optimization
Design systems	Multi-brand design systems · Components and design tokens · Design-to-code handoff · Arabic and right-to-left UI · Multi-language products · Figma
AI and creative tech	AI-assisted design · LLM and diffusion model workflows · Teaching teams to use AI · AI-built prototypes in code (HTML, CSS, JavaScript, GSAP, Three.js for real-time 3D)
Motion and content	Motion design · Video editing · Campaigns · Social and creator content · Social listening · Adobe Creative Cloud · Framer

EDUCATION

Bachelor's Degree, Marketing and Finance

TEFL English Certificate, Level 5 · TQUK

LANGUAGES

English · Fluent	Romanian · Native
Spanish · Intermediate	Mandarin Chinese · Beginner