Patric Hadzsinicsev
Product Design & User Experience

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The way I work

I believe that defining the problem clearly and setting achievable goals for the team are crucial aspects of the design process. Balancing research and data with practical constraints is key to keeping a product competitive. As a designer, I understand the importance of compromise and staying focused on the priorities.

Mentoring & writing

I provide paid mentorship on platforms like DesignLab, ADPlist, and Revive. I prefer a goal-oriented approach, setting clear and attainable tasks tailored to the individual's learning style and pace. Additionally, I write articles on UX design for uxdesign.cc in my spare time and speak at events on occasion.

Tools

Figma, SketchApp & Abstract, Framer, Storybook, Origami

HTML, CSS & JS

Adobe CC (PS, AI, ID, AF)

Hotjar, Fullstory, Mixpanel, Pendo, GA

Miro, Axure, OmniGraffle

JIRA / Clubhouse

MS Office

Education

BA in Visual Arts and Graphic Design at New Bulgarian University
Sofia, Bulgaria
September 2008 - July 2012

The modules included in the program were Graphic Design, History of Arts, Painting and Sketching, Color Knowledge, Layout, Typography, Calligraphy, Photography, Design Tools, Computer Knowledge, Coding (Pascal), Computer Hardware and many more.

Work experience

- ### Lead Product Designer at monday.com
  London, United Kingdom
  September 2023 - Present

  As part of the global product team at monday.com, I lead the strategy, development, and cross-team efforts for monday WorkForms, a key solution for data intake and an important acquisition channel. My role spans optimizing design workflows across the organization, mentoring and coaching designers, recruiting for the London office, and overseeing onboarding processes. I also played a central role in integrating AI into WorkForms, making form creation the third most widely adopted AI feature on the platform.

- ### Senior Product Designer at Hopin
  London, United Kingdom
  August 2021 - September 2023

  At Hopin, I led cross-pod initiatives to develop engagement tools such as notifications, messaging, and surveys. I currently lead a greenfield project for collaborators and contribute to building StreamYard, the largest web-based streaming studio. My work spans mentoring junior designers, conducting user research, analyzing data, and running workshops to align strategy. As a designer, I drive the full product lifecycle — from discovery to delivery — collaborating closely with researchers, analysts, product managers, engineers, and designers. I also define product vision, shape timelines, and regularly present insights and proposals to senior leadership.

- ### Senior Product Designer at Tray
  London, United Kingdom
  July 2020 - July 2021

  At Tray, my primary focus was developing a tool to automate everyday tasks, with particular emphasis on the onboarding experience and automation-building features. I also supported the design team through mentoring, hiring, process documentation, and contributions to the design system. My responsibilities included coaching junior designers, conducting user research and interviews, analyzing data to understand user behavior and market needs, and running workshops to align strategy and gather feedback. I created journey maps, personas, user flows, wireframes, and interactive prototypes to guide product development. Additionally, I played a key role in defining the product vision, identifying new opportunities, and presenting these to product managers.

- ### Senior Product Designer at Attest
  London, United Kingdom
  November 2018 - June 2020

  At Attest, I was responsible for developing a tool for analysis and insights, while also supporting the design team through mentoring on design techniques and frameworks to strengthen problem-solving approaches. My day-to-day work included coaching junior team members, conducting user testing, interviews, and research, as well as analyzing data to better understand user behavior and market needs. I facilitated workshops to align strategy and gather feedback, and maintained the company-wide component library. As a designer, I shaped the user interface and overall product experience, and regularly collaborated with product managers to highlight opportunities for the roadmap.

Senior Product Designer at Questback

London, United Kingdom
December 2017 - November 2018

As part of the global product team at Questback, I worked on a new solution to compete with the market while also maintaining Essentials, the company's most popular product. My day-to-day involved conducting user tests, researching with the Jobs to be Done framework, and analysing data to deliver a great product. I created user journeys, prototypes, wireframes, defined the UI, and helped set a clear roadmap.

Senior Product & Service Designer at AirPortr

London, United Kingdom
January 2017 - December 2017

At AirPortr, I was responsible for the user experience and design across all customer-facing verticals, including the booking flow, website, customer dashboard and mobile app for logging passenger details. My daily tasks involved conducting user tests, analysing data, and creating user journeys, prototypes, wireframes, and contributing to the UI and overall look of the service.

Senior Product & UX Designer at Grabyo

London, United Kingdom
November 2014 - December 2016

As a Senior Product Designer at Grabyo, my responsibilities included ensuring a cohesive experience and design for the web platform and mobile apps (iOS and Android). My daily tasks involved conducting user tests, analyzing data to improve the product, and creating prototypes, wireframes, and UI designs with a focus on reusable patterns.

UX/UI Designer at Digital-Labs

London, United Kingdom
April 2014 - November 2014

At Digital-Labs, I managed several clients, including Comparethemarket, LesFurets and BeagleStreet, among others. My main focus was on creating responsive websites, improving user journeys, and enhancing the overall customer experience to drive sales. I frequently traveled to client locations in Paris, Peterborough, and across London to conduct user tests and create wireframes that improved UX. Additionally, I was responsible for UI design and presenting design iterations to clients. I also managed a junior designer who reported to the lead UX.

UX/UI Designer at William Hill

Gibraltar, United Kingdom
July 2013 - March 2014

At William Hill, I worked with a team of UX designers to improve their mobile website and native apps for iOS and Android. As part of my role, I collaborated with product owners, ensured compliance with requirements, and maintained communication across offices in London and Tel Aviv. I worked on various products such as Sportsbook, Casino, and Bingo.

Senior Graphic Designer at Ogilvy & Mather

Sofia, Bulgaria
April 2010 - July 2013

Graphic Designer at Essence Marketing

Sofia, Bulgaria
January 2009 - March 2010