

# Adrian Magearu

PRODUCT DESIGN LEAD | SENIOR UI/UX DESIGNER | DIGITAL EXPERIENCE

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## SUMMARY

Senior Product & UX/UI Designer with 8+ years experience designing and scaling digital products across GCC/MEA, US, European, and Chinese markets. Proven track record leading product design from concept through launch for telecom, mobile, and fintech platforms. Adept at building scalable design systems, collaborating cross-functionally with product and engineering teams, and driving UX decisions with data, user insights, and business goals.

## WORK EXPERIENCE

### Senior Product & UX/UI Designer — Beyond ONE (a group for Virgin Mobile, Virgin Connect Roam, Friendi Mobile, and Friendi Pay)

Aug 2024 – Present | Dubai, UAE

- Lead end-to-end UX/UI and product design across multiple consumer digital products including Virgin Mobile, Friendi Mobile, Friendi Pay, and Virgin Connect Roam.
- Architect and maintain scalable design systems used across mobile, web, marketing, and growth channels in fast-paced Agile environments.
- Partner with Product Management and Engineering to define product strategy, map user flows, and align design execution with business objectives.
- Translate qualitative and quantitative user insights into design improvements, driving experimentation (A/B tests) and UX optimization.
- Deliver design solutions that balance brand, usability, and conversion goals while supporting regional launches and localized product experiences.

#### Market & Impact Highlights

- Virgin Mobile KSA: contributed to rapid adoption reaching 2.8M+ users (fastest-growing MVNO in the region).
- Friendi Mobile: 4M+ users across GCC/MEA.
- Friendi Pay: led design for Oman launch (~750K users).
- Virgin Connect Roam: 20K+ downloads in first month post-launch.

### Senior UX designer — IBM

2024 – August 2024 | Bucharest, Romania

- Led UX and content design strategy for IBM.com, aligning user needs with business objectives.
- Researched industry trends and emerging technologies, including generative AI, to inform design decisions.
- Optimized content performance through data analysis, SEO, and emerging tech insights.
- Mentored junior content designers, ensuring adherence to IBM brand guidelines and the Carbon Design System.

## Senior UX/UI Designer — Playtika

2021 – 2024 | Remote / Global

- Drove UX/UI strategy and execution for two flagship mobile titles — **Caesars Casino** and **World Series of Poker (WSOP)** — focusing on user engagement, retention, and monetization flows.
- Designed high-engagement mobile experiences across core gameplay, retention, and monetization flows.
- Partnered with product, data, live ops, and engineering teams to translate business goals into scalable UX solutions.
- Drove research, prototyping, and iterative design to continuously optimize player experience.
- Ensured visual and interaction consistency through shared design systems and cross-product patterns.

### Market & Impact Highlights

- Playtika is one of the largest mobile gaming companies globally, with reported annual revenues of approximately **\*\*\$2.55 billion (2024)**.
- Contributed to products within a platform serving **~35M+** monthly active users globally.
- Playtika's portfolio of social casino games, including WSOP and Caesars-related titles, contribute meaningfully to its revenue mix as part of its top games portfolio.
- Worked on titles in one of the world's highest-grossing mobile gaming categories (social casino).

## Product Director— Sepion

Aug 2017 – Aug 2021 | Dubai, UAE

- Designed product flows, interaction models, and high-fidelity interfaces for a portfolio of digital products in collaboration with Chinese tech partners.
- Lived and worked in **\*\*China for ~1 year\*\***, driving design execution with cross-cultural teams and aligning global product expectations with local market nuances.
- Conducted user research and testing across diverse user groups, incorporating insights into design strategy for improved adoption.

## SKILLS

Product UX · Product strategy · UX research · User journeys · Information architecture · Design systems · Interaction design · Prototyping · Usability testing · Accessibility · CRO · Data-informed design · Figma · Motion design · Adobe CC · Framer · AI-assisted design workflows · Generative AI UX · Stakeholder leadership · Cross-functional collaboration · Mentoring · Product discovery · Agile delivery

## LANGUAGES

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

## EDUCATION

Bachelor Degree – Marketing & Finances

Adobe Video and Audio Mastery – Train Simple, Pluralsight

TEFL English Certificate Level 5 TQUK