



Eduard Cabellos Vidal

Senior Product Designer | Product Manager

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Experience

User Experience Consultant

educabellos.com · Sep 2025 – Present

Working with AI, B2C, B2B, and SaaS clients across travel, hospitality, and product-led startups. Focused on end-to-end UX from discovery to delivery.

Product Manager & Lead Product Designer

Triggle · Sep 2020 – May 2025

Led product for the Activity Provider B2B platform, improving delivery reliability from 30% to 70% and enabling an MVP launch in 3 months.

Redesigned the booking engine used by 1,000+ hotels, achieving a 30% increase in bookings (B2C)

Transformed the dashboard into a decision-making tool, increasing adoption (+96%), weekly usage (+108%) and satisfaction (+131%).

Scaled the Design System to Level 3, improving development efficiency (+39%) and reducing delivery time (-30%)

Built and led a 3-person UX team, fostering a culture of experimentation and continuous discovery.

Lead Product Designer

Patterson Agency · Jun 2017 – Sep 2020

Led UX and product design for major brands including Camper, Avoris, Meliá, Barceló, Grupo Piñero and Groundforce

Transformed the Avoris cruise booking experience with Patterson Agency, achieving a +213% conversion lift and €2.4M revenue uplift.

User Experience Consultant & Frontend

educabellos.com · Aug 2013 – Jun 2017

Designed the Android app for Chicfy, supporting a marketplace used by 2.2M users and rated 4.36/5 across 14K reviews.

Led the end-to-end redesign of BTravel's OTA, delivering a scalable experience still in use today.

UX/UI Designer & Frontend

mola.com · Sep 2012 – Jul 2013

Contributed to the UX/UI and frontend development of 15+ early-stage startups within a venture builder environment.

User Interface Designer & Frontend

Logitravel · Jan 2011 – Sep 2012

Played a key role in the 2012 Logitravel website relaunch, designing 50+ screens and developing a custom Bootstrap framework that accelerated implementation.

Summary

Senior Product Designer with 14 years in Travel, Hospitality and PropTech. Delivered a 213% conversion lift, €2.4M revenue uplift and 30% booking increase across 1,000+ hotels.

Education

Multimedia Graphic Design

BTEC HND Higher National

EDIB · 2006 - 2010

Minidegree training program

Conversion optimization

CXL · 2024 - 2025

Invested 150+ hours across 24

weeks, covering VoC, A/B testing, GA4 Analytics, digital psychology and growth strategy.

Certifications

Bringing AI to the Design

Thinking Process

IDEO U · 2025

Designing Strategy

IDEO U · 2025

Digital Accessibility

Contentsquare · 2025

Design Research

UXERS · 2020

UX-PM Level 3

UXalliance · 2019

Languages

English Professional Working

Spanish Native or Bilingual

Catalan Native or Bilingual (C1)

Skills

Hotjar · GA4 · Mixpanel · A/B Testing · Contentsquare · Figma · FigJam · Prototyping · Design Systems · Usability Testing · Jira · OKRs · Roadmapping · Discovery · Agile