Dylan Andrews

Product designer with a background in industrial design, working across systems and interactions to make complex products feel simple.

dylandrews.com
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Booking.com

Product Designer in Amsterdam
October 2021 to present

Sole product designer for Booking.com's merchandising platform, defining its interaction architecture, self-service workflows, analytics, reusable design patterns and guidance adopted by other teams. In 2024, the platform supported 405 campaigns across 82 use cases, with €80M in reported revenue.

Led a new platform-wide personalisation vision spanning Search, Homepage, Marketing and Identity, grounded in user research and brought to life through interactive prototypes.

British Airways

Product Designer in London
January 2020 to October 2021

Set interaction and visual design direction across the booking experience, establishing reusable interface patterns for checkout, flight and seat selection, homepage, search and information architecture.

Owned multi-platform seat selection redesign, increasing seat selection conversion by 5%.

Designed the end-to-end iOS flight booking experience to deliver the new brand direction, resolving complex itinerary, pricing and availability constraints.

Healum

Product Designer in London
March to September 2019

Designed and shipped a Type 2 diabetes-management platform end to end, from research with NHS patients and clinicians to a patient app and clinician web platform. Rolled out across several London boroughs, supporting subsequent funding rounds.

Queensland University of Technology

Bachelor of Design (First Class Honours), Industrial Design
Second major in Interactive & Visual Design
Exchange semester at HiOA, Norway