Pedro Freire

Senior Product Designer

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Portfolio • LinkedIn
Barcelona, Spain

Profile

Senior Product Designer with 10+ years of experience across travel, e-commerce and marketplaces, including Skyscanner, Booking.com, Talabat and Tiqets. Experienced in leading complex product initiatives end-to-end, combining research, experimentation and cross-functional collaboration to shape product strategy and deliver measurable customer and business impact.

Experience

Product Designer — Skyscanner

Jul 2024 - Present
Barcelona, Spain

Landing Pages

Jul 2026 - Present

- Currently evolving Product Design's operating model across Landing Pages, introducing AI-assisted workflows to automate repetitive design and content work and enable higher-value exploration, while leading experimentation across Hotels, Packages and Destination experiences.

Ads & Sponsored Experiences

Jul 2024 - Jun 2026 • 2 years

- Led end-to-end product design across Ads & Sponsored Experiences, from discovery and strategy through experimentation, engineering delivery and launch, balancing customer, partner and commercial needs.
- Led Skyscanner's first shipped video advertising experience, introducing video to Homepage Hero campaigns across Apps and mobile web and defining the interaction model, controls, states, accessibility and full-screen experience, while establishing reusable video patterns now being adopted across other Skyscanner experiences and evolving the design system to support video use cases.
- Shaped the direction of Sponsored Results – Destination, Ads' first AI-powered experience, introducing a drawer-based interaction for AI-generated content that increased sponsored experience engagement by 18% and advertiser CTR by 7% in A/B testing.
- Aligned Product, Content Design and Legal around conflicting requirements and established reusable Sponsored Results patterns, including a new design-system component and interaction model now expanding across other Ads products and verticals.

Senior Product Designer • Homepage & IPM Strategies — Talabat

Dec 2023 - Jul 2024 • 8 months
Dubai, UAE

- Led product design across Talabat's core Home Screen and In-Product Marketing (IPM) initiatives, shaping experiences across iOS and Android for the consumer app across 8+ Middle Eastern markets.
- Defined a three-part IPM strategy spanning enhancement, expansion and holdout experimentation, combining journey mapping, competitive benchmarking and qualitative research with cross-functional workshops to identify more relevant product opportunities and establish a control experience to measure IPM's incremental value across the end-to-end customer journey.
- Led discovery for a company-wide Home Screen redesign, partnering with Research to translate customer insights, a new brand and an evolving design system into concepts for Talabat's core shopping experience across 8+ Middle Eastern markets.

Senior Product Designer • Partner Portals — Tiqets

Jan 2022 - Dec 2023 • 2 years
Amsterdam, Netherlands

- Led B2B product design as the sole design lead, defining product priorities and strategy with two Product and Engineering teams while managing and mentoring a junior Product Designer, across a B2B ecosystem serving 1,000+ suppliers in 50+ countries.
- Redesigned Availability Management used by 54% of Tiqets' supplier base, transforming a fragmented two-page workflow into a more intuitive and scalable experience; alongside expanding the availability window from 4 to 6 months, increased available product capacity and timeslots by 96% within 6 months.
- Expanded supplier self-service capabilities within Availability Management, enabling partners to manage more tasks independently and reducing contacts to Supply Ops by 64%.

Product Designer • Genius Programme

Aug 2017 - Feb 2021 • 3 years 6 months

Booking.com

Amsterdam, Netherlands

- Led end-to-end product design for Booking.com's Genius partner programme, shaping how accommodation partners configured rates, discounts and benefits on the Extranet within a programme connecting 400K partners with 100M Genius guests.
- Redesigned Genius Country Rates through quantitative research, partner feedback and A/B experimentation, driving a 44% uplift in rates created, 27% increase in discounts offered, and increased net stayed bookings in 97% of target markets.
- Drove adoption of Genius Country Rates to 50K+ partners within six months, working cross-functionally with Product, Engineering, Research, Data Science and Content to turn partner insights into hypotheses, experiments and production-ready experiences.

Earlier Experience

Earlier experience includes B2W Digital, Motorola, Grupo Rio Quente, Staff Brazil and MSCL, across Brazil and the USA, beginning in Graphic Design before transitioning into UX and Product Design.

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