


Pedro Freire

Senior Product Designer

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Dubai, UAE 

Overview

For over the past 8 years, I've had the opportunity to work across great people in great companies so far, such as: Talabat, Tiqets, Booking.com, B2W, and Motorola. I was also able to launch my own business - Ripples (clothing brand company). More importantly, as a Product Designer, my passion is about creating products that big or small, somehow improve the experience of the user. Said that, I am aiming to continue creating positive impact in my next challenge.

Education



IE Business School - 2017
Madrid, Spain
International MBA, Entrepreneurship



University of Memphis, Lambuth - 2009
Jackson, TN - USA
Bachelor of Science - Graphic Art & Visual Comm. / Minor in Spanish

Work Experience



Senior Product Designer / Shopping Tribe
Current (Nov 2023 - Present)

Talabat
Dubai, UAE

Main Responsibilities | Home Screen & IPM Strategies

- Home screen: Lead designer of the App's home screen
- IPM strategies: Lead designer of IPM (In-product marketing) strategies
- Works with different teams: tPro, Rewards, Groceries, Payments and Dine Out



Senior Product Designer / Lead B2B Designer
1 year and 11 months (Jan 2022 - Nov 2023)

Tiqets
Amsterdam, Netherlands

Main Responsibilities | B2B Portals

- Increased availability for product capacity & timeslots by 96% in 6 months by designing a new availability management feature
- Decreased the number of contacts to Supply Ops by 64% by fixing the main user problems of the availability management feature
- Holistic approach from the very first stages of research to the final prototypes
- Responsible for improving the experience on the B2B portals of the company (Suppliers, Affiliates and Distributors)
- Responsible for continuous improvement on the B2B widgets (discovery and availability widgets)



Product Designer
3 years and 6 months (Aug 2017 - Feb 2021)

Booking.com
Amsterdam, Netherlands

Main Responsibilities | Genius Programme

- Utilising quantitative and qualitative data as guidance when iterating on MVP's and other existing products & features
- Creating and delivering prototypes for the many experiments (A/B testing)
- Designing elegant solutions for various Genius pages and features on the extranet
- Iterated on product features that helped thousands of partners to get incremental revenue for their business

Other Experiences

Prior to the experiences mentioned above, I've worked in other companies in the USA and Brazil. Some of them are: MSCL (Jackson, TN - USA), Staff Brazil, Motorola, Grupo Rio Quente and B2W Digital (Sao Paulo, Brazil). After my first degree, I started my career as a graphic designer and throughout the years I made my transition to UX/product design, where I've been since then.