

Edgardo Najarro

Lead Product Designer

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Lead Product Designer with over 10 years in visual design, most recently at Property Finder and talabat. I take products from brief to shipped UI on web and mobile, and build the systems behind them: component libraries, illustration and icon libraries, and motion languages.

Highlights

- **Property Finder homepage** redesigned and shipped on desktop and mobile web.
- **AI search** for Property Finder, designed as one flow across iOS, Android, desktop web and mobile web.
- **Led the first concept for talabat's app rebrand**, through to the CEO's buy-in.
- **5x feature engagement** at talabat after rebuilding the illustration and motion style.
- **Managed a team of 4 designers and 3D artists** as Design Manager at Invent.

Experience

Property Finder · Lead Product Designer Aug 2025 – Present

Dubai, UAE · Homepage and Search squad, plus visual and motion direction across the product

- Redesigned and shipped the homepage for desktop and mobile web, with one search for every intent and a page that adapts to each visitor.
- Designed AI search for iOS, Android and web: people search in their own words, and AI turns that into filters they can edit.
- Created Property Finder's illustration style and motion language, with a library and guidelines for every platform.

First Abu Dhabi Bank, via PlanB / Omnia · Visual Product Designer May 2025 – Jun 2025

UAE · full-time contract

talabat, Delivery Hero · Lead Visual Product Designer Nov 2021 – Apr 2025

Dubai, UAE · foundational design team, working on visual improvement and delight for every squad

- Rebuilt talabat's illustration and motion style, then rolled it out across every product vertical as one cross-platform framework. Features became easier to find and understand, and feature engagement rose 5x.
- Led the first concept for the app's rebrand, based on the brand team's new identity. With the foundational design team, reworked the app UI from scratch in the new brand, then presented it to the CEO and executive team and won their buy-in.
- Worked with the product, brand and design system teams to build the visual language into shared components, and explored AI for producing visual assets.
- Mentored designers in UI, illustration and motion craft.

Mashreq Bank · Senior Product Designer Feb 2021 – Oct 2021

Dubai, UAE

Led the design of the bank's commercial websites, covering product design, illustration, animation and micro-interactions, with priorities set alongside the main business stakeholders.

Contract: JOI Gifts, Create Media, CAFU · UX/UI and Interaction Designer Jun 2020 – Feb 2021

Dubai, UAE

- **JOI Gifts** (Dec 2020 – Feb 2021): led the design of an online gifting platform, with customer journeys built for conversion and retention.
- **Create Media** (Jul 2020 – Nov 2020): led UX and UI for a B2C e-commerce website, from navigation and visual style to the prototype for user testing.

- **CAFU** (Jun 2020 – Oct 2020): visual style, illustration and animation for the fuel-delivery app's checkout and order tracking, which reduced contact rates.

Invent Creative Event Solutions · Design Manager

Apr 2019 – May 2020

Dubai, UAE

Managed a team of 4 designers and 3D artists on event experiences for MAF, Emaar, Meraas, Bloomberg and du.

Popoja Studio · Senior Art Director

Jun 2018 – Mar 2019

London and Dubai · own illustration and animation studio

Ran illustration and animation projects for Coca-Cola, Channel 4, Barclays, Weetabix and Virgin, with agencies in the UK and UAE.

Nerdeo · UX/UI Designer

Jun 2017 – May 2018

London, UK

Led UX/UI for a crowdsourcing platform for independent film, TV and games: the end-to-end web portal, interactions, navigation and UI.

Earlier experience

8works, a division of Oliver Wyman · Creative Design Lead. Ran innovation workshops and turned data into visual stories for Deutsche Bank, Thames Water and BAE Systems. 2016 – 2017

Codeten · Lead Graphic Designer. Managed a team of graphic designers producing branding, characters and icons for mobile games. 2014 – 2016

Bitkingo and The Stonebot Studio · Co-founder. Visual design for Ogilvy, APEX-BBDO and Leo Burnett at Bitkingo, then animation and games at Stonebot. 2011 – 2014

Universidad Dr. José Matías Delgado · Illustration and drawing teacher. 2008 – 2011

Skills and tools

Product design	UX/UI, interaction design, product strategy, prototyping, usability testing and user research, design systems and component libraries for iOS, Android and web
Leadership	Managing designers, mentoring, design direction, stakeholder management, workshops, presenting to executives
Visual and motion	Motion UX and micro-interactions, illustration and icon systems, brand and rebrand
AI in the workflow	Claude with Figma's MCP, Claude Code, Figma Make, designing AI features
Tools	Figma (Make, Motion), Adobe Illustrator, Photoshop and After Effects, Rive, Lottie and LottieFiles

Education and languages

Universidad Dr. José Matías Delgado · University degree in Graphic Design, San Salvador 2007

Languages · English (fluent), Spanish (native)