

Adrian Monroy Olascoaga

Product designer with extensive experience across digital products, specialising in enterprise SaaS, internal tools, and developer-facing products. I lead design end-to-end, from discovery through to launch, shaping product direction, building design systems at scale, and aligning cross-functional teams around user-centred outcomes. I increasingly bring AI-assisted workflows into that process, from generative prototyping to LLM-assisted UX iteration.

WORK EXPERIENCE

Lead Product Designer at Fearless

London, UK. Feb 2022–Current

- Defined and led end-to-end design of an internal developer platform used by thousands of BP engineers to share knowledge, track practices, and accelerate delivery, taking the product from MVP to enterprise scale.
- Shaped product direction through research, journey mapping, and rapid prototyping, aligning stakeholders and reducing costly rework across engineering and product teams.
- Established reusable components and patterns within BP's design system, cutting design and development time for new features and creating a consistent experience across the platform.
- Partnered with engineers, PMs, and UI designers as the senior design voice on the team, setting the quality bar and championing user needs throughout the delivery cycle.

Senior Product Designer at Emirates Airlines

Dubai, UAE. Nov 2017–Nov 2020

- Led design of the Skywards Everyday mobile app from concept to launch, achieving 79,000+ downloads in the first three months and significantly increasing loyalty programme engagement.
- Established Emirates' first business platform design system, building a reusable component library that was adopted across 20+ internal products and used by multiple design teams across the organisation.
- Designed internal B2B tools for journey tracking and competitor pricing analysis, reducing manual processes and enabling faster, more informed decision-making for commercial teams.

SIDE PROJECT

Creator at Dinofriday

February 2020–Present

- Built and run an independent digital product brand teaching children to draw dinosaurs, growing a 340+ subscriber community and achieving a 20% newsletter open rate

SKILLS

Design

Product & service design for enterprise SaaS, internal tools, developer workflows, mobile apps

Process

User research, journey mapping, prototyping, usability testing, impact tracking

Tools

Figma (advanced: variables, auto-layout, interactive components), FigJam, Miro, Sketch, Zeplin, Illustrator, Photoshop, Procreate

EDUCATION

Bachelor of Arts – Visual Communication Design

UAM-Xochimilco, Mexico City

LANGUAGES

- English (Professional fluency)
- Spanish (Native)

CONTACT

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