

Desi* Metodieva

Product & Service Designer, User Researcher
& Design Mentor at [ADPList](#)

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* / Dessy / short for Desislava

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PROFESSIONAL SUMMARY

- A design leader with 10 years experience designing UX & UI for B2C and B2B SaaS products and services
- Adept in leading the end-to-end process from discovery to delivery in fast-paced startups and scale ups
- Well-versed working through complex problems in the health, sustainability and travel industries
- Collaborated with a wide range of stakeholders to drive innovation and deliver user-centered solutions
- Proficient in Figma, Miro, Claude, Notion, Confluence, GSheets, Axure, Photoshop, Illustrator, InDesign

EXPERIENCE

Lead Service Designer — Numan

MARCH 2025 - PRESENT

- Leading a major EHR platform transformation, defining how clinical care is delivered and scaled at Numan
- Designed and shipped customer-facing and internal features generating £1M in annual savings
- Redesigned the Numan clinical notes, improving compliance and reducing operational costs by £150K+ per year
- Led the discovery and design of new clinical workflows, delivering £120K in annual operational savings

Career break — South America

APRIL 2024 - MARCH 2025

- Learned Spanish, hiked over 400km, challenged myself and connected with people

Lead Product Designer — HeliosX (Healthcare, B2C)

SEPTEMBER 2023 - MARCH 2024

- Owned and led the user experience of the whole Dermatica skincare brand
- Increased the uptake on subscription products for the Dermatica skincare brand from 7% to 16%
- Designed a service enabling customers to use oral antibiotics, driving 47% uptake

Senior Product Designer — Infogrid (Sustainability, SaaS, B2B)

AUGUST 2022 - SEPTEMBER 2023

- Led the product and service design of the onboarding experience for all Infogrid products
- Designed prototypes, validated user needs and summarised complex data to enable decision making
- Led research initiatives and cross-functional workshops to drive insight and inform platform improvements

Interim Head of Design | Senior Product Designer | Product Designer

— Secret Escapes (Travel Commerce, B2C)

NOVEMBER 2017 - AUGUST 2022

- Increased the usability and success metrics by 100% on key user tasks by redesigning the SE product page
- Enabled 84% of booking amendments to be done online which saved £140K of operational costs
- Designed a virtual card payments service which increased the company's cashflow and profit
- Introduced a content writing framework, improving the quality of the interface copy
- Established a strategy for continuous discovery and increased the confidence in product design decisions

Senior Web Designer | Web Designer — The Savile Row Company (eCommerce, B2C)

JUNE 2014 - NOVEMBER 2017

- Redesigned the Savile Row Company website homepage
- Designed landing pages, social media content, direct marketing and emails
- Art directed all marketing material and photo shoots

Junior Illustrator | Graphic Designer — NoData Limited (Agency)

OCTOBER 2013 - JUNE 2014

- Produced over 300 vector-based icons for iOS App Sports Quest
- Designed and built a website, while also learning Objective C programming and JavaScript

Skills

- Interaction and visual design
- Information architecture
- Service design
- User research (qual & quant)
- Workshop facilitation
- HTML, CSS, JavaScript

Attitudes

- Curious
- Empathetic
- Biased towards action
- Comfortable with ambiguity
- Focused on delivering value
- Keen attention to detail

Team fit

- Collaborative
- Grasping new concepts fast
- Working with different domain experts to deliver value
- Able to manage stakeholders
- Mediator

EDUCATION

BSc (Hons) Design Management — The University of Manchester BSc

SEPTEMBER 2010 - JUNE 2013

National School of Fine Arts Tsanko Lavrenov — Plovdiv Bulgaria

SEPTEMBER 2007 - JUNE 2010